

THRIFTY DRUG STORE OPENS THURSDAY IN TORRANCE CITY

CHAIN EXPERT

Ferster Named Carson Manager

Harry V. Ferster has been appointed manager of Torrance's new Thrifty Drug Store in the Carson Plaza Shopping Center, intersection of Carson Street and Normandie Avenue, it was announced by officials of the huge drug chain.

Ferster, a native of Omaha, Nebraska, is a veteran Thrifty employee who joined the firm in March, 1954, as a prospect for management training. Since then he has advanced to his present assignment while serving with Thrifty units throughout the South Los Angeles area, and has managed the Gardena store since September, 1958.

The popular Thrifty executive is a U.S. Army veteran of ten years service. He is married and lives in Wilmington.

Well Qualified

Well qualified in all phases of drug store operations, Ferster is a product of Thrifty's unique management training program. Under this plan a trainee is instructed in all basic drug and retail selling principles plus the many detailed assignments of store operation.

Then these are supplemented with practical in-store training. After the basic course is completed, a student is placed in a store as a second assistant manager, and progresses to assistant manager and then manager.

The remainder of the management team of the new Carson Plaza Thrifty Drug Store is comprised of Anthony J. Sberna, assistant manager, and Daniel J. King, second assistant manager.

Good Thrifty Career

Sberna began his Thrifty career in October, 1959, as a prospect for management training and has received his experience at stores throughout the Gardena area. He is married, the father of one child and attended school at Los Angeles City College and UCLA.

King began his career with Thrifty in May, 1960, as a stock clerk at the Orange store. He was soon selected for management training and has received his experience at stores in Long Beach and San Pedro. King is single, an Air Force veteran, and attended school at University of Washington.



HARRY V. FERSTER — Has been named manager of Torrance's new Thrifty Drug Store at the corner of Carson Street and Normandie Avenue, in the Carson Plaza Shopping Center.

Blue Chip Stamps Offered At Thrifty Drug

In operating for 33 years on the principle, "Thrifty Sells for Less," and offering the finest brand merchandise for the lowest possible prices, Thrifty Drug Stores now offer even greater values to its customers by awarding Blue Chip Stamps on more than 20,000 items, which means you get approximately an extra 2 1/2 per cent discount on the more than 20,000 items.

Always a leader in developing new merchandising techniques, Thrifty Drug Stores was one of the pioneer firms that introduced Blue Chip Stamps.

Harry V. Ferster, manager of Thrifty's new Carson Plaza store at Carson Street and Normandie, pointed out that in awarding Blue Chip Stamps on over 20,000 separate items, the ultramodern store will include variety and department store merchandise for issue of the trading stamps.

This additional service makes it possible for Torrance residents to do a large bulk of their shopping under one roof and still receive the popular trading stamps.



HOUSEWARES DEPARTMENT—In the new Thrifty Drug Store in Carson Plaza has a complete stock of high quality housewares merchandise. Everything from fancy planters, brooms, and throw rugs to name brand electrical appliances are awaiting the Thrifty customer who appreciates big savings.

Sporting Goods Department Tops

Whether it's baseball, football, tennis, volleyball, badminton, ping pong, or any sport, you name it, and Thrifty's Sporting Goods Department can take care of every need.

Such is the case in the new Thrifty Drug Store in Carson Plaza at Carson Street and Normandie.



SPORTING GOODS DEPARTMENT—Is typical of the dozens of completely stocked departments throughout the new Carson Plaza Thrifty Drug Store. In this section will be found equipment for every sport. Tennis, golf and fishing enthusiasts will be pleased with the wide selection of equipment and prices to fit any budget.



NEW THRIFTY DRUG STORE—Shown above will open Thursday in the Carson Plaza Shopping Center, at the intersection of Carson Street and Normandie. A gigantic Grand Opening Sale will introduce the new store following a 9 a.m. ribbon-cutting ceremony. The ultra-modern store covers 17,280 square feet of

Huge Houseware Selection Offered

Down through the years Thrifty Drug Stores have become a second home to the homemakers of California, and a big reason for this is the giant housewares department that every Thrifty features.

The new store in Carson Plaza will be no exception and all local residents are invited to inspect the tremendous variety of housewares bargains.

Of course, the kitchen is the women's headquarters and Thrifty stocks a fabulous variety of items to make her work easier and more pleasant.

A few of the items include all types of glassware, dinnerware, flatware, cooking utensils and accessories, ovenware, baking pieces and pot holders—the list is endless.

On the decorative side, Thrifty's housewares department has many values, including wall plaques, planters, fancy serving dishes, utility serving trays and fancy tv trays. All these and many more are offered at Thrifty's traditional "sell for less" prices.

Thrifty Sets Cosmetic Department

When architects for Thrifty Drug Stores planned the new store in the Carson Plaza Shopping Center, special attention was directed to the Cosmetic Department.

This very important segment of the new store has incorporated the very latest in showcase design as well as a complete inventory of nationally advertised brands.

In celebration of the Grand Opening, Thrifty buyers have succeeded in securing special low prices on many nationally advertised cosmetics.

Included in the vast selection of all beauty aids are complete "treatment lines" of Hudnut, Tussy, DuBarry, Dorothy Gray, Hazel Bishop, Helena Rubenstein, Revlon, Max Factor, plus "Fragrance lines" from Coty, Dana, Lanvin and many others.

NEW THRIFTY DRUG STORE AT-A-GLANCE

LOCATION: Carson Plaza, Carson Street and Normandie.

PARKING: Acres of free parking.

MERCHANDISE: More than 25,000 drug variety and department store items.

STORE AREA: 17,280 square feet.

GRAND OPENING SPECIALS: Reduced prices specially marked in every department.

PRIZE DRAWING: Free-Decca Stereo Console. Prize drawing held Oct. 6, 8 p.m.

GRAND OPENING GIFTS: Lifelike orchid corsages, free balloons, cookies and gift bags.

floor space. Fifty-two departments will carry more than 25,000 different items of drug, variety and department store merchandise. Thrifty's famous Double-Discounts, with Blue Chip Stamps, will be featured at the new store.



CONVENIENT LOCATION—Offers plenty of free parking and an easy-to-find location. These are two of the many attractions of the new Thrifty Drug Store in Carson Plaza. The spacious new store will be open more hours every day, 365 days a year, to take care of your shopping needs for drug, variety and department store merchandise.

FOR YOUR SAFETY

Prescriptions Get Thrifty Guarantee

The Bonded Prescription Department is the operational heart of every Thrifty Drug Store, and this will certainly be true of the new store in Carson Plaza.

Designed with the sole purpose of giving the finest in pharmaceutical service, this prescription department will be staffed by registered pharmacists at all times.

Every prescription filled by Thrifty pharmacists is guaranteed, in writing, to be exactly what the doctor prescribed.

Thrifty's quality and low prices are dramatically demonstrated in the prescription department which uses only top-brand pharmaceuticals from such firms as Lilly, Squibb, Upjohn, Parke-Davis, Lederle, Merck, Ciba, Wyeth, Withrop and others of top quality to ensure the customer of the finest drug products at all times.

New Thrifty Will Feature Flower Tools

It's gardening time 12 months a year in Southern California, and when Thrifty executives planned the new store in Carson Plaza, provisions were made for the "Green Thumb" and "Weekend Gardener's Club."

A complete line of garden tools, sprays, hoses, sprinklers and small hand tools are featured in this department, plus hoes, rakes, spades, cultivators and many others.

Also in this complete department Thrifty features a huge selection of insecticides, fertilizers and weed solutions to keep lawns green and healthy.

To keep that same lawn manicured, both power and regular lawn mowers are offered at Thrifty's traditional low prices.

The new Thrifty caters to the flower enthusiasts with packages of seeds and bulbs in a great array of colors and species.

For 33 years, Thrifty Drug Stores have served California buyers with the highest quality at the lowest cost.

Huge Crowds Expected at Normandie and Carson

Thrifty Drug Stores, the West's largest drug, variety and junior department store chain, will unveil a new super-store in Torrance Thursday.

The spacious new Thrifty Drug is located in the Carson Plaza Shopping Center at the intersection of

Carson Street and Normandie Avenue. A 9 a.m. ribbon-cutting ceremony will open the doors to the public.

The ultra-modern store will be introduced with a huge Grand Opening Sale featuring hundreds of money-saving "specials" in every department.

Customers will be delighted with the spacious new store which is described by company officials as one of the most beautiful in the entire Thrifty chain.

Everything possible has been incorporated to make shopping a pleasurable experience including the latest conveniences and merchandising facilities created by contemporary architecture. The new Carson Plaza Thrifty has been designed to be the ultimate in fast shopping and convenience.

A ribbon-cutting ceremony will officially inaugurate the new store with civic dignitaries joining Thrifty officials in the festive occasion. Representing Torrance will be Mayor Albert Isen; Chamber of Commerce President, Michael Denn; and Miss Torrance, Bobbett King.

Directing the ribbon-cutting for Thrifty will be Manny Borun, Vice-President of the huge chain; Bill Henry, Director of Store Operations; and Harry V. Ferster, Manager of the Carson Plaza Thrifty Drug.

The huge Grand Opening Sale, which follows the ribbon-cutting, will feature grand opening "specials" in all departments. Thrifty's traditional low prices will be especially reduced even lower on hundreds of items during the Grand Opening Sale.

The new Thrifty will cover 17,280 square feet of floor space scientifically laid out in 52 departments to carry more than 25,000 separate items of drug, variety and department store merchandise.

Thrifty officials said the new facility will feature Thrifty's policy of Double-Discounts in every department throughout the store. The Double Discount Policy includes:

1. Lowest discount prices, plus
2. Blue Chip Stamps on a vast quantity of drug, variety and department store merchandise, which means approximately an additional 2 1/2 per cent discount on over 20,000 items, over and above Thrifty's traditional "sell for less" prices.

To celebrate the Grand Opening, 5,000 lifelike orchid corsages will be given to the ladies, 5,000 balloons and 1,500 cookies to the children, and 2,500 gift bags given with purchase of \$1 or more.

Thrifty officials announced that a magnificent Decca stereo console will be awarded in a prize drawing at 8 p.m., Saturday, Oct. 6. The Decca stereo also includes an AM-FM multiplex tuner. The prize drawing costs nothing to enter and everyone has a chance of winning the beautiful Decca stereo console. Details will be found elsewhere on this page.

One of the key departments of

the new Thrifty is the well-stocked sports department. A huge selection of the finest sporting equipment will be featured here, including everything from badminton and tennis to golf and football.

Fishermen will find tackle, poles, bait boxes and a complete line of accessories to fill their requirements. Baseball players from little-league to semi-professional will find sound values on approved baseball equipment. All types of camping equipment are also featured here.

A large housewares department will showcase a vast selection of glassware, flatware, and a full line of utensils, plus a giant stock of soaps, detergents, mops, brushes and other cleaning items.

A gardening department and hardware department are included with all types of garden tools and accessories, hoses, sprinklers, insecticides, hand tools, electrical equipment, paints, brushes and hundreds of similar items found here.

The huge cosmetic section will feature complete "treatment" lines from Richard Hudnut, DuBarry, Dorothy Gray, Helena Rubenstein, and many other, plus "fragrance" lines from Revlon, Coty, Dana, Tussy and Lanvin, among others. Also a wide selection of men's toiletries will be included.

Stationery, photography, toys, wheel goods, nursery and baby needs, kitchenware, men's, women's and children's clothing, electrical appliances and thousands of other items will be found throughout the other departments.

The operational heart of the new Carson Plaza Thrifty, and of every Thrifty Drug Store, is the Bonded Prescription Department. Each prescription filled is certified to be precisely as the doctor prescribed. This year over 3,000,000 prescriptions will be filled by Thrifty pharmacists.

Only top brand pharmaceuticals from such renowned firms as Parke-Davis, Abbott, Squibb, Withrop, Upjohn, Ciba, Lilly and others of this quality, are compounded by experienced pharmacists who work in the most modern functional facilities that modern research has yet devised.

Service departments in the new store include cosmetics, prescriptions, tobacco, beverage, jewelry, camera and photo developing. Other departments are self service.

"The ever increasing kinds of merchandise sold in Thrifty Drug Stores make these stores a more exciting place to shop," said Manager Ferster. "Thrifty customers can get more of the things desired to raise their standard of living, at the lowest possible prices. It is this type of merchandising that has built Thrifty into the largest drug, variety and junior department store chain in the West," he continued.

Prizes Will Top Store Celebration

A beautiful Decca stereo console, 5,000 lifelike orchid corsages for the ladies, 5,000 free balloons for the children and 2,500 bags of cookies plus free gift bags with purchase of \$1, except liquor will be featured at the huge Grand Opening celebration of the new Thrifty Drug Store in the Carson Plaza Shopping Center.

The magnificent Decca full stereo console, a top-of-the-line "Palmer III" model, is a remarkable new instrument incorporating the very latest engineering advances to bring you a revelation in listening pleasure.

Four perfectly balanced heavy duty speakers are engineered to reproduce the finest in recorded sound with concert hall stereo separation.

To enter the Decca stereo console drawing, a customer need only sign a cash register receipt, or reasonable facsimile, and deposit it in the receptacle in the main concourse of the new Thrifty.

No purchase is necessary. Winner will be selected in a prize drawing at 8 p.m. Oct. 6.



DECCA STEREO PRIZE—Shown above is the magnificent Decca stereo console which some lucky Thrifty customer will receive in Carson Plaza. In addition to the famed Decca stereo system the deluxe "Palmer III" model, also contains an AM-FM multiplex tuner. See accompanying story for entry details.