

SENSATIONAL 5-DAY SALE!

Your Complete Community Newspaper
Every Sunday and Thursday

Verified **VAC** Audit

Greatest Circulation By Far
Only Audited Mass
Coverage of Torrance

SERVING GREATER TORRANCE

Torrance Herald

CAPITAL CITY of the GREAT SOUTHWEST

EXTRA

8 STAR FINAL

Thursday, March 7, 1963

YOUR GUIDE TO GREATER SAVINGS

WHITE FRONT STORES GRAND OPENING SALE

All 8 Huge White Front Locations Join Torrance Store Celebration

AT WHITE FRONT

Varied, Liberal Credit Programs

Even with the lowest prices in the West and the finest customer service policy, credit terms are offered to meet the most limited budgets! In addition to long term financing, your BankAmericard is welcomed at White Front for convenient charging of purchases.

DISCOUNT PIONEERS... WHITE FRONT BLAZES SPECTACULAR TRAIL IN SOUTHERN CALIF.

White Front, founded in 1929, has expanded from a single, small corner store to an impressive chain of 8 major discount shopping centers, serving most all of the Southland population!

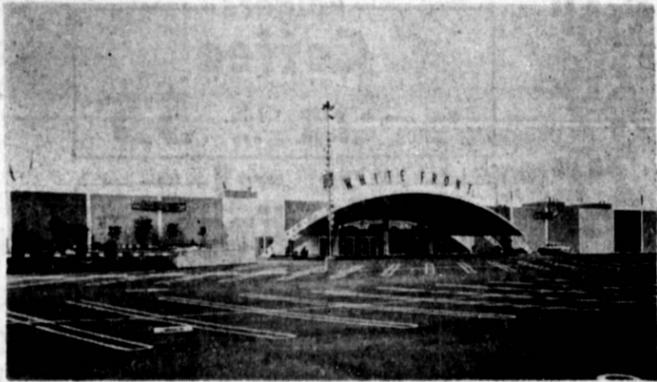
White Front revolutionized retailing by offering nationally advertised brands at discount prices. By thus satisfying a need in the economy, White Front has grown to be one of the largest volume discount chains in the entire country.

By rapid turnover of vast amounts of merchandise, lower prices are possible through large volume buying. However, discounts were not enough... and since 1929 to the present, certain other principles and policies were adopted to insure the success of the business.

The finest in customer service has been White Front's No. 1 slogan, and not merely a slogan, but rather an everyday applied pat-

tern of business. Courteous, friendly sales clerks to help out when needed; cheerful exchange of merchandise; liberal cash-refund policy and efficient handling of in-warranty repairs have been some of the reasons why thousands of satisfied customers have made White Front their shopping headquarters!

In addition to the low discount prices, and the fine customer service; the exceptionally large selection of brand new, first quality top brand name products have also contributed to the fantastic and loyal support of tens of thousands of Southland families!



WHITE FRONT'S—New giant Torrance location today, March 7. The same general building appears at Hawthorne and Torrance Boulevards. Ribbon dance has been followed from the other recent cutting ceremonies are slated for 10 a.m. Thurs-White Front suburban locations.

White Front Stores Get Acclaim: Most Complete One-Stop Centers in West

Everything to outfit your home and family can be found at White Front and at the most consistently low discount prices in Southern California.

Looking for a can of tomato soup, a national brand color TV, or maybe a power mower, or how about some dress shirts for dad? Well, you've come to the right place when you selected White Front for your shopping needs!

Perhaps the most recent addition to White Front's complete departments is the ultra-modern discount supermarket where the housewife can do all her weekly shopping, including farm-fresh produce and choice eastern quality meats.

Another superlative department or, better yet, four complete departments, would be the complete family fashion center.

Featured are full lines of ladies', men's, children's clothing, plus household soft goods. Here are some of the other departments you will find while browsing through White Front:

MAJOR APPLIANCES, TELEVISION, STEREO, RADIO, PHONO, TAPE RECORDERS, AIR CONDITIONERS, HOUSEWARES, PATIO FURNITURE, GARDEN SUPPLIES, SCHOOL SUPPLIES, BARBECUE NEEDS, ELECTRICAL APPLIANCES, LAWN MOWERS, POWER TOOLS, SPORTING GOODS, FOOD, DRUG, SUN-DRIES, RECORDS, VACUUM CLEANERS, SEWING MACHINES, FAMILY CLOTHING, HOME FURNISHINGS, JUVENILE FURNITURE, LUGGAGE, TIRES, AUTOMOTIVE DEPT., JEWELRY, CAMERAS, FURNITURE, LIQUOR, SHOES, NURSERY, PHARMACY, DELICATESSEN, INSURANCE, DRY CLEANING, LIGHTING FIXTURES, PAINT, HARDWARE, TOYS, SUPERMARKET, Etc.

The world is truly our source of supply as our buyers are continually making spectacular buys from all over the United States as well as selected imports from Spain, Italy, France, etc. Outstanding fashions can be found for every member of the family at astonishing low discount prices!

Nationally Advertised Products Sell at All 8 Stores at Lowest Prices

A White Front Store opening is traditionally a chain wide event. The fabulous bargains offered to the public on all of America's and world wide famous brand names are featured at all locations.

Famous names, such as RCA Victor, RCA Whirlpool, General Electric, Admiral, Westinghouse, Norge, Emerson, Philco, O'Keefe and Merritt, Gafers and Sattler, Wedgewood-Holly, Grundig Majestic, Capehart, Packard Bell, Zenith, Webcor, Universal, Sunbeam, Toastmaster, Lewyt, Hamilton Beach, and on and on, are included in the impressive list.

Many Services Offered...

White Front Torrance has a number of unique departments which are designed to truly bring one-stop shopping under one roof. These convenient services include:

Complete Tire and Automotive Center — the finest quality tire manufactured for White Front by the west's leading tire manufacturer to White Front's rigid specifications. Low discount prices include complete installation of tires. In addition, the tire center provides brake service, muffler service, seat covers, safety belts, and other major auto accessories, which are completely installed.

Dry Cleaning Service — finest quality dry cleaning of all clothing at low discount prices.

Prescription Pharmacy — competent registered pharmacist will fill your prescriptions as exactly called for by your doctor and you will be surprised at the low, low price.

Optometry — a licensed optometrist will examine your eyes, prepare your prescription glasses, as well as contact lenses.

TV Repair — our television and radio repair service center is manned by fine technicians who can quickly and efficiently take care of all your TV, radio, and other electronic equipment.

TRULY BEAUTIFUL STORE!

Here is a store measuring more than 130,000 square feet and, yet, when the customer enters through one of the most unique and modern entrances they have no difficulty in seeing almost immediately the department in which they are the most interested.

Wide, spacious aisles; large departmental signs overhead and the symmetrical layout lends the store to easy, convenient shopping.

Literally mountains of merchandise in attractive displays enthrall the eye, and shopping, too, can be done with white gloves without fear of soiling them! Parking facilities for 1500 cars are available for shopping convenience.

STARS, PERSONALITIES AT RIBBON CUTTING

Montalban, Star, 'Love Is A Ball'



RICARDO MONTALBAN

Famous star will delight the public at the gala opening ceremonies at the Torrance location. Have a "shopping ball" and be at the Torrance Store between 4 and 5 p.m. to see Mr. Montalban, who soon will be seen in the motion picture, "Love Is A Ball."

TV's Soupy Sales Attends Gala Opening



SOUPY SALES

On hand at the Torrance store opening will be the tv sensation, Soupy Sales, to autograph pictures and to greet the public. "Kiddies" of all ages are looking forward to this! "Soupy" will appear between 3 and 5 p.m., so plan on attending!

**SALE AT ALL 8 STORES
Starts Thurs., Mar. 7-10 A.M.**
WHITE FRONT'S 8 LOCATIONS JOINING IN THIS
HISTORY-MAKING 5-DAY SALE! BE THERE!

TORRANCE
TORRANCE BLVD. at
HAWTHORNE BLVD.

ANAHEIM
HARBOR & WILKEN WAY
One Mile South
of Disneyland

COVINA
1151 NORTH AZUSA AVE.
Between San Bernardino
Freeway & Arrow Hwy.

SAN BERNARDINO
499 ORANGE SHOW ROAD
Just Off San Bernardino
Freeway at Orange Show Road

LOS ANGELES
7651 SO. CENTRAL AVE.
Just So. of Florence

WESTSIDE L.A.
JEFFERSON BLVD. at HAUSER
Between Le Brea Ave. and
Cienega Blvd

EAST L.A.
5555 EAST OLYMPIC BLVD.
3 Blocks East of Atlantic
City of Commerce

VAN NUYS
16040 SHERMAN WAY
One Mile West of
Sepulveda Blvd