

# Crenshaw-Imperial Food Giant Opens Today!

## SALE PRICES ALSO IN EFFECT AT HAWTHORNE STORE

### Giant Values At Opening Here Today

One of the largest markets in the entire Southwest area opens in the Crenshaw-Imperial Shopping Center today, with special prices and features slated throughout the week-end. Grand opening of the 55 thousand square foot Food Giant store at the intersection of Crenshaw Blvd. and Imperial Hiway discloses a carefully color-engineered, pleasant, convenient family food store, geared to "fingertip buying."

The building features 55 thousand square feet of selling space plus a mammoth warehouse complete with two conveyor belts. The fireproof building is equipped with 22 wide aisles and four customer entrances. The floors are fashioned of modern Italian Terazzo tile, laid over a cushion of sand for walking comfort.

Electric power, required to illuminate the attractive modern lighting arrangements, is sufficient to light three square city blocks, Food Giant officials disclose.

Hundreds of spotlights, plus miles of fluorescent fixtures will add dramatic highlights to stock throughout the store. The fresh fruit and vegetable department will be equipped with special lighting, designed to eliminate the ultra violet rays which wither produce.

Sixteen checkstands, as well as a "fast check-out" stand, will make shopping for the whole family quick and convenient, say Food Giant officials.

Special prices will be effective at the Food Giant Hawthorne also. The Hawthorne store is located at 423 S. Hawthorne Boulevard.

When visiting the Crenshaw-Imperial Food Giant, customers will find that it features the most popular brands of nationally advertised liquors, fresh produce, ice cream, delicatessen items, meats, durgs, cosmetics and stationery supplies, to mention but a few specialties.

All merchandise is pre-priced and tagged so that customers may shop with no delay. Although self-service is featured, a staff of sales employees will be on hand to help with items which require personal attention.

### New Market Offers Latest in Health And Beauty Aids

Twenty-five hundred different drug items will be featured by the new Food Giant market, opening today at Crenshaw-Imperial Shopping Center.

Included will be well-known cosmetic brands, as well as medical supplies, baby items and a complete line of hair grooming supplies.

The latest in "beauty" will be a specialty at the new Crenshaw-Imperial Food Giant, store officials promise.

## ONE-STOP SHOPPING IS FOOD GIANT IDEA

Carrying out a plan to offer customers a "one-stop" operation, officials of Food Giant have incorporated an entire department store inside their new food store, located in the Crenshaw-Imperial shopping center at the intersection of Crenshaw Blvd. and Imperial Hiway.

Convenience and wide selection are the keynotes. The floor plan is so designed as to give shoppers wide aisles in quiet, attractive surroundings. Efficient, modern fixtures for the display of merchandise add both beauty and customer convenience.

While browsing in a Food Giant store, say officials, you soon realize that you're among friends. Courteous and helpful personnel are eager to provide you with friendly service, while you select from a wide variety of popular, nationally advertised items.

In keeping with a long-time Food Giant trend, store buyers are constantly on the alert for new trends and new items placed on the market. They are trained to select for their customers the finest merchandise obtainable and offer it at the lowest possible prices.

The unbeatable combination of quality and value is another reason for the unparalleled success of Food Giant's stores.

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### Gives Jobs

The new Food Giant market, opening in the Crenshaw-Imperial Shopping Center is providing jobs for 150 people living in the Gardens, Hawthorne and Inglewood areas.

According to the personnel department of the Southern California chain, the policy of Food Giant officials is to utilize local help for every market they open.



### Tony Perez To Manage New Food Giant

Genial Anthony (Tony) Perez has been appointed manager of the new Food Giant Market at Crenshaw and Imperial. Mr. Perez has been in the grocery business since he was 13 years old, taking time out to attend U.S.C. and spend three and a half years in the Navy during World War II. Tony, his wife and five children, who presently live in Canoga Park are planning to move shortly to the Inglewood area.

Tony Perez will be on hand to welcome old friends and new during the opening celebration.



**BILL BALLANCE TO APPEAR AT FOOD GIANT**—KFWB disc jockey and funster, Bill Ballance, will appear at the new Food Giant, Crenshaw boulevard at Imperial, on Friday, April 6, at 8 p.m., to help celebrate the grand opening of the fabulous market. Ballance has promised to bring several recording stars with him. Also on the program will be Big Jim De Noon and his orchestra. Food Giant's grand opening celebration will continue through Sunday, April 8.

### FOOD GIANT DELICATESSEN DEPT. CONSIDERED GOURMETS DREAM

Delicacies from all over the world can be found in Food Giant's delicatessen department. Here you may purchase imported jellies, imported cookies, bear steaks, quail eggs, fried grasshoppers, rare cheeses, exotic spices, as well as a complete assortment of luncheon meats and sandwich makings.

You will find it the most complete Delicatessen Department in Southern California, catering to your every culinary taste and desire. You are cordially invited to visit our delicatessen wrapping and preparation room to meet our famous delicatessen supervisor and buyer, Mr. Paul Hoffmann. He will be pleased to



Pictured here is the new 55,000 square foot fabulous Food Giant Market which is opening its doors today. More than a year of planning and many months of actual construction have resulted in one of the world's largest markets, more modern than tomorrow in design, and complete with

every known shopper convenience. Here scientific layout and design is harmoniously blended with light and color to produce a shopping atmosphere that changes a shopping chore into an exciting adventure.



"THE FRONTIERSMEN", KTLA western varieties band, will entertain Food Giant customers next Saturday afternoon at the Food Giant Grand Opening celebration.

### STAR STUDDED PROGRAM TO HIGHLIGHT MARKET OPENING

Vocalists Anita O'Day and Gloria Wood To Appear at Gala Celebration

Four days of entertainment are planned for Food Giant customers during the big supermarket's grand opening celebration April 5, 6, 7, and 8. Gordon Grey, well known master of ceremonies will be in charge of the entertainment schedule.

Lovely Vocalist Anita O'Day whose latest record on the Verve label "Honeysuckle Rose" is making the latest big news, will appear at the market on Saturday at 2 p.m. with Bill Daniels, popular KFWB newscaster.

Songstress Gloria Wood will add glamour to Friday night's entertainment program when she appears at Food Giant with witty Bill Ballance, KFWB disc jockey.

Thursday's festivities will begin with the appearance of Chris Scott, beauteous KABC disc jockey. Miss Scott will participate in the official ribbon cutting ceremonies at 9 a.m. Thursday Morning, April 5. Mayor England and leading civic and municipal leaders will also be in attendance for the event.

On Friday Night, Music will be supplied by Big Jim De Noon and his orchestra, while on Saturday customers will be serenaded by the Frontiersmen, popular western band.

As a special events feature, Dave Showalter, director and star of KABC's Today in LA, will interview and tape record conversation with customers for his radio program.



**GORDON GREY**, popular master of ceremonies will head the outstanding gathering of stars who will be on hand to entertain at the opening of the new Fabulous Food Giant Market this Thursday, Friday, Saturday and Sunday in the new Crenshaw Imperial Shopping Center.



**BILL DANIELS TO APPEAR AT FOOD GIANT**—KFWB Newscaster and D. J. Bill Daniels will present prizes and surprises at the Food Giant, Saturday, April 7, 2 p.m. Daniels appearance is part of the huge grand opening celebration presented by the Food Giant market, Crenshaw boulevard at Imperial, Inglewood. Grand opening activities will be continuous Thursday, Friday, Saturday and Sunday.

### GIANT QUALITY MEATS FEATURE LOW PRICES

One hundred and ten feet of meat cases mean leisurely shopping for customers at the new Food Giant Market, opening today at the Crenshaw-Imperial shopping center located at the intersection of Crenshaw Blvd. and Imperial Highway.

Also helping to speed things up are 25 butchers, working on an assembly line basis. Each man is a specialist in a particular cut of meat.

The cuts are sent to a refrigerated room where 15 women sort and package the items and send them to the meat department.

There, customers will have their choice of a complete line of meats and fish, including shell fish—in season. Chickens and rabbits are packed under Food Giant's own label, as are other meat cuts.

Mass production in the meat department, say market officials, means both easy-to-take prices and quality cuts, trimmed to suit the most particular housewife.

### Sweet Tooth?

For them what has a sweet type tooth—the new Food Giant, opening today at the Crenshaw-Imperial shopping center—is the place to go, according to store officials.

The candy counter will be located near the checkstands for greater customer convenience. Stocked will be all nationally advertised brands, plus candy in boxes.

More than 250 kinds of delectable bon bons will be featured.

### Liquor Mart To Feature All Brands

International is the word for the liquor department at the new Food Giant Market which opens today at the new Crenshaw-Imperial Shopping Center located at the intersection of Crenshaw Blvd. and Imperial Highway in Inglewood.

All domestic and imported brands of beer, whisky and liquor will be featured, according to Food Giant officials. Special prices and services will mark the grand opening this weekend they promise.

Other items carried include cigars (properly humidorred), cigarettes and tobacco; candy and a wide variety of magazines.

### PRODUCE FRESH DAILY

Food Giant specializes in what the customer wants to buy—not what we want to sell him. That's the policy of the new market which opens today at the Crenshaw-Imperial Shopping Center, according to a buyer in the produce department.

Featured in the new Food Giant, located at the intersection of Crenshaw Blvd. and Imperial Hiway is a wide variety of fruit and vegetables, the buyer disclosed.

"Our produce sells quickly, which means that our inventory turns over every day," he said. Five different kinds of lettuce are one specialty, while all fruits and vegetables will be attractively displayed in stainless steel cabinets.

"Due to our high quality and rigid requirements, plus modern scientific facilities for preserving freshness, color and flavor," said Mr. Santoorjian, produce buyer for the Food Giant chain, "we sell a larger volume of fresh fruits and vegetables than any other store in Southern California."

Frank Santamouro will be manager of the Crenshaw-Imperial Food Giant produce department.



**TO CUT RIBBON AT FOOD GIANT**—Hollywood's most glamorous disc jockey, a girl named Chris—Christopher Scott of KABC, will participate in the ribbon cutting ceremonies at the grand opening of Food Giant market, Crenshaw and Imperial, Inglewood, Thursday, April 5, 9 a.m. Also present will be Theodore Cummings, president of Cummings Markets, and Inglewood Mayor England and many civic leaders.



**DAVE SHOWALTER, NEWS-CASTER, TO APPEAR AT MARKET**—Dave Showalter, star of KABC's "Today in LA" will appear at the Food Giant market on Thursday, April 5, 4 p.m., to interview and record customers conversations for his Friday radio show.

### WANT SOME MONEY?

Ever had a hard-time getting a check cashed? Well, that probably won't happen again, if you remember to get your checks cashed at the new Food Giant Market opening today at the intersection of Crenshaw Blvd. and Imperial Highway.

There in the check cashing booth four speedy and competent cashiers are available to take care of you in a hurry, say Food Giant officials.

## FOOD GIANTS GRAND OPENING BIG GIVE AWAY! WIN THIS \$1500.00 ORGAN



AND THOUSANDS IN OTHER PRIZES INCLUDING:

- 1 NEW SEPARATE 10 CU. FT. REFRIGERATOR LOCKER  
Even stores vegetables and most fruits in a new In-A-Dor Crisper!
- 2 NEW SEPARATE ICE LOCKER  
Provides ice service and dispenses frozen juice cans without opening the freezer section!
- 3 NEW SEPARATE 105 LB. FROZEN FOOD LOCKER  
Actually keeps a steak safe-frozen for an entire year!

**New 1956 NORGE Tri-Level REFRIGERATOR-FREEZER**

AND BENDIX WASHER, 21" G. E. TELEVISION, G. E. PORTABLE TELEVISION, EVERUDE OUTBOARD MOTOR, POWER LAWN-MOWER, ELECTRIC BLANKETS, WEBCOR PORTABLE PHONO-GRAF, G. E. ELECTRIC MIXERS, WESTINGHOUSE ROASTER, BAR-B-Q TABLES, BICYCLE.

NO PURCHASE NECESSARY! YOU DO NOT HAVE TO BE PRESENT TO WIN! Just write your name and address on the back of a register slip or facsimile and drop it in the box at any Food Giant Market. Drawings will be held every week for four weeks. Drawing for the Baldwin organ May 5th. Winners will be announced weekly.