

# Fabulous New Shoppers Market Plans Big Grand Opening Celebration Today



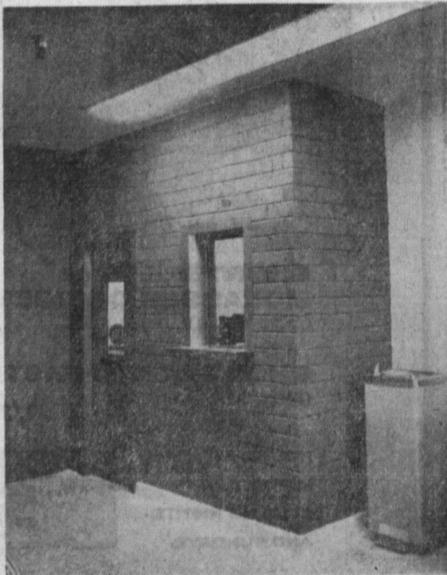
GIANT SIGN marks the location of the new Shoppers Market at the intersection of East Carson and Main Street. Market has parking space for more than 400 cars in front and side. Location is accessible to residents throughout the entire area, including Torrance, Wilmington, Dominguez, Victoria Park and Gardens.



VIEW FROM ABOVE shows the mammoth size of the new Shoppers Market at East Carson and Main. More than 32,000 square feet are contained in the building which is the largest and most complete in the area. Ultra modern fixtures make the entire market extraordinarily convenient for shoppers. Row after row of counters will bring local residents a tremendous selection of values in every department.



LIQUOR DEPARTMENT at the new Shoppers Market boasts a complete selection of the finest spirits available. Shoppers Markets offer low price specials in all popular beverages. This department also includes a complete magazine selection, cold beers, wines and all types of soft drinks and mixes. Smoker's accessories, glassware and candies are also featured.



HERE IS A WELCOME SIGHT to many a shopper who needs to cash a check. And, of course, when you have those pesky utility bills laying around, just bring them along and pay them right at the store. Money orders are also available for mail-in bills.

## Seven Days Ceremony Scheduled

The curtain will be drawn back this morning on the Grand Opening ceremonies of the new Shoppers Market at 110 E. Carson and Main in Torrance.

The newest Shoppers Market is the seventh in the fast growing chain with two more scheduled soon for completion.

President Charles J. Futterman and his executive staff will be on hand today through Sunday for the Grand Opening celebration. Thousands of local residents are expected to view the new market which is one of the finest in the southland and largest in this entire area.

Assisting Mr. Futterman at the opening will be Joseph Gach, executive vice-president and David Shore, vice-president and general manager of the firm.

Cecil King, Congressman for 17th Congressional District, will be on hand at 9 a.m. to cut the ribbon which will officially open the beautiful new market which will offer floor space in excess of 32,000 square feet.

"We have gone all out to provide the very latest in fixtures, equipment and selection for the people in this area," Mr. Futterman said last night. "We have been working as a team for more than a year to make this new installation a real part of our community."

Manager of the new market is Robert Sally, a veteran grocery official who brings to the area a vast knowledge of the grocery business despite his youthfulness.

"We have secured more than one hundred employees, most of them directly from this area, who are all well qualified to serve the needs of the people," Sally said.

Investment, including property, building and fixtures amounts to nearly one million dollars, Mr. Futterman said. The building was designed by Richard Jasper, Civil Engineer.

"We have attempted to employ local area residents wherever possible," Mr. Futterman said. "Many of our large staff of specialists are your friends and neighbors from this area," he added.

The meat department, with more than one hundred feet of self-service meat cases, will have the very latest in meat cutting and wrapping equipment. All beef will be U.S. Government graded "Choice".

Huge refrigerators provide adequate space for Shoppers top quality meats. A large staff of trained butchers will be available at all times to serve your every need.

In an area where so much fresh produce is sold in roadside stands it seems amazing that Shoppers will feature its beautiful fruits and vegetables at prices so low customers will think they are back at the road side. And, of course, the U.S. Fancy and extra Fancy produce will be displayed under the most sanitary conditions possible. Royce Bailey, produce manager, has spared no one in seeing that the department is perfect.

All well-known, nationally advertised brands as well as lower-priced "packer-label" brands of merchandise will be featured at the new Shoppers Market.

Wide, well lighted aisles and easy-to-reach shelves and frozen food cabinets will make shopping in the new Shoppers, Fun Shopping.

Besides the Van de Kamp self-service bakery and delightful snack bar, the customer will find a completely stocked liquor department which is also self-service for convenience.



Bob Sally, Store Manager



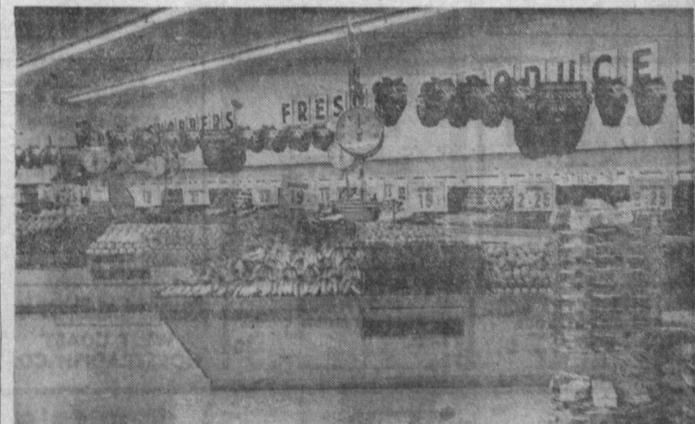
EXECUTIVES of the Shoppers Market chain are shown surveying the vast delicatessen department. In the center is Mr. Charles J. Futterman, president. Executive vice-president Joseph Gach is at the right and vice-president David Shore is at the left. Shoppers Markets was founded in 1939. This is the seventh in the fast-growing chain with stores eight and nine nearing completion very soon.



NO WAITING at these check stands. Shoppers Markets has provided check stands as far as the eye can see to facilitate easy shopping for local residents. The most modern check stand equipment is provided at each stand to assure efficiency, according to manager Bob Sally. "The architects designed this building with only one thing in mind, and that was to please as many people as possible at the same time," Sally said.



U.S. GOVERNMENT GRADED "CHOICE" MEATS only are sold at Shoppers. An efficient, well trained staff of experts have been stationed at the new Shoppers Market to assure continuation of Shoppers' reputation in this field. Manager of the "mile-long" meat department is Richard Curry. "We have done everything possible to make this the finest meat department in the area," Curry said. "And the lowest prices," he added, smiling.



FARM FRESH PRODUCE will be one of the featured attractions at the new Shoppers Market which opened today. The huge produce department is attractively decorated and cleanliness is assured. According to Royce Bailey, produce manager, U.S. Fancy and extra fancy produce will be sold at prices you would expect to find on the road-side. "We couldn't price it any lower," Bailey said.