

# Grant's 190th Street Opens Tomorrow

## Nationwide Firm to Hold Ribbon Cutting In North Torrance

Grand opening of the beautiful new W. T. Grant's store, scheduled for tomorrow in the North Torrance Shop-Center at the corner of 190th St., is the latest such ceremony in a history that dates back more than 55 years and includes some 878 such stores.

William T. Grant, currently chairman of the board of the nationwide chain of stores, opened the first store in Lynn, Massachusetts, in 1906. In 1960, sales volume exceeded the half-billion mark for the first time.

The stores are family-type establishments, selling merchandise lines for women, for men, for children, and for the home. Prices generally range up to \$5, but with some items ranging in price up to and above \$100. Typical of the company's merchandise assortment expansion: On February 1 of this year, the company presented its own brand line of white goods, including refrigerators, freezers, washing machines, dryers and other major appliances in 150 of its larger stores in 22 states.

While most sales are for cash, the credit service, including 30-day charge account, is available in all stores. The Grant Company was the first in its field to institute a successful consumer credit program. It was started in 1947.

1960 sales, which totaled \$513,000,000, registered a new all-time high for a year. Except in 1932, 1938 and 1949, the company has had a sales increase every year of its 54-year history. The company has earned a profit and paid dividends in every year of its history.

### EXPANSION

The company is maintaining a steady program of expansion. In recent years, the program has been directed almost entirely to shopping center stores that offer retailing opportunities in the suburbs. The company opened its first shopping center store in 1941 when the shopping center concept was in its infancy. The company was among the very first to recognize the significance of the budding retail trend to the suburbs. The fact that 431 of the company's current 878 stores are located in shopping centers attests to the company's conviction that it must follow its customers as population patterns develop.

In 1960, the company opened 78 new stores and re-modeled 13 more. It closed 15 units. Thus far in 1961, the company has opened 14 new stores, all in shopping centers. It has 53 more under construction for opening this year. This past March, the company opened 13 new stores, six of them on one day. L.C. Lustenberger, Grant Company president, pointed out that these stores, in staffing alone, provided 600 new steady jobs and 300 part-time jobs, as he made the comment that "recessions cannot last very long if all America makes up its mind to do something about it."

This attitude is typical of the company's philosophy and accounts in great measure for the terrific momentum generated by the company during the 50's and continuing into the decade ahead.

The company employs 39,000 people on a year-round basis, with a peak of approximately 49,000 in December.

In addition to its domestic operations, the company owns controlling interest in Zeller's Ltd., a Canadian chain operating 80 stores similar to Grant stores.



GRANT'S SALES CLERK Ila Lee holds up a plaid skirt in the ladies and childrens department that will on sale when the new store opens tomorrow.



LARGE NEW GRANT'S will be the scene for the final grand opening of the modern North Torrance Shopping Center. Started more than three years ago the Center is now complete with the addition of W. T. Grant.



## DYNAMIC DOLLAR DAYS!!!

It's just good "cents" to save dollars during Food Giant's Dynamic Dollar Days!

Stock up now! None sold to dealers!

4 DYNAMIC GIANT SALE DAYS THURS. THRU SUN., SEPT. 14 THRU 17

**FROZEN BANQUET DINNERS** 35¢  
 HAM BEEF CHICKEN TURKEY REG. PKG.

**SPAGHETTI** 7 FOR \$1  
**TOMATOES** 7 FOR \$1  
**KIDNEY BEANS** 7 FOR \$1  
**BUTTER BEANS** 7 FOR \$1

**SWEET PEAS** 6 \$1  
**WHOLE CORN** 6 \$1  
**HUNT'S CATSUP** 6 \$1

**ISLAND SUN SLICED PINEAPPLE** 10 NO. 1 FLAT CANS \$1

**SLICED OR HALVES F & P CLING PEACHES** 5 NO. 2 1/2 CANS \$1

**FOOD GIANT FLOUR** 5 lb. bag 29¢  
 PRICE INCLUDES 5¢ OFF LABEL

**CHUNK TUNA** 5 FOR \$1  
**GREEN BEANS** 5 FOR \$1  
**PORK & BEANS** 10 FOR \$1  
**NEW POTATOES** 10 FOR \$1

**FLAV-R-PAC FROZEN PIES** 29¢  
 APPLE CHERRY PEACH BOYSEN BERRY 8 IN. PIE

**GOLDEN CREAM STYLE DEL MONTE CORN** 6 303 CANS \$1

**MA PERKINS PINEAPPLE JUICE** 5 BIG 46-OZ. CANS \$1

**PORK LOIN ROAST** 49¢ lb.  
 FRESH GRAIN FED SEVEN RIB PORTION

**ROUND STEAK** 69¢ lb.  
**RUMP ROAST** 69¢ lb.  
 PATMAN'S CRYOVAC ROUNDS OF CORNED BEEF 69¢ SEA STAR-BRAND 8 OUNCE PACKAGE FRIED FISH STICKS 4 FOR \$1

**FLAV-R-PAC FROZEN VEGETABLES**  
**GARDEN SWEET PEAS PEAS AND CARROTS** 7 REG. SIZE PKGS. YOUR CHOICE \$1  
**SWEET CUT CORN**  
**CHOPPED BROCCOLI**  
**LEAF SPINACH** OR CHOPPED SPINACH

**NATURAL SWISS CHEESE** 5-OZ. PKG. 29¢  
**STRAIGHT BOURBON WHISKEY** 8 YEAR OLD DOYLE SPRINGS \$3.19 FULL FIFTH

**DOG FOOD** 16 \$1  
 DAILY DIET ENERGY AND VITAMIN RICH TALL CANS



In MANHATTAN BEACH 2400 Sepulveda Blvd. at Main  
 In TORRANCE 3731 Pacific Coast Hwy.

**LA GRANDE — FLAVORFUL NECTARINES** 10¢ lb.  
 PERFECT FOR "BACK TO SCHOOL" LUNCHES  
**ORANGES** 2 lbs 25¢  
**LEMONS** 10¢ lb.  
 VALENCIA—SWEET JUICY TANGY, TART

In SAN PEDRO 28849 Western Ave.  
 In NO. TORRANCE 4848 W. 190th at Anza  
 In GARDENA 14990 Crenshaw Blvd.  
 In HAWTHORNE 423 So. Hawthorne Blvd.

## Auto Violation Causes Injury

Compliance with the law and safety go hand in hand when you are operating a motor vehicle, California Highway Patrol Commissioner Bradford M. Crittenden said

"Well - deserved emphasis has been placed on factors such as caution, alertness and courtesy, but perhaps not enough stress has been given to the inherent safety features which the law provides if you obey it," he said.

"For instance, during 1960 more than four-fifths of all fatal and injury accidents involved one or more drivers who committed a traffic violation.

"If the drivers in violation had complied with the law, a majority of the deaths and injuries which scarred our highways last year could have been avoided. And 1961 is not much different. Violations of the law still are a causative factor in most of our accidents.

"The law is written to protect you, and the millions of other drivers who share the roadway with you. In complying with that law you are taking a significant step toward further ensuring your safety while on the road," he concluded.

OPPOSITE FOOD GIANT ON 190TH STREET  
**Paul's BARBER SHOP**  
 For CUSTOM HAIR Cuts to YOUR PERSONALITY — or Your Youngsters  
 Oldest Established Most Popular In This Area  
 2617 West 190th St.  
 3—Barbers—3  
 4—On Saturdays—4

WITH THIS COUPON ONLY  
 Any Plain Sweater or Skirt ..... 30¢  
 Good Only Thursday, Friday, Saturday, Sept. 14, 15, 16

**COLONY CLEANERS**  
 2423 WEST 190TH ST. CHARLAN SQUARE  
 Opposite Security-First National Bank

FR-4 6918 WITH THIS COUPON ONLY FR-4 6918  
 "WELCOME W. T. GRANT"  
**PERMANENT WAVE SPECIAL, Regularly \$15 \$9.95**  
 You Save \$5.25 — Good Only 'Till October 1st  
**LINDEEN BEAUTY SALON**  
 2617 WEST 190TH STREET  
 Opposite 190th Street Shopping Center