

NEW NORLEY'S MARKET HOLDS GIANT GRAND OPENING SALE

Super Sale Starts Today In Wonderland of Values



NORLEY SIROTT, CO-OWNER
Well Known in Grocery Industry

Mr. Sirott has been in the Torrance area for more than five years and has a complete background in supermarket operations. At just 29 years of age, he has had a total of 15 years of experience in the grocery business. Mr. Sirott stated he would like to become acquainted with each and every customer of his new market.

A new name in modern food merchandising in a familiar location . . . that's the story of Norley's Market opening this week at 1330 El Prado in downtown Torrance.

Hundreds of Torrance area residents who are accustomed to shopping in downtown Torrance will be hurrying to Norley's Market for loads of spectacular grand opening food bargains.

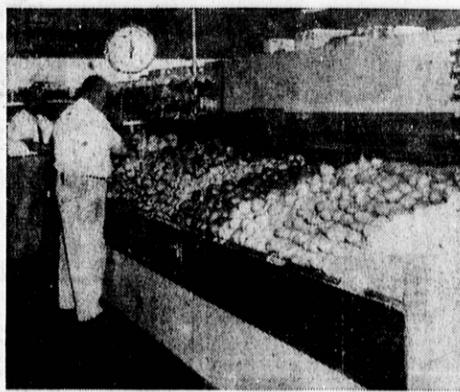
THE STORE, formerly the A & P, is quite spacious and convenient for downtown shopping trips. The customer will find many household, drug and variety items as well as fine selections of produce, meat, dairy, and other food items.

"Famous brand names will be on sale consistently at truly low, low prices day in and day out. This is what Mrs. Home-maker wants and gets here," Co-owner Norley Sirott said.

"**EVERY CUSTOMER** can expect friendly, helpful service . . . row upon row of fresh, clean merchandise in spacious surroundings," he said. "The store has more than 6000 square feet of shopping area with ample free parking facilities right at the door," he added.

The values listed are for the next six shopping days (closed July 4th) and no coupons or purchase limits are necessary to shop for any of the bargains offered at Norley's.

For fun and excitement for the whole family, be sure to see Webster Webfoot and Jimmy Weldon at the store Saturday at 1 p.m., Sirott emphasized.



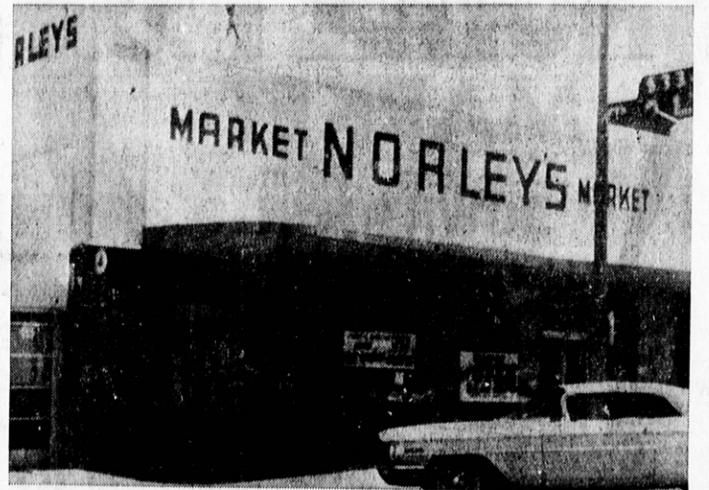
FRESH FRUITS . . . and vegetables are one of the most important departments in Norley's Market. All possible care and attention is given to the selection of produce. Norley's not only cares about freshness, quality, and variety, but assures that the price the customer pays is the very lowest possible.

Fresh Produce Arrives Each Day at New Market

Carloads of fresh produce arrive daily at the new Norley's Market and it's all first quality!

You won't find small, under-sized fruits and vegetables at Norley's . . . they are sent to places where the advertised price is more important than the quality, Norley's officials say.

More than 625 square feet of space is devoted to the produce section of the store, and several persons are at work constantly keeping the bins filled with a huge variety of high quality produce. "While shopping in our new store, please inspect our produce department. You'll like it as much as we do," Norley's management states.



NORLEY'S MARKET . . . A new name at a familiar location—many Torrance residents readily recognize this large store at 1330 El Prado in downtown Torrance. But now in the former A & P market building blossoms a new independent supermarket . . . the name, of course, is Norley's Market, enthusiastically entering the vigorous Torrance market with a loud, but sincere, bang.



COUNTER STYLE . . . meat department service is featured at the new Norley's Market in downtown Torrance. Most customers enjoy having this kind of personalized service, and at Norley's the customer will have the advantage of selecting meats cut and proportioned to their specifications.

SALE STARTS TODAY

DOORS OPEN AT 9:00 A.M. SHARP!



"ZIGGY" GOTTLIEB, CO-OWNER
Veteran Supermarket Executive

Co-owner "Ziggy" Gottlieb, the second half of the Norley's Market partnership, has been associated with many large supermarkets in the Los Angeles area and brings to the new store more than twelve years of complete grocery industry experience. "Ziggy," at 28, completes the young and energetic team to head the new Norley's Market.



STEVE SUDYKA
Meat Dept. Manager

Mr. Sudyka, a Torrance resident for over 20 years has had 37 years of experience in the butchering business. "In fact I'm from a long line of butchers and my son Ray, will also be employed in our meat dept.," Mr. Sudyka said. Both Steve and Ray are veterans and Ray carries an AA degree in psychology but still enjoys the butchering business!

FREE GROCERIES
★
FREE GIFTS FOR THE KIDDIES
★
and LOTS OF VALUES



VERN MITCHEL
Produce Dept. Manager

Vern has been associated with a local grocery concern for 15 years and is proud of his total of 40 years in this business. He has been a resident in the Los Angeles area for 25 years and will relocate his residence here in Torrance in the near future. Vern is quite particular in the selecting of produce for the customers, "only the finest fruits and vegetables will be on sale at Norley's," he said.

Over-the-Counter Meat Service is Store Feature

Past experience has taught us that the consumer desires to be served personally and would rather pay only for what they want.

This problem has been remedied at Norley's with the addition of a huge, 38-foot long, over-the counter meat case.

Whatever you may want—ground beef, steak, pork roast, or fresh fillets of fish—you can be sure of getting the freshest and highest quality, not an over-abundance of pre-wrapped meat that may have been in the case for "who knows how long."

Lots of Free Parking

The public is invited to see the tremendous values in our large meat department during this huge grand opening event.

IT'S BARBECUE time and with the tremendous savings at Norley's, families can treat themselves to thick, juicy steaks from Norley's and sizzling hot off the backyard barbecue.

We guarantee your complete satisfaction.

FEATURE VALUE!
Golden Creme AA
LARGE
EGGS
31¢ dz

Feature Value!

GRADE AA — WHOLE BODY

FRYERS

27¢ lb

FUN LAUGHS! PRIZES! FUN! TV LAUGHS! PICTURES! FUN

★ SATURDAY AT 1 P.M. ★

IN-PERSON!

meet! ★ **WEBSTER WEBFOOT** ★ meet!

★ **JIMMY WELDON** ★

★ **KCOP 13 TELEVISION** ★ PRIZES!

FEATURE VALUE!

U.S. No. 1 — Central American

Bananas

9¢ lb.

TURN THE PAGE FOR FANTASTIC GRAND OPENING VALUES!