

W. T. Grant's Torrance Opens Tomorrow

QUALITY, WORKMANSHIP, STYLE...

Grants Famous For Low Prices And Sound, Quality Merchandise, Says Vice President

"Sure we drive for low prices . . . but never at the sacrifice of sound quality." W. T. Grant Company director and merchandise vice president, define the company slogan "Known for Values." He listed quality, work-

manship and style as the foremost consideration in the buying or building of lines of merchandise for Grant counters. The company is always striving to incorporate the best possible materials and workmanship in every single item on the market, but at prices comfortably below those charged by others. (Continued on Page 6B)

Nationwide Firm to Stage Ribbon cutting at Highway 101 Store

Grand opening of the beautiful new W.T. Grant's store, scheduled for tomorrow in the Pacific Plaza Shopping Center at the corner of Calle Mayor and Pacific Coast Hwy., 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 remodeled 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.



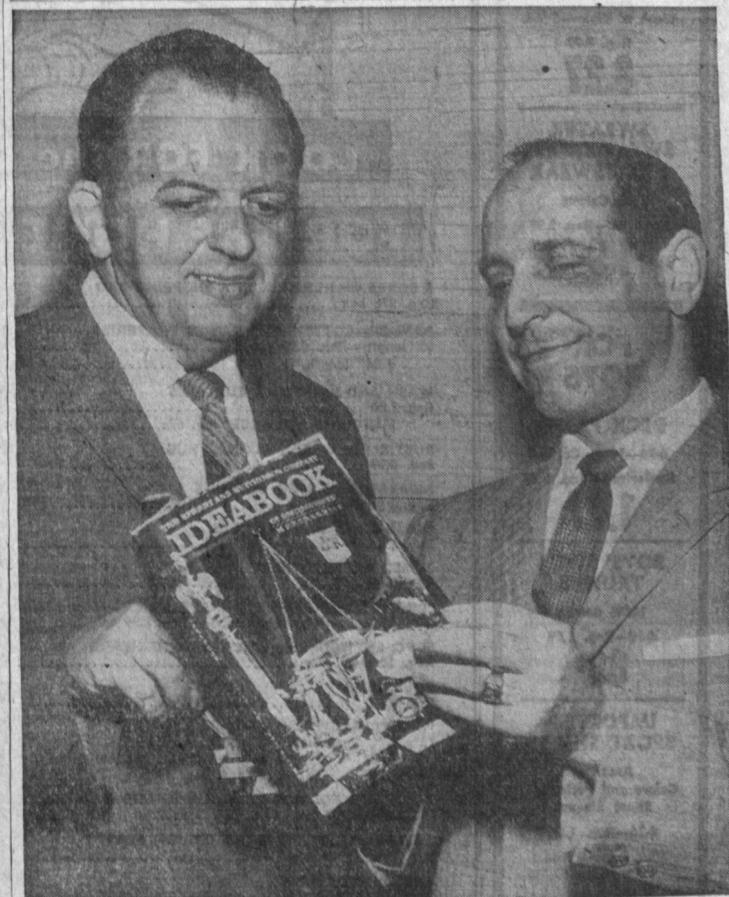
LOUIS C. LUSTENBERGER, Grants' President



W. T. GRANT, Board Chairman



J. L. KNIES, Merchandise V.P.



OFFER STAMP PROGRAM—W. T. Grant Company began local distribution of S&H Green Stamps at all western stores last month. Above, Jerome Vanduch, manager of the Torrance Grants which opens tomorrow at the Pacific Plaza Shopping Center, cor-

ner Calle Mayor and Highway 101, discusses the added value now offered Grant customers with Herschel Jones, district manager of Sperry & Hutchinson, distributors of Green Stamps.

SAVE TWICE AT GRANTS...LOW PRICES

PLUS S&H GREEN STAMPS

Grants
KNOWN for VALUES

There's a World of Savings at the **New Grants Pacific Plaza Shopping Center**

DOOR BUSTER SPECIAL



"Roseanne" BATH TOWEL
A "Grant Maid" Exclusive

Big, thick and thirsty jumbo size towel will last you for years and years. Beautiful screen print features favorite decorator colors on white. Top values!

Regular 1.00
72¢

HAND TOWEL . . . 59¢ WASH CLOTH . . . 29¢

DOOR BUSTER SPECIAL



"Grant Maid" ELECTRICAL APPLIANCES

TERRIFIC BARGAINS IN "Grant Maid" ELECTRICAL APPLIANCES

AUTOMATIC IRON, steam or dry, weighs a mere 3 1/4 lbs. Heat-control dial for all fabrics assures you safe and satisfying results. **BUY NOW AND SAVE AT W. T. GRANT**

AUTOMATIC TOASTER, features new light-to-dark selector. Thermostatic heat control pops up one or two slices of toast. Chrome-finish. **6⁸⁸ each**

6-QUART COOKER-FRYER, has an easy-clean aluminum lining; basket insert. Thermostat controls heat. Peek-through glass cover.

DOOR BUSTER SPECIAL



MODERN POLE LAMPS ARE EFFICIENT LIGHT DIRECTORS

Attractive space-savers, add decorative touch plus needed light. Handsomely styled in cocoa, black or black with multi-color bullets. All feature brass poles. For a modern note in living rooms, dinettes or dens, buy now and save.

Regular 9.99
6⁸⁸

DOOR BUSTER SPECIAL



EVERYBODY'S TALKING 27% Off

GRANTS EVERYDAY LOW PRICES ON FINE COTTON DRESSES

Tremendous assortment of fine 80-square percales or drip-dry cottons in coat or step-in styles. Gay prints, checks or plaids in a colorful variety to brighten life at home or shopping hours. Sizes for misses, 12 to 20. Women's half sizes, 14 1/2 to 24 1/2. Save now!

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FREE

- BALLOONS
- GIFTS FOR THE HOMEMAKER
- FREE RIDES

Bring the Family and Have Fun

SAVE 2 WAYS

GRANTS' LOW PRICES PLUS

S&H GREEN STAMPS

Store Hours: Open Monday, Thursday and Friday Nights

YOU MUST BE SATISFIED OR YOUR MONEY BACK

W. T. GRANT CO.

5017 PACIFIC COAST HIGHWAY AT CALLE MAYOR (Next to South High)