

Modern Torrance Safeway Store Opens Its Doors



HOWARD C. QUIGGLE
... Manages New Store

Howard Quiggle Manages Newest Safeway Store

Howard C. Quiggle, a Torrance resident and veteran of more than 19 years with Safeway Stores, is manager of the newly opened Safeway Store at Carson St., and Western Ave.

Before coming to Torrance last year as manager of the downtown store, Quiggle had been with the store in Montebello and East Los Angeles. He lives at 2614 Cabrillo Ave. with his wife and son, Dexter.

Quiggle is a veteran of World War II and the Korean War, where he served with the Air Force.

Minnesota Meet Sunday

The Minnesota State Society of Long Beach will hold its annual picnic at Bixby Park, Long Beach, this Sunday. A program will start at 1 p.m. Lunches and coffee can be purchased for persons who do not bring theirs.

GRANITE ORIGIN

Granite was once a red-hot mass below the earth's surface.

Color, Styling In New Market

Color and styling have been combined to make the Southwest's new Safeway not only extremely attractive in every detail but convenient as well, presenting the latest in supermarket planning for customer ease and comfort in shopping.

The building is of low ceiling design to permit rapid exchange of air by the huge ventilating and cooling systems which are housed in a room in the storage area.

Popular Safeway pastel colors are used in the decor throughout to give nerve-relaxing atmosphere for the shoppers and employees, while imported Italian marble, of an attractive blue hue, decorates the entrances.

Huge ventilation system not only provides accurate automatic control of temperatures in the shopping area, but throughout the working rooms behind the sales floor.

Ease of automation is felt throughout the market and first is met by the customer upon approaching the door, which is operated automatically. This same innovation is employed in the exit doors as an added convenience to shoppers.

Seven check stands, each equipped with a cash register which automatically computes the change to be given the customer, are designed to speed checking and have turntables on which to unload the carts.

Still another automatic innovation is the snow-ice machine which provides a constant flow of granulated ice to assure freshness in the fish displays. Adjacent to the fish department is an attractive Rollis-O-Mat where ready-to-take-home barbecued foods may be purchased.

Next to the fresh fish unit, and extending clear to the front of the market, is the huge meat department with its glistening array of stainless steel and glass. Meats are un-

der constant refrigeration from the time of their arrival until their purchase. In the rear rooms, where the meats are cut, the temperature is maintained near the freezing point.

As the cuts of meat go onto the automatic wrapping machine, in full view of the customers, another refrigeration unit goes into operation and maintains a near-freezing temperature along the conveyor to the automatic weighing, stamping, and wrapping device. Then the packages are placed in the open self-service display counters which are 65 feet in length with temperatures in each area controlled to desired degrees.

There are at least three compressors for each unit refrigerated so that if one compressor should break down the remaining two can amply refrigerate.

Large area is given to the produce department and the latest in providing freshness. Refrigeration is provided desired temperatures to assure fresh crispness to vegetables.

There are two rear rooms for the produce department. One is equipped with a refrigerated fog-nozzle which constantly provides a fog-fine mist in the entire room to preserve freshness. The other is a moisture-proof refrigerated room for the produce which needs dry handling.

Rear-loading facilities are features of both the bakery and dairy goods units. Adding a further beauty note to the decor is the attractive birch paneling used as background for the bakery goods displays.

Daniel, Mann, Johnson, and Mendenhall, outstanding supermarket architectural firms, prepared plans for the new market, and construction contract was awarded to Millie and Severson, general contractors. Most of the showcases and refrigerated units were installed by Weber Showcase Co.



PLENTY OF PARKING... The new Safeway Store at Carson and Western Ave. features plenty of easy-to-reach parking. Wide parking stalls, reached through ample traffic aisles, make the problems of parking

to shop as painless as modern engineering can provide. The new store features a modern, pleasant facade, and an equally modern, efficiently arranged interior for shopping pleasure.

Modern, Automatic Meat Department Featured

Conveyor lines, deep freeze cabinets 12 feet high, meat-

wrapping machines, and several other innovations will insure the new Torrance Safeway market at Carson and Western will be keeping in the tradition of the Safeway chain for fine meat departments.

Largest single department in the store outside of the main counter area, the meat department will be staffed by 13 people in order to provide quick, efficient service for those shopping for chops, steaks,

fish, fowl or other similar items.

Directing the department will be Dave Williams, who has long experience in handling meats and fowl.

Occupying the entire east end of the building, the department is divided into four sections: meat storage, meat cutting, meat-weighing and wrapping, and counter areas.

The meat storage box consists of the insulated stainless steel refrigerated cabinet at southwest corner with several

thousand cubic feet of space. Special units can keep the box at any desired temperature down to several degrees below zero.

An overhead roller rack with hooks connects with the outside area so huge meat quarters can be loaded directly from trucks and pushed into the storage area without extra handling.

Next to the storage box in the rear is the cutting room equipped with several cutting

blocks and large washing basin where quarters, shoulders and other large parts are sliced into particular cuts of meat.

Just behind the counter, in full view of shoppers, is a "meat wrapping assembly line where cuts are weighed on an automatic scale then placed on a wrapping machine where they are machine-wrapped.

After wrapping the cuts will then be stored in the front counter in stainless steel re-

frigerated trays easy to reach from the customer's side.

Though the long meat counter provides adequate space for most requirements, special refrigerated compartments are built in below the main counter shelf so extra pre-packaged meats can be stored to be brought out as needed.

Just south of the main meat counter is a fresh fish counter where several types of fish freshly caught, will be prepared and displayed every day.

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