

THRIFTY OPENS NEWEST SUPER STORE AT ROSECRANS AND VAN NESS AVENUES

Silverman Named New Gardena Store Manager

Morris Silverman has been appointed as manager of the new Gardena store, according to an announcement by Manny Borun, Thrifty Vice President.

Silverman, prior to his new assignment, was manager of Thrifty's store at Imperial and Crenshaw in Inglewood. He is a long time resident of Los Angeles, married and the father of two children.

The only interruption to his career with Thrifty Drug Stores occurred during World War II when he served with the United States Navy.

The new appointee is not a newcomer to Thrifty. A 24-year

Bonded Prescription Department

The Bonded Prescription Department is the operational heart of every Thrifty Drug Store and this will certainly be true of the new Gardena store. Joseph Kitchener, who has been in charge of the prescription departments of Thrifty Drug Stores for more than 5 years, will head up the prescription department of the new store.

Designed with the sole purpose of giving local residents the finest in pharmaceutical service, this prescription department will be staffed by registered pharmacists at all times. Every prescription filled by Thrifty pharmacists is guaranteed in writing to be exactly what the doctor ordered.

Thrifty's quality and low prices are dramatically demonstrated in its prescription department. Thrifty Prescription Departments use only top-brand pharmaceuticals from firms such as Lilly, Squibb, Upjohn, Parke Davis, Lederle, Merck, Ciba, Wyeth, Winthrop and others of top quality, to insure the use of finest drug products at all times.

Down through the years, Thrifty's name has become synonymous with outstanding prescription service. The prescription facilities of the new store will be exceptional, and the most modern equipment will be used throughout.

Thrifty Drug Stores are very proud of the fact that in research of a new prescription product is found, your doctor will know about it, and Thrifty prescription departments will have it for your



FIGURED ABOVE is the big, new Thrifty Drug Store which opened Wednesday, Oct. 15, at 2420 West Rosecrans Avenue, near Van Ness. The new Thrifty, which adjoins Ralphs Supermarket, is holding a huge

Ten-Day Grand Opening Sale featuring bargains in every department. Over 25,000 separate variety, drug and department store items are stocked in the completely air-conditioned store. —NEWSpic

ULTRA MODERN STORE OPENS NEXT TO RALPHS, GARDENA

Yesterday, at 9 a.m., Thrifty Drug Stores opened the automatic doors to its newest and most modern store. Located at 2420 West Rosecrans, this model retail store is next door to Ralph's Market.

Many departments are featured in this new Thrifty, including drug, cosmetics, dry goods, wearing apparel, hardware and housewares, stationery, sporting goods, candy, ice cream, greeting cards, tobacco, liquor, magazines, and many, many other variety store, department store, and drug store items.

To celebrate the event, Thrifty will stage a huge 10-day Grand Opening Sale featuring the finest merchandise from every department at specially reduced sale prices. Highlighting the first four days of the opening, Thrifty will award five Vanda orchids from Hawaii to the first 5,000 children and surprise gift bags to the first 2,500 customers making a purchase of \$1 or more excepting the liquor department.

Announcing the opening, Manny Borun, vice president of Thrifty Drug Stores stated, "Thrifty is proud to present this beautiful new self-service drug store to the residents of the Gardena Valley. This store is another step in our policy of serving fast-growing communities in convenient locations with first quality merchandise at the lowest possible prices."

Occupying a newly completed structure of truly modern design, the new Thrifty Drug Store will total over 16,000 square feet. In this area will be stocked over 25,000 separate department, variety, and drug store items, all conveniently displayed on the latest type display fixtures and gradinas. For the ultimate in ease of shopping, Thrifty's self-service merchandise and multi-department system is unexcelled anywhere. The new Gardena Thrifty will employ many outstanding features that are not found in any comparable store in Southern

California. An open concourse will extend the length of the store and will include complete liquor, tobacco, and magazine departments as well as a hand-dip ice cream section. From this open concourse, customers will be able to view the entire store.

Another innovation in this new Thrifty are the automatic doors on both sides of the store, which allow customers to pass through without once touching the door. Once inside, customers will receive the studied blending of pastel decorator colors; the sim-line fluorescent lighting fixtures which deliver maximum candle power to the floor area; complete air conditioning throughout. From the highly decorative floor tiling to the acoustic ceiling, the entire interior was designed for customer convenience and ease of shopping.

The Gardena Thrifty will permanently employ over 30 people, under the direction of Morris Silverman, a resident of Los Angeles and a Thrifty Drug Store manager in this area for many years.

Of special interest to all customers will be the dry goods and wearing apparel section. This department will stock complete lines of children's as well as adult merchandise. From play clothes to best wear, Thrifty gives all customers an opportunity to buy first quality products at the lowest possible prices.

For the ladies, the cosmetics section is the best word in all types of makeup, perfumes, and lotions, hair grooming aids, and accessories. Thrifty also offers the man of the house a full stock of hair needs, shaving accessories, brushes and combs, and a host of grooming supplies.

Thrifty Drug Stores have served California for over 20 years with one purpose and one purpose only — to provide the public with the finest merchandise at the lowest possible prices in the most pleasant and convenient surroundings.



MORRIS SILVERMAN

Thriftier, he has served with Thrifty Drug Stores in many stores throughout Southern California.

Well qualified in all phases of drug store operation, Silverman is a product of Thrifty's unique management training program. Under this program a trainee is instructed in basic drug and retail selling principles which is supplemented with in-store training. After the course is completed, a student is then placed in a store as a second assistant manager and progresses to assistant manager and manager.

LIQUOR DEPT. WELL STOCKED

Southern Californians enjoy "beverage time" the year round, but the months of October and November offer more opportunity for relaxation and pleasure with pleasant days and evenings.

With this in mind, Thrifty customers will have the opportunity to satisfy any beverage desire in the complete liquor department of the new Gardena store.

For many years Thrifty Drug Stores has been the largest retail liquor outlet in the entire State of California. Tremendous buying power, coupled with many many years of buying experience has resulted in Thrifty's liquor departments being the tops in selection and variety.

All customers will find a complete department that offers quality liquors at Thrifty's low prices.

In addition to a complete line of Scotch, Bourbon, Rye, Gin, Vodka, Beers, cordials, and wines, a large self-service refrigerated beverage bar will feature all brands of beers and soft drinks.

For the home or patio a wide variety of glassware and bar equipment will be displayed in the liquor department offering all Thrifty patrons merchandise suitable for gifts or for their own use. Included in the array will be bar stools, mixers, trays, coasters, cocktail and specialty drink glassware.

Thrifty Vitamins Guard Health

During the fall and winter months colds and virus infections seem to take hold and just make life generally miserable. Modern medicine is well working on cures, but about the only sure way to avoid these maladies is to build up resistance by getting plenty of rest, eating a balanced diet and regular meals, and making sure that vitamin and mineral intake exceeds the body's minimum requirements.

The Bonded Prescription Department of Thrifty's new Gardena store will feature Allen's Formula 25 and a complete line of all vitamin-mineral preparations. Allen's Formula 25, the popular vitamin and mineral compound that offers protection around the clock for all body needs, is distributed exclusively in California by Thrifty Drug Stores.

For the children, Allen's Formula 25 Junior contains the same essential ingredients as the adult formula — but reduced to the proper quantity levels.

THRIFTY ICE CREAMS ARE MEDAL WINNERS

Again! for the 10th consecutive year, Thrifty's ice cream and sherbert has won top honors and gold medals at both the California State Fair and the Los Angeles County Fair.

The ice cream department at Rosecrans and Van Ness, newest Thrifty Drug Store will be a special section and will feature all of the prize-winning ice creams and sherberts.

The rigid competition standards set by officials of both fairs include exacting tests of flavor, texture and quality, thus assuring all Thrifty customers the finest in products.

All patrons will be able to select their choice from modern stainless steel self-service cabinets or secure hand-dipped cones or packages in the hand-dip section. Almost any flavor imaginable is available. From the standard favorites of vanilla, chocolate, and strawberry, to the newest combinations, this department, popular to all, will have variety to satisfy the most discriminating tastes.

All Thrifty ice cream is made under exacting quality requirements at Thrifty's own local plants and delivered to stores here in the Southland.

Photo Section Features Fast Quality Service

Photography and the art of photo reproduction has come a long way since the first Thrifty Drug Store was opened in 1939 and Thrifty's photo-finishing department has kept pace with this tremendous growth, both in quality and speed of service.

The latest innovation that was introduced by Thrifty a short time ago is the processing of color prints. Thrifty maintains its own \$750,000 photo-finishing plant and is able to give the same fast quality service to Kodachrome prints as they do black and white pictures.

In processing Kodachrome, Thrifty is able to finish color prints from Kodachrome film. Also, the Thrifty photo department is equipped to handle Kodachrome film as well as eight- and sixteen-millimeter color movie film.

By the maintenance of its own laboratories and fully automatic processing facilities, every roll of film sent through Thrifty Drug Stores is guaranteed to be uniformly processed and printed.

Another big plus offered by Thrifty to camera devotees is Giant-size black and white Thrifty-Tone prints that are extra large at no extra cost.

Goblins, Witches Trick or Treats

Thrifty Drug Stores once again assume the role of Halloween headquarters with the Gardena store featuring a huge supply of Trick-or-Treats that will surely satisfy the most discriminating Goblin or Witch.

For the young spirits, such low-cost items as assorted masks, wild Indian, or spider, or devil costumes will cleverly hide the identity of the Trickster. For the Treatster, Thrifty's candy department is stocking the traditional favorites, black and orange jelly beans, fancy peanuts, Halloween sticks, marshmallows, orange slices and animal crackers will supply all any treat bag.

Clever home displays are the answer this year, and Thrifty is offering glassware, stencils that will lend color and gaiety to any window. Battery-operated electric lighted pumpkins are another must for home decoration and they can be hung from the ceiling or placed upon furniture without any danger of fire.

Thrifty is stocking a complete selection of merry-making supplies for the Halloween party giver. Assorted picnic markers, covers, row tents, special squeaker balloons, and the big line of weird and wild costumes will guarantee fun for any party.

SPORTS GOODS ALWAYS PLENTIFUL AT THRIFTY

Be it Football Season — Basketball Season — Tennis — Baseball — Volleyball — Badminton — Ping Pong — You name it, and Thrifty's Sporting Goods Department can take care of every need. Such is the case in the all-new Gardena Thrifty Drug Store. One

of the most popular and largest selections of Thrifty's chain is the sporting goods department. All equipment for the Sportsman is available: from fishing gear to table tennis, all at Thrifty's low, low prices. Local customers will be delighted.

Complete Card Ribbon Dept.

Thrifty, long the headquarters for gifts for every member of the family or friends will feature a companion department in the new Gardena store — the wrapping, ribbon, and card section.

The new store will offer an endless selection of the latest designs in wrapping paper and ribbon. In spite of the seemingly long time ahead before the winter holidays, now is the time to pick your wrapping and ribbons for the coming months. Wise shoppers find that selections made during the early months afford greater selection and at lower prices.

In greeting cards, you will have a wide variety of choice for every occasion. Ranging from the simplest to finest design, plain or religious greetings, or the very popular humorous salutation, you're bound to find a card that fits the person the card is to be selected for.

"Green Thumb" Supplies Offered

When Thrifty executives planned the new Gardena Store, provisions were made for the "Green Thumb" and "Weekend Gardeners Club."

A complete line of garden tools, sprays, hose, sprinklers, and small hand tools will be featured in this department. Gardening gloves of all types will also be stocked.

For more than 22 years Thrifty Drug Stores have served California buyers with the highest quality at the lowest cost. To maintain this policy, quantity purchases are made for every department affording the consumer an opportunity to buy the best at less. This policy also applies in the Gardena Section and home owners are urged to visit the department during the Grand Opening Sale for bargains galore.

ed at the great variety offered in regular and nationally advertised merchandise as well as "Junior" equipment.

With the football season now upon us, there are balls, helmets, shoulder pads, pants, and all the items that are necessary for a complete outfit or team, in every price range, priced lower than elsewhere.

Of special interest to anglers is the complete fishing section. Rods, reels, lures, hooks, jugs, line, sinkers, tackle boxes, and fishing accessories will be displayed in the convenient self-service gondolas. If special information or items are desired, a courteous salesperson will be available.

Opening Grand Prize 1959 Wedgewood Holly



Some lucky Thrifty customer will win this deluxe, all-new 1959 "Wedgewood-Holly" automatic gas range, when the drawing is held at the new Gardena and Rosecrans Thrifty store. There is no purchase necessary, no skill involved or puzzles to complete. Merely write your name and address on a card register receipt of reasonable facsimile to qualify for the free drawing. This gorgeous stove, truly King and Queen of the Western ranges is brilliantly designed. As shown above, this is the Golden Starcrest Model in classic Gold, Grecian White, and Sparkling Chrome. The Barbecue-Broyl is motorized, has top burner heat control and many other Wedgewood-Holly features.



THE MULTI-MILLION DOLLAR Desert Inn will be the home of a Thrifty visitor for three days and two nights. The trip will be given by Thrifty to some man or woman visiting the new Thrifty Store at Rosecrans and Van Ness during the Grand Opening Celebration.

Las Vegas Vacation Given Away as Guest of Thrifty

There's three days and two nights of wonderful pleasure at Wilder Clark's fabulous Desert Inn in Las Vegas waiting for some fortunate Thrifty Drug Store visitor, at absolutely no cost.

The dreamed-of trip to the Desert City will be given to the man or woman visiting Thrifty during their grand opening celebration at the new store, located at Rosecrans and Van Ness.

To qualify for this exciting prize a customer need only fill in his name and address on a card register receipt of reasonable facsimile. That's all there is to it; the lucky winner will be notified after a drawing which will be advertised during the bargain-filled celebration.

Thrifty's guest will be flown to Las Vegas via Western Airlines on their new "Jetway" flying

million-mile plane will fly the guest comfortably and safely and trained stewardesses will cater to their every need while aloft. It will be a trip long to be remembered!

Wilder Clark will be there to meet you at the Desert Inn, ready to show you the world's most spectacular accommodations and the greatest line-up of entertainment in the world.

There is no obligation, other than the few seconds time it takes to supply your name and address. Whether best or not, present at the drawing, Thrifty will notify them of their good fortune.

The latest in the Thrifty chain expects thousands to visit the store during the opening celebration, when store-wide bargains will be offered in line with Thrifty's money-saving policy.

5000 ORCHIDS

5000 BALLOONS

Win a Wedgewood-Holly Gas Range

See the Following Pages for Tremendous Savings At The NEW SELF-SERVICE THRIFTY DRUG STORE ROSECRANS and VAN NESS

2500 SURPRISE GIFT BAGS

Win a Free, All Expense Paid Trip For Two To Las Vegas