

Modern Food Giant to Open Soon Replacing Burned Out Building

There's a lot for the ladies, and the men, too, at the new Hawthorne Food Giant Market to open soon at 423 S. Hawthorne Blvd. The new 18,000-square-foot market is being rushed to completion to replace the old Food Giant Market on that site that was burned down a year ago.

Store officials said that the new market will be chock-full of ultra-modern conveniences, as well as an especially large selection of the latest in food products and household needs. During the past year, Food Giant customers in Hawthorne did their marketing in a quonset-type temporary building with a much smaller variety of products.

"FOOD GIANT," said manager Danny McKenna, "hopes that this new building with all the conveniences possible, will make up for the discomforts of the past year." McKenna said all personnel who have moved in the temporary building will make the move to the new store and that new people will be added.

"We've tried to bring in anything and everything to make marketing easy and convenient," he continued. Especially important to women who shop with children will be the new check-stands, designed so that checkers need only reach into the cart to unload purchases. No unloading chores for customers at Food Giant. Any woman who has ever shopped with a baby on one arm and a handbag on the other, will appreciate not having to unload a full cart onto a moving conveyor belt.

TO HELP MAKE shopping pleasant, the new Hawthorne Food Giant will be filled with soft background music, from hidden speakers. And all the while, shoppers will stroll through extra-wide aisles designed to eliminate "shopping cart traffic jams."

Everyone will enjoy the convenience of the doorless "air-curtain" dairy case, which makes reaching for a quart of

milk or a dozen eggs as easy as reaching for a can of beans on an open grocery shelf.

The doors are gone and so are the l-n-ged elbows and packages due to fumbling with the doors. A moving curtain of cold air keeps warmer air out of the case so that the delicate flavors of dairy products stay at their very best.

AN IMPORTANT feature of the new Food Giant will be a "piping hot bakery" where bread, cake, rolls, cookies, pies, and pastries will be freshly baked right in the store. Now shoppers can get their bakery favorites while they are still hot from the oven.

There's also a complete diet food section with nearly every product possible available for weight-watchers. This large variety is meant to make dieting almost pleasant, with delicious-tasting foods that have lost their calories, but not their flavor.

MOTHERS WILL be especially pleased to see the huge baby foods section, stretching the entire length of one gondola. Here is everything the doctor ordered for baby's meals and snacks. As a part of Food Giant policy that ensures attention to the entire family's needs, a huge selection of youngsters' books and toys will always be on hand.

A wonderful gourmet section will help turn every meal into a treat. Here, shoppers will find everything from hollandaise sauce to snails. Imported from every part of the world, these gourmet treats help make cooking and entertaining fun.

"IN ALL," SAID Food Giant manager McKenna, "there's almost a full mile of shelves and cases to bring a complete selection of everyone's favorite food and home need." McKenna said that the store would always stock over 7,000 different items in groceries, meats produce, frozen foods, baby foods, health and beauty aids, houseware and hardware needs, gourmet and dietetic foods, and other departments.

Food Giant officials said that the entire market has been planned to help make shopping easy in every possible way. A huge overhead directory quickly tells the shopper where to find almost every product category.

"Food Giant has tried to think of everything," store manager McKenna said, "but in case we've missed something, there's a customer suggestion box near the checkstands, so customers can offer any ideas they might have for the market's improvement."



SCHOLARSHIP WINNERS . . . Linda Larsen (left), Torrance High School, and Michael Goodwin (right) South Torrance High School, winners of Saturday Scholarships to Chouinard Art Institute, Los Angeles, look (out of picture) at model in response to Robert Chuey, instructor in painting and drawing at the non-profit school. Through the scholarships, the young art students will study at Chouinard each Saturday to the close of the school year in June. Miss Larsen and Goodwin are among 50 awarded Saturday Scholarships from among art students of all Los Angeles and area high schools.

Two Torrance Seniors Win Scholarships

Linda Larsen, a senior at Torrance High School, and Michael Goodwin, a senior at South High School, have been awarded Saturday Scholarships by Chouinard Art Institute, Los Angeles, it is announced by Mitchell Wilder, director, and Barbara Hoffman, director of admissions.

Judges were Chouinard faculty members, Donald Graham, instructor, drawing and composition; Watson Cross, drawing, and Millie Rocque, drawing.

Through the scholarships they will attend classes at Chouinard each Saturday to the close of the school year in June, 1962.

GOODWIN AND Miss Larsen were among the 50 winners out of 148 finalists representing 36 high schools in a competition open to all art student seniors of Los Angeles and surrounding area high schools. Qualification as finalists was made at the individual school level with Lawrence Macaray, chairman of the art department at Torrance High School, sponsoring Miss Larsen, and James A. Fortmann, art instructor at South Torrance High School, sponsoring Mr. Goodwin.

Final judging was done at Chouinard with special assignments given the students, and the work executed under the supervision of faculty members Robert Chuey, instructor, painting and drawing; George Kimura, ceramics, and judges Cross and Miss Rocque.

Alumni Assn. Being Formed At North High

Today marks another first for North High School. The newly formed Alumni Assn. opens its doors to all graduates since the school first opened six years ago.

Registrants will receive an alumni card which will entitle the holder to discounts for many of the school functions. Card holders will receive notice by mail of all activities. Tickets to the homecoming dance, Nov. 17, will be included with the payment of \$1 annual dues.

For further information or to register, please call Craig Thompson at DA 4-6796; Mike Shawgo at FR 1-5290 or stop in at the Alumni Assn. office between 1 and 6 p.m. weekdays.

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