

# Gribow, Guyer Named to Head Big Ben Discount Store Chain

Obby Gribow and Arthur Guyer have been appointed president and vice-president of a new chain of discount stores to be called "Big Ben."

The announcement was made by George Graziadio, president of Golden State Properties, Inc., creators and owners of the new subsidiary, Big Ben, Inc., a projected chain of 12 large discount stores to be located throughout Southern California.

The first Big Ben center will be a 90,000-square-foot building now completed at Crenshaw Boulevard and Pacific Coast Highway in Torrance. The public opening will be held in mid-November. Thirty-five departments will stock \$2 million in nationally advertised brand merchandise to be sold at self-service prices.

OBBY GRIBOW, pioneer jeweler, diamond expert and dis-

count center operator in Texas, Arizona and California, is the former president of the Los Angeles Buyers Merchandise Mart and GUV Stores, and was an original participant in the LaBrea Sales Organization, Los Angeles. In addition, Gribow currently operates jewelry departments in several discount organizations in Southern California.

Guyer was formerly vice president and general sales manager with the Schenley Corp. and Alfred Hart Distilleries, Ltd.

Gribow and Guyer met in the formation of the F.O.R.E. Discount Center in San Bernardino, in 1960. From an investor's role, Guyer came out of retirement to assume promotion and merchandising responsibilities alongside Gribow.

THE SUCCESS of their wholesale-retail merchandising

olicies, including personal operation of many concessions, led to the selection of the two men as an executive team to plan and manage the new chain of Big Ben centers.

The Big Ben center in Tor-

rance will include the following departments: grocery and produce, meat, drugs and sundries, a prescription center, automotive and sporting goods, as well as the usual fashion, housewares, toys, and jewelry departments.

GUYER HAS been a prominent sales figure in the wholesale liquor business since 1933. He began his career as a salesman for Calvert Distilleries, a

division of the Seagram Corp., and was given many promotions during his first year. He became the youngest division sales manager in America during the middle '30s. In 1943 he joined Alfred Hart Distilleries as vice president and general sales manager, assuming the same position with the Schenley Corp. in 1947.

Guyer retired in 1959 and came to California from New York. "I saw the future of American retailing in the discount field," said Guyer, "and after thorough investigation of its exciting possibilities, decided to end my retirement and join this new industry."

Headquarters for the chain of Big Ben centers is presently at 1840 S. Elena Ave., Redondo Beach.

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## El Camino Selects Homecoming Queen From Field of 13 Hopefuls

El Camino College selected its 1961 Homecoming Queen Tuesday from a field of 13 candidates. The queen and two princesses will reign over campus homecoming festivities from Nov. 6 to Nov. 11.

Coeeds entered in the contest were Diane Barron, Diane Cannon, Barbara Connell, Maureen Hayes, Janet Klute, Rosemary LeFever, Nancy Newman, Maureen O'Donnell, Diane Scott, Karen Sake, Linda Stoddard, Robin Thomas, and Roberta Tokar.

A graduate of St. Mary's Academy, Miss Barron is a resident of Inglewood. She is 19 years old and a member of the campus Newman Club.

Miss Cannon, 19, is serving as Associated Women Student's secretary. She is a graduate of Hawthorne High and lives in Inglewood.

PRESIDENT OF Chi Theta Chi, a campus sorority, Miss Connell, 18, is also a member of the Newman Club and Alpha Gamma Sigma, honorary scholarship society. A graduate of St. Mary's Academy, Miss Connell resides in Torrance.

Sociology major Miss Maureen Hayes is a member of Tri Phi sorority, the A.W.S. Board and she served as commissioner of assemblies. The 19-year-old coed is a graduate of Notre Dame High School and lives in Hawthorne.

GRADUATE OF North High School, Miss Klute, 19, is a member of the El Camettes, ECC Drill and Dance Team, and is a liberal arts major.

Miss LeFever, 18, is a home economics major at El Camino. She is president of the Home Economics Club and a member of Inter-Club Council. Miss LeFever resides in Inglewood and is a graduate of St. Michael's High.

SWEETHEART Princess and Chi Gamma Iota Princess, Miss Newman is a liberal arts major. Presently serving as Delta Sigma Chi president and A.W.S. secretary, the 20-year-old candidate lives in Whittier.

Miss O'Donnell, 19, is a resident of Inglewood and a graduate of Gardena High School. At El Camino she is a political science major and a member of Educational Forum Committee.

Queen Candidate Miss Scott is 18 years old. She lives in Manhattan Beach and is serving as A.W.S. president and Delta Sigma Chi sorority vice president.



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