

AL-SA MARKET

Tomorrow's Success Story Can Be Written Today

FOOD FOR THOUGHT

BY TONY HABEEB

Success stories are rarely ever written until some one or something is successful. But, here is the exception to the rule. The circumstances and the facts here actually spell the formula for success. That's why the new AL-SA Market at 182nd and Arlington can't miss as Torrance's newest Super Merchandising Mart.

Opening today, a magic bit of transformation has taken place in the past few weeks as the store was being readied for the grand opening. It was a transformation which took on the most amazing proportions.

Magic Transformation

The bare shelves and the empty food islands suddenly began coming alive with the diversified colors of a million brands of canned goods. The new, but empty display gondolas suddenly appeared to be rounding off with the fullness of an autumn harvest. Displays began taking form which brought eye appeal to the products of a thousand manufacturers. The whole atmos-

phere became one of abundance as the banks and banks of food stuffs began filling the yawning food shelves across the entire store. Here, in the magic of modern day merchandising was food, pure and simple. Food, to fill the caverns of a thousand stomachs. Food to satisfy the delectable appetites of the most discriminating tastes.

Glorified Grocery Store

These might seem like flowery praises for what is, in reality, nothing more than a glorified grocery store. But actually this is a grocery store that literally steps out into the limelight of modern day merchandising methods. Methods which make it a far cry from the one-counter, country store affair, of a few decades back.

The latest up-to-the-minute freezers, delicatessen cases, automatic check stands and automatic computer registers all serving in a motif of freshness and buying appeal.

Behind the splendor of this organized myriad of merchandise, is the experience of a man who made this possible, Alex Michelson, whose overall investment in AL-SA represents about \$1,000,000.

Michelson Experienced

Michelson, whose experience in the Los Angeles region

spans some 30 years, has owned three markets in the past. But, he's the first to admit that AL-SA is the biggest and the best he's ever owned.

He claims that his past experience in merchandising on a large scale, prompted his venture here in Torrance. And, it is not necessary to point out that this experience is apparent throughout the entire layout of the market and the staff of men who manage it.

Grocery Department

For instance in the Grocery Department alone where S&H stamps are given, Michelson has Jimmy Baccarella in the managers spot. And this is not an accident either. For Michelson knew that Baccarella brings 15 years of experience into his organization. Baccarella himself admits that Michelson as a single owner can affect many savings to customers via lower prices and direct management.

Meat Department

This kind of thinking also carries over into the Meat Department. Here Jake Lorey is at the helm. And, here too, Michelson wanted experience. Jake has been dealing in meats

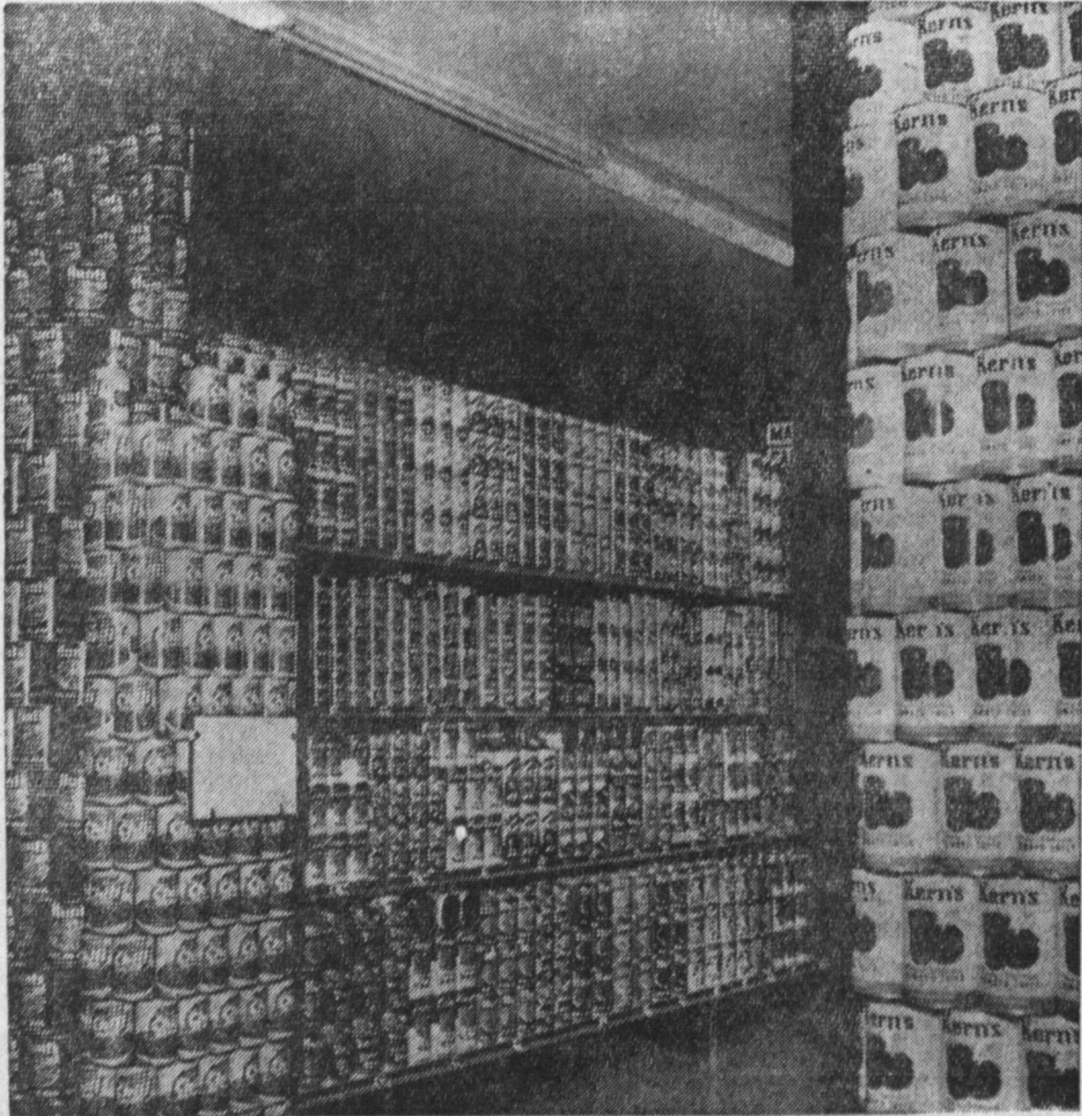
since he was 14 years old. His experience in meat markets extends from his brother's meat market in Missouri to the Safeway stores of Topeka, Kansas and Los Angeles.

Lorey says the important thing about the merchandising of meat is that the customer knows what he or she wants in meats. Therefore, his customers must be able to see the meat he sells. And he maintains that the U.S.D.A. Choice, sold at AL-SA's is tailored to taste in clean displays.

Beverage Department

For the connoisseur of fine wines and liquors, Michelson has enlisted the aid of the Jack Rutta who owns and runs the Liquor Department. And, as in the others, this department excels in fine California and imported wines and liquors at Southern California's lowest prices. According to Rutta, 10% discounts are available on case lots of approved beverages...

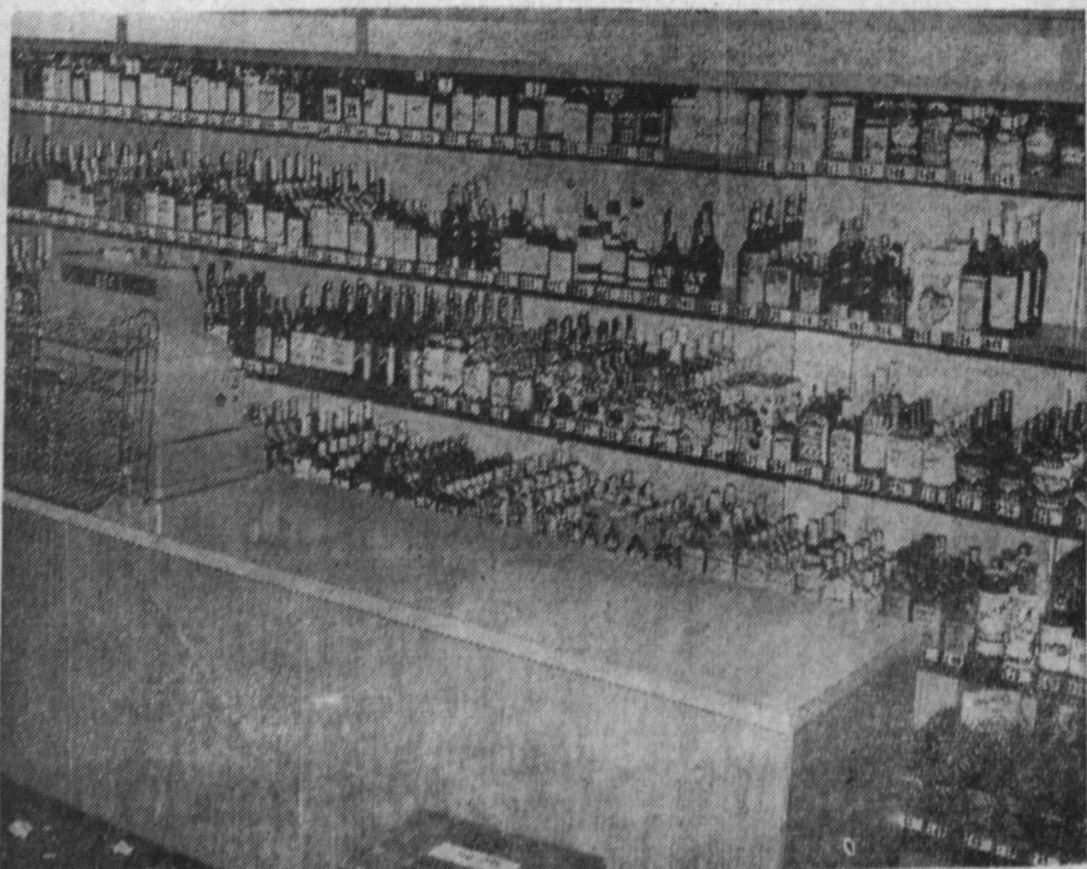
Take all of these features in this new ultra modern market and combine them with service, courteous personal attention, and the formula of success is assured. That's why it is possible to write this success story today. Because tomorrow's story is a sure bet.



GROCERIES ARE A CONGLOMERATION OF COLOR



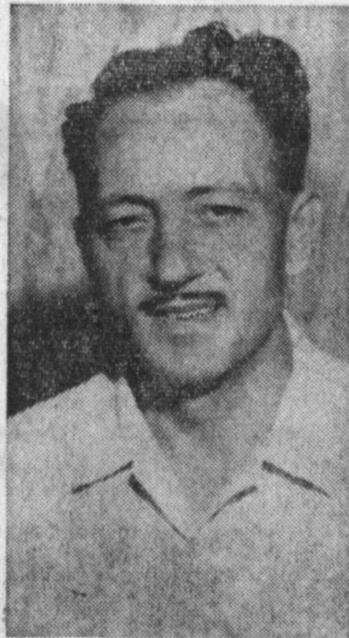
FOOD TO FILL THE CAVERNS OF MANY STOMACHS



CONNOISSEUR'S DELIGHT!



ALEX MICHELSON, Owner



JIMMY BACCARELLA, Market manager



ARMANDO MORENO, Meat manager



JAKE LOREY, Meat Department Head



HEAP PLENTY FOOD!

Food for thought implies nourishment of the mind. But the same implication can be used for the appetite, enhanced however by the shopping splendor found at AL-SA Market.



MEAT CARVER AT WORK



CHOICE MEATS FOR DISCRIMINATING TASTES



SWIFT, AUTOMATIC CHECK STANDS