



GLEN BUTLER
Division
Manager

VINCENT MICHAEL
Market Manager
North Torrance

TONY SENNA
Produce
Manager

DON FORDIANI
Grocery
Manager

KENNY LEE
Delicatessen
Manager

GEORGE STUTZINGER
Liquor
Manager

LEWIS CANUP
Meat
Manager

BOB SMITH
Grocery
Supervisor

FOOD GIANT In Debut at 190th Street . . . GRAND OPENING VALUES



THE INTERIOR — Of the new Food Giant at 4848 W. 190th St. is a symphony of color. Shown above is the main aisle. Special emphasis has been given to the floor and ceiling of the new

The newest and most modern Food Giant Market makes its debut 9 a.m. today at the corner of Anza Boulevard and 190th St. in North Torrance, movie starlet Kathy Marlow cuts the ribbon marking the beginning of four big star-studded days of value, fun, and entertainment.

Food Giant officials planned the opening of the new 35,000 square foot market, the sixteenth in the burgeoning chain's operations, to coincide with the opening of schools, thus offering residents of the area access and scores of special food values when they are most appreciated.

"Back-to-school needs become a burden on most budgets, and we hope to ease the problem for new friends and neighbors in this area with our super-value, grand-opening food specials," Vincent Michael, newly appointed manager of the 190th Street Food Giant, said.

Began as Stock Clerk
Michael lives at 2631 Lofty View Drive in Torrance with his wife and son, aged 10. He takes over his newest assignment with the confidence that comes from 25 years in the grocery business, the last 13 years with Food Giant. He started with the firm in 1943, when he was hired as a stock clerk. He was advanced to a management position in 1953 and most recently served as market manager of Food Giant's Hawthorne store.

All employees of the chain's local units were hired from the area surrounding the market, including the 80 box boys who will

PAY UTILITY BILLS FREE AT FOOD GIANT

You can pay your water, light, gas and electricity bills free at the cashier's booth at Food Giant. It's another customer service Food Giant offers to gain new friends.

Orchids, Balloons, Fun, Entertainment Free at Opening

Along with a total of 99 big prizes, gala opening day events at the new Food Giant Market at 190th and Anza in Torrance will include free orchids for all ladies, balloons and popcorn for all children, and fun and entertainment for everyone.

New Construction Techniques At F.G.

Like most other great accomplishments, the finished supermarket is the result of complete knowledge and experience. This is especially true in planning and constructing the physical building in which the supermarket is housed.

The very size of the building and the immense area contained under one roof presents structural problems. How do you span the huge expanse of ceiling? The new Food Giant Market at 190th Street and Anza Boulevard is one of the first to use the new suspension technique. The ceiling literally hangs in place at the end of long woven wires, similar to a suspension bridge. The ceiling panels are made of acousticalized material framed in lightweight aluminum frames. The panels are light weight, fireproof, smartly designed, softly colored, and with excellent acoustical properties.

New Sales Appeal For Food Giant

Psychologically planned impulse appeal, implemented by authoritative color planning of store interiors, is the new supermarket merchandising technique introduced by Food Giant Markets to increase sales in the firm's 16 Southern California markets.

Frozen Foods Get Special Treatment

Nearly 300 linear feet of gleaming frozen food cabinets in the new Torrance Food Giant Market pace the trend toward more frozen foods in our daily life. Freezing foods is a relatively new development in the food industry . . . one that has been given more and more emphasis in recent years. The trend has been shaped by consumer satisfaction and demand for more frozen food products, and by the continued improvement of home freezers and refrigerators.

Frozen food products are especially delicious because freezing usually takes place minutes after the product is harvested . . . thus retaining much of field-fresh goodness.

Cosmetics, packaged drug items, sundries and household notions will be among the non-food items stocked regularly at Food Giant.



THESE GALS WILL SERVE YOU! — They are Food Giant's new cheerleaders. Left to right: Elizabeth Dreads, Twila York, Kitty Schwenn, Dixie Kappelmann, Mildred Ferguson, Dorothy Peterson, Rosanna Stevens, Arlene Keely, Helen Frank, Marjorie Boyd, Marjory Stillwell, Rose Nauman, Maricah Sena, Eugenia Coats, Eleanor Fox and Ina Adamson.

Food Protection Your 'Insurance'

Vertarlay lighting in the produce department of the new Food Giant Market in North Torrance substantially reduces the ultra-violet rays which are the chief cause of food deterioration. This innovation, together with the new ozone bacteria inhibitor in the meat department combine to protect your perishable foods.

Checking Stands 'Shopper's Dream'

Check stands at the new Food Giant Market in North Torrance contain features that not only speed-up the checking operation, but make it entirely unnecessary for any customer participation in the operation. They are a shopper's dream and easy on the checker and box boy, too.

LIMIT RIGHTS RESERVED ON ALL SALE ITEMS

EGGO FROZEN WAFFLES
2 3-PAK PKG. 29¢

RANCHO TOMATO SOUP
2 22-oz. Cans 39¢

Channel 9 Values

SONNY BOY, 22 OZ. JAR
Chocolate Fortifier 49¢

BARBARA ANN BUTTER BREAD Reg. Loaf 28¢

LAURA SCUDDER, 6 OZ. JAR
PEANUT BUTTER 25¢

OSCAR MAYER, ALL MEAT FRANKS 1-lb. 67¢

HARTZ MOUNTAIN PARAKEET SEED 7-OZ. PKG. 20¢

Enjoy **ENGINEER BILL'S "CARTOON EXPRESS"** (MON-FRI.) 6:00 to 7:00 PM on KHJ-TV CHANNEL 9

Produce Buyers Get Up Early

You have to get up early to be first in the produce industry. And to feel sharp, and be sharp, requires a strict adherence to the old proverb.

Long before the sun rises, Food Giant produce buyers are busy inspecting Southern California's daily produce offerings . . . selecting only the freshest and finest for Food Giant's fabulous produce departments. And Food Giant buyers are sharp. They have to be. For the price they pay for the produce they buy determines how much the customer must be charged. It has to be the finest, and it has to be priced right in order that Food Giant can continue its aggressive produce price policy.

Pre-selection and certain other produce operations are done at the almost constant, independently operated produce warehouse in the wholesale produce district of Los Angeles.

Two Deliveries Daily
Fruits and vegetables bought in the morning are rushed to the produce departments in each Food Giant market, reaching the store before the opening of business. Another delivery follows in the early afternoon.

When the merchandise reaches the market, it is put immediately into its proper environment, for example wet, dry, or cold storage rooms. Fog nozzles control the humidity in all wet storage rooms. Every piece of fruit or vegetable is carefully examined, then washed or brushed, by Food Giant's trained produce employees before it is put on the store's sales tables.

International Liquor Department

You can buy beer, wine and spirits from over 25 countries, as well as all the famous domestic brands, at Food Giant's liquor department. It's the most "international" department in the fabulous store which opens today at 190th Street and Anza Boulevard in North Torrance.

Food Giant features 23 brands of imported beer as well as all better eastern and western domestic beer. Customers will find it cooled to their liking in the temperature - controlled beer cases.

Wines are imported from France, Spain, Portugal, Denmark, Holland, Italy, Rhineland, and even Africa. And of course the famous California wines are given prominent display along with other eastern wines.

Easier Parking On Big 'L' Lot

Parking lot planners say more cars can be parked closer to the new Food Giant Market because of the "L" shape of the parking lot. And Food Giant has provided enough space so that each parking space is wide enough to make it almost impossible for the door of the next car to chip the paint on the fine surface of your automobile. It's planned parking and plenty of it that will make your shopping so pleasant at Food Giant.



FIRST CUSTOMER — By prearrangement, of course, was Miss Chantal Noel, the nicest gift France could present to America. Giving her Food Giant's V.I.P. tour of the market is Vincent Michael, market manager. Miss Noel, who comes from Southern France, will appear soon with Richard Boone in the television production, "Have Gun, Will Travel." She is a singer as well as an actress, and with her smile and all, she did more than justice to the symphony of color that is Food Giant.