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### **DONALD ROBERTS** Store Manager

### ARTHUR CAPLAN Company President

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DON ROBERTS, the vibrant young manager of the new Carls is a 29 year old native. This tall, well groomed young man has a 12 year grocery background. "We will maintain the warm, courteous atmosphere, consistent with Carl's 20 year policy of, 'Our customer is Queen.' " Be sure to come in and meet Don. He's looking forward to meeting you.



ARTHUR CAPLAN, President of Carl's Markets, also serves as General Manager. "Carl's has been serving Southern California families for 20 years. We are constantly seeking new ways to modernize and improve our operation, which enables us to better serve our customers, both in better prices and merchandise, but equally important is personalized service." Mr. Caplan personally invites each and every family in the greater Torrance area to visit the beautiful new Carls and take advantage of our very fine specials and our every day low prices. "Service is what has built our chain and we welcome the opportunity to serve our new neighbors," stated Mr. Caplan.

# Grocery Buyer

MICHAEL UTAL

Produce Buyer



BILL JONES is one of the best known and highly respected men in the grocery industry today. Bill is promotion manager and head buyer at Carls. Bill is responsible for those carload buys which enable Carl's to promote such attractive ads. "We give our customers what they want, not what we think they need," is Bill's philosophy. Bill invites you to ask if you don't see what you want on the shelf. He'll do his best to get it for you.



**ROBERT SPARE** Grocery Supervisor

> To keep things running smoothly, to be sure you, our customer, are always pleased with your shopping trip at Carls, is the job of BOB SPARE, Grocery Supervisor. Bob, a native of Illinois, has a 26 year background, 8 of them at Carls, in the grocery field. Bob makes sure that merchandise is low priced, properly displayed, and generally attractive. Bob is also in charge of Carl's courtesy campaign personnel training program.

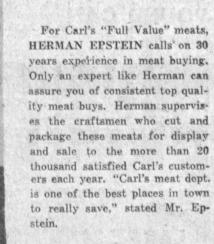
MAURICE GREEN Delicatessen Buyer

#### MORTON CAPLAN Company Vice-President



MORTON-CAPLAN, the young Vice President of Carls is newly married and well knows the "Power of a Woman." "We will, as always, strive to win the acceptance of our new neighbors and customers. Each of our departments is ably staffed by experts in their respective fields, high quality at low prices consistent with Carl's basic policies."

HERMAN EPSTEIN Meat Buyer



HARRY CORSON Building Engineer

#### Have you ever wondered why a



MIKE UTAL has a job few of us are very familiar with. He's produce buyer at Carls. He must be at the big produce market in downtown Los Angeles at about 4 a. m. each morning to select the finest in fresh fruits and vegetables, for the entire Carl's chain. He then sees that this produce is properly cared for and displayed. "Fruits and vegetables must be fresh and beautiful to rate the consideration of Carl's customers," states Mike.



Like rare exotic foods? MOR-RIE GREEN, a 20 year veteran in the delicatessen field will provide them for your epicurean delight. A complete selection of delicatessen foods ranging from hot dogs to the finest in cheeses will be at your beck 'n call in the sparkling new refrigerated delicabinets. Come in and browse and Morrie is sure you'll see something to make your family really sit up and take notice of your culinary artistry.



market is arrange not by accident. HARRY COR-SON, Factory Representative for Friedrichs Refrigerators Inc., is a graduate engineer with 30 years experince in studying the shopping habits of women. "We must always take convenience as our first requisite in planning a market if it's to best serve our client." said Mr. Corson. "Carl's newest addition is a masterpiece of modern market facilities. It is completely air conditioned. All refrigeration is the finest by Friedrichs Floating air. Each of the fixtures was personally selected for your convenience by Mr. Cor-

## **CARL'S Has Taken Heed of Present Day Shopper's Needs!**

A recent survey of several thousand women shoppers shows that listed below are the most common complaints they have. Carl's are taking steps to avoid these for your shopping pleasure.

