

Thrifty Drugs Sets Opening Ceremony

Opening Sale Planned for Rolling Hills Plaza Store

Thrifty Drug Stores, the largest drug, variety and junior department store chain in the West, will increase its services to Torrance residents, tomorrow, when the huge firm opens the doors to a new superstore in Rolling Hills Plaza at 9 a.m. New store is located at the intersection of Pacific Coast Highway and Crenshaw Blvd. Company officials announced a gigantic 10-day Grand Opening Sale will inaugurate the new store with money-saving "specials" featured in all departments.

The new store is the last word in merchandising design and incorporates the finest facilities and conveniences to make shopping faster and more pleasurable.

A ribbon-cutting ceremony is scheduled for 9 a.m. with Albert Isen, Torrance mayor; Hal Frenz, Chamber of Commerce president; and Carmen Y. Vizcarra, "Miss Torrance Chamber of Commerce," taking part in the festive occasion. Directing the ribbon-cutting for Thrifty will be Manny Borun, vice president of the huge chain; Bill Henry, director of store operations; and Anthony F. Laurenzana, manager of the new Torrance Thrifty Drug Store.

TRADITIONAL

Huge grand opening sale, which follows the ribbon-cutting, will feature "specials" marked in all departments. Thrifty's traditional low prices will be especially reduced even lower on hundreds of items during the 10-day sale.

New Rolling Hills Plaza Thrifty will cover more than 17,000 square feet of floor space scientifically laid out in 52 departments to carry more than 25,000 separate items of drug, variety and department store merchandise. Thrifty officials declared that the new facility will feature Thrifty's policy of double-discounts in every department throughout the store. The Double Discount Policy includes lowest discount

prices, plus Blue Chip Stamps on over 20,000 separate items of merchandise. The added service of awarding Blue Chip Stamps on such a vast quantity of drug, variety and department store merchandise, means approximately an additional 2½ per cent discount on over 20,000 items, over and above Thrifty's traditional "sells for less" prices.

During the grand opening, free Vanda orchids from Hawaii will be given to the first 5,000 women and free balloons to the first 5,000 children. A beautiful Webcor stereo console will be given away on Feb. 10 in a grand prize drawing. It is free to enter and everyone has a chance of winning the stereo phonograph.

One of the key departments of the new Thrifty Drug is the well-stocked sports department. A huge selection of the finest sporting equipment will be featured here, including everything from badminton and tennis to golf and football. Fishermen will find tackle, poles, bait boxes and a complete line of accessories to fill their requirements. Baseball players from little league to semi-professional will find sound value on approved baseball equipment. All types of camping equipment are also featured here.

HOUSEWARES

A large housewares department will showcase a vast selection of glassware, flatware, and a full line of utensils, plus a giant stock of soaps, detergents, mops, brushes and other cleaning items.

A gardening department and hardware department are included with all types of garden tools and accessories, hoses, sprinklers, insecticides, hand tools, electrical equipment, paints, brushes and hundreds of similar items.

The huge cosmetic section will feature complete "treatment" lines from Richard Hudnut, DuBarry, Dorothy Gray, Helena Rubinstein, and many others, plus "fra-



GRAND PRIZE — "Miss Webcor" demonstrated the magnificent stereo console styled in "American Traditional," which some lucky Thrifty customer will receive during the Grand Opening celebration of the new store in Rolling Hills Plaza. In addition to the famed Webcor stereo system this model also contains an AM-FM simulcast radio receiver.

grance" lines from Revlon, Coty, Dana, Tussy and Lavin, among others. Also a wide selection of men's toiletries will be included.

Stationery, photography, toys, wheel goods, nursery and baby needs, kitchenware, men's, women's and children's clothing, electrical appliances and thousands of other items will be found throughout the other departments.

Operational heart of the new Torrance Thrifty, and of every Thrifty Drug Store, is the bonded prescription department. Each prescription filled is certified to be precisely as the doctor prescribed. This year over 3,000,000 prescriptions will be filled by Thrifty pharmacists. Only top brand pharmaceuticals from such renowned firms as Parke-Davis, Abbott, Squibb, Winthrop, Upjohn, Ciba, Lilly and others of this quality, are compounded by experienced pharmacists who work in the most modern functional facilities that

modern research has yet devised.

SERVICES

Service departments in the new stores include cosmetics, prescriptions, tobacco, beverage, jewelry, camera and photo developing. Other departments are self service.

"The ever increasing kinds of merchandise sold in Thrifty Drug Stores make these stores a more exciting place to shop," said Manager Laurenzana. "Thrifty customers can get more of the things desired to raise their standard of living, at the lowest possible prices. It is the type of merchandising that has built Thrifty into the largest drug, variety and junior department store chain in the West," he continued.

Laurenzana added that Thrifty operates every day on the principle of its slogan, "Thrifty sells for less," passing on to the customer a combination of selection and value on the highest quality merchandise.



NEW THRIFTY DRUG STORE — Shown above is the new Thrifty Drug Store that opens tomorrow in the Rolling Hills Plaza at the intersection of Pacific Coast Hwy. and Crenshaw Blvd. A gigantic 10-day Grand Opening Sale, with hundreds of "specials" in all departments, will be introduced following a 9 a.m. ribbon-cutting ceremony. The ultra-modern facility cov-

ers more than 17,000 square feet of floor space. Fifty-two departments will carry more than 25,000 different items of drug, variety and department store merchandise. Blue Chip Stamps will be featured at the new store. Tony Laurenzana, also shown, will be manager of new store.

Anthony Laurenzana to Be Manager of Local Store

Anthony F. Laurenzana has been appointed manager of the new Thrifty Drug Store in Rolling Hills Plaza at the intersection of Pacific Coast Highway and Crenshaw Blvd., it was announced by the huge drug chain.

Laurenzana, a native of Kansas City, Missouri, is a long time Thrifty employee, having joined the firm in 1937. During World War II he served as a sergeant in the U.S. Army. After returning from the service in 1946, he was appointed manager of Thrifty's San Pedro store. Since that time he has managed Thrifty stores in Huntington Park, Long Beach, Hawthorne and Palos Verdes until his present assignment.

The popular Thrifty executive attended Kansas City Western College. He is married and resides in Long Beach.

Well qualified in all phases of drug store operation, Laurenzana is a product of Thrifty's unique management trainee program. Under this program a trainee is instructed in all basic drug and retail selling principles which is supplemented with in-store training. After the basic course is completed, a student is then placed in a store as a second assistant manager, and progresses to assistant manager and then manager.

REST OF TEAM

The remainder of the management team of the Rolling Hill Plaza Thrifty Drug is comprised of Melvin L. Copeland, assistant manager, and Donald D. Armstrong, second assistant manager.

Copeland began his Thrifty career in May, 1960, as a management prospect at Thrifty's store in Gardena. He has received his training at Thrifty units in Redondo Beach, and Los Angeles prior to this new assignment. He is married and the father of two children. The Copeland family resides in Torrance.

Armstrong's Thrifty career began in April, 1959, as a management prospect at one of the Los Angeles stores and he has received all of his training at Thrifty units in the South Central Los Angeles area. He is married, the father of one child and lives in Gardena.

Commenting on his appointment as manager of the new Thrifty Drug Store, Laurenzana stated, "I am

extremely pleased to manage the new store in Rolling Hills Plaza and am looking forward to serving thousands of residents of the area with the same double-discount values and famous service that have made the name Thrifty a household word throughout California."



SPORTING GOODS — Thrifty's sporting goods department is typical of the dozens of completely stocked departments throughout the new Rolling Hills Plaza Thrifty Drug Store. In this section will be found equipment for every sport, from fishing to badminton. Baseball players from Little Leaguer to semi-pro will be pleased with the complete selection of equipment and prices to fit any budget.



PRESCRIPTION DEPARTMENT — Thrifty Drug Stores has long been famous for its complete prescription service. Highly skilled, registered pharmacists, with many years of experience, will be serving customers at the new Rolling Hills Plaza Thrifty Drug Store in Torrance. Each and every prescription is guaranteed to be filled exactly as the doctor prescribed.

LOADED GUN

Possession of a loaded gun in a vehicle was the leading violation of fish and game law last month in Southern California and the Inyo-

ling December. Mono area, reports the Department of Fish and Game. Some 84 citations were issued by DFG wardens for this dangerous practice during the month.

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