

## Lawson's Jewelers Carry Brand Names

Lawson's Jewelers will open their newest and most modern store at 1935 Hawthorne Blvd., in the South Bay Shopping Center, today.

The South Bay's newest jewelry store will carry famous brands in men's and women's diamonds and watches as well as nationally known electric appliances, cameras, luggage and radios.

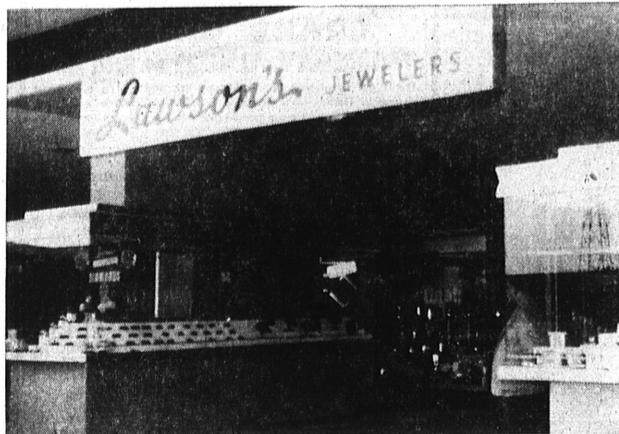
This is number 18 in the chain of credit jewelry stores serving Southern California residents for two generations. The large, modern building which will house Lawson's has

large unusual type display windows with special lighting design for displaying jewelry, silver and giftware.

Robert W. Lawson, president of Lawson's Jewelers issued an invitation to all residents of the South Bay area to visit the new Lawson store. Lawson said, "We are indeed proud to open this modern, new Lawson's for the shopping convenience of the people of the South Bay region. We would like you to come in and meet our friendly and helpful employees who are looking forward to serve you. We of Lawson's feel that in our small way we are helping to further the progress and development of this flourishing community."

Because of Lawson's unique position in the credit field they are able to bring the best value of their customers on very easy terms.

Their "no money down"—"take a year to pay" terms are possible because Lawson's carry all their own accounts and deal directly with each customer individually. No finance company is ever involved. Each customer discusses his own personal situation as friend to friend with Lawson's credit department and arranges his payments to suit his pocket-book. By carrying their own accounts Lawson's does away with unnecessary delay and red tape and can offer a more personal service to each individual customer.



NEW JEWELRY STORE . . . Lawson's Jewelers is opening a new store in the South Bay Shopping Center, featuring the latest lines in jewelry, luggage, and appliances. Grand opening will be this week end.



SHOE NEEDS . . . Arnold Klarman, manager of the new GallenKamp shoe store in the South Bay Center, points to the window display of a wide selection of shoes for the entire family.



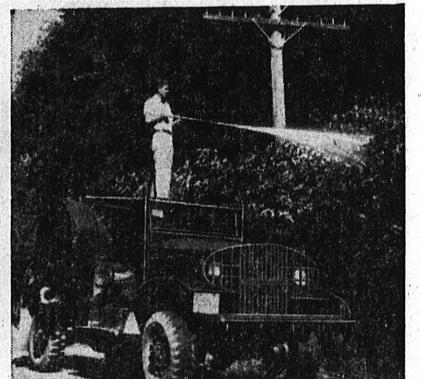
AIDS IN OPENING . . . Miss Bernice Moore, with over fifteen years of experience with the Hartfield stores, is busily engaged in the multiple details of opening the new store at South Bay Center.

## WHAT'S DOING

R. S. Pyle, your Telephone Manager in Torrance



FOR MODERN WOMEN . . . Modern clothes for modern women are featured at The Modern Woman, exclusive new shop in the South Bay Shopping Center. Here, a customer looks at one of the new creations.



When you're out for a drive in the country, you may notice a little "telephone gardening" underway. Especially where there are tall trees and shrubs. These growths could interfere with telephone lines if we didn't cut them down to size once in a while. When the brush gets extra thick, new chemical sprays (above) can be used. They do a mighty good job, too. And some day, I wouldn't be surprised to see a lot of spraying done from helicopters. It's already been tried out. No matter what it takes, the main thing is to keep those voice paths open for your calls.



That's a piece of telephone equipment in the hand of the man at left. It's called a thermistor. And the "heart" of it is just a tiny speck inside that tube. It's so small you could barely see it if you placed it on your fingertip. It does a big job, though. For with the thermistor, your voice can't fade or blare on the phone. Just goes to show that good things do come in small packages.

### DID YOU KNOW?

It is illegal to throw a burning cigarette or any burning material from a moving vehicle. And it costs millions a year to clean up litter from California's streets and highways. Litter is a real problem in every community. At the least it is unsightly, and at the most it is a real fire and accident hazard.

We can all help to eliminate this problem by using the ashtrays in our cars, and making sure that we never throw any trash on the roadways. It's a simple, easy thing to do and gives us the satisfaction of knowing that we are helping in this worthwhile clean-up campaign.

We at Pacific Telephone heartily endorse this program. Let's all help the "Keep Torrance Beautiful" Crusade.

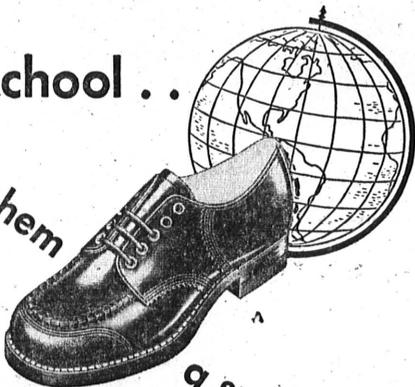
PACIFIC TELEPHONE

## CHILDREN'S SHOELAND

GRAND OPENING

for school . . .

give them



a smart start



in sturdy . . .



stylish . . .

### Little Yankee Shoes!

YES . . . WE CARRY ORTHOPEDIC SHOES And Fill DOCTORS' PRESCRIPTIONS

Busy days ahead for those eager little minds . . . and those bouncy little feet. Better start your youngsters out on a firm footing mother, with Little Yankees, the shoes that give them plenty of support . . . and take plenty of wear.

We have dozens of good-looking styles for you to choose from; and our fitting experts will put your youngsters' feet into just the right size to allow for proper "grow-room".

FREE GIFT With Each Purchase BALLOONS AND SUCKERS FOR ALL

## CHILDREN'S SHOELAND

SOUTH BAY CENTER

FR 9-4714

### Youngster to Enter Games

Nine-year-old Faye Muraski, daughter of Mr. and Mrs. Stanley V. Muraski, 24835 Winklock Dr., will enter the 25th annual Scottish Highland Games.

To be held Saturday at Olive Memorial Center, 1111 W. Olive Ave., Burbank, both piping and dancing contests will be featured.

The contests start at 9 a.m. with the official opening at 1 p.m.



PRESIDENT . . . Leo Hartfield, president of Hartfield's, will be present this morning for the opening of the 42nd Hartfield's store located in the new South Bay Shopping Center at 174th St. and Hawthorne Blvd. The opening of this beautiful new Hartfield's store with a 5 day sale marks the continuation program of expansion in major shopping areas throughout the United States.



STORE MANAGER . . . Hartfield's point with pride to their policy of developing their own people into key positions in the organization. Miss Angelyn Davis started with the company as a cashier in the Broadway store several years ago. She was elevated to the position of assistant manager, and then to manager of the Lakewood store, manager of the beautiful new Honolulu store, and now manager of the latest and the 42nd store in the chain at South Bay Shopping Center.

## Harris & Frank to Open Doors Today

Harris & Frank's new \$1,500,000 South Bay Center store will open its doors tomorrow morning at 11 a.m. Scores of local civic officials and Hollywood personalities will be on hand at the ribbon-cutting, and to greet South Bay people.

This huge two-level store in the south end of the giant Shopping Center is the 20th in the Harris & Frank chain. Within a month another huge unit will open in the Eastland Shopping Center, West Covina. In the last few years Harris & Frank has risen to the No. 1 position in the retail men's clothing field for Southern California.

Lovely Laurette Luez, motion picture and television actress, will assist in the ribbon cutting. Miss Luez has been featured in the "Stories of the Century," "Dr. Fu Manchu," and the "Joe Palooka" series on television. She had a prominent part also in "African Treasure," a United Artists Release, and in "Kim."

The South Bay Center store is strikingly modern in design and opens on three sides to the southern parking area. The street level floor has huge areas of glass and stone. Men's and women's furnishings are found on this level, and the lower level contains an unusual boys and children's section together with offices of the store.

### DO IT YOURSELF

Almost 75 per cent of all the paint manufactured in the U.S. is applied by householders themselves, according to trade estimates.

## TOWN TOPICS from Bank of America



Torrance Branch  
H. G. Frenz  
Manager

### FINDERS KEEPERS?



Not when your money is in Bank of America Travelers Cheques. These familiar blue and gold certificates are backed by the world's largest bank, and reimbursement for loss or theft is prompt and trouble-free.

A travel-wise investment in Bank of America Travelers Cheques pays high dividends in peace of mind. Their worldwide acceptability and cash-like convenience will add a lot of pleasure to every trip you make.

### PAY ALL YOUR BILLS HERE



With a Tenplan checking account at Bank of America, you can pay ten bills—easily, quickly and safely—with no more effort than it takes to write the checks and address the envelopes.

A Bank of America Tenplan or Regular checking account helps you keep a tax-saving record of all your expenditures. The cancelled checks are your receipts for payments of bills. Make it easy on yourself . . . with a Bank of America Tenplan or Regular checking account.

### B of A Quiz Corner!

DID YOU KNOW THAT once your credit is established at any Bank of America branch you automatically have a credit standing at all 611 B of A branches in California?

This is just one reason Bank of America can offer such prompt, convenient service on all loans.