

## New Sweet 'n Eat Shoppe

A virtual fairyland greets customers entering the Sweet 'n' Eat Shoppe in the new South Bay Center.

It took a year and a half of planning to put this story-book store into operation, according to Miss Doris Aitken, owner.

The results of all the planning are evident upon entering through the front door. The decor suggests an Alice in Wonderland scene — one which will delight children and adults equally.

A specialty of the store is the "Center Sundae," made of

five dips of ice cream with five different toppings. It's the largest sundae in the world.

Not only are all kinds of sundaes, malts and ice cream delights available, but the whip cream comes in different colors.

Candies and cookies, imported from Europe are on sale, and the store will ship gift boxes anywhere in the world.

Imported ceramics, dolls from Poland and Italy, stuffed animals all add to the charming interior.



THRIFTY LAYAWAY . . . Manager Jack Mertz points out that a convenient layaway plan is available to shoppers at Thrifty Drug Store in the new South Bay Shopping Center, which is holding grand opening starting today.

## Hair Stylists Set to Become Beauty Center

A staff of eight highly trained hair stylists are on hand to offer complete beauty hair to milady's hair at the Hair Stylists, now open in the South Bay Center.

The newest and latest in equipment is used in the French-type salon. Besides the hair styling work, the personnel also are trained to do both manicuring and pedicuring.

Operated by Andrew Browne who has had 30 years experience in the hair styling field, the salon offers a new permanent wave which is exclusive to the Hair Stylists. More than 50,000 of these waves have been given in other Hair Stylists shops throughout the Southland. Tinting is another speciality of the salon and both men and women stylists are on hand to turn out the perfect hair-do.

Chosen to join the new Center because the firm is one of the tops in beauty work, the



READY TO OPEN . . . Store Manager Angelyn Davis and Bernice Moore double check clothes racks at Hartfield's to make sure everything is in readiness for the grand opening today.

## Buyers Seek Jewelry in Foreign Lands

Lawson's buyers constantly search the great markets of America and other world trade centers to serve their customers with the most up-to-date and the most wanted merchandise.

A. Robinson of Lawson's has recently returned from an extended swing through Europe

in his search for better and better values for Lawson's customers. Robinson spent weeks finding extra special buys in watches from Switzerland, clocks from the Black Forest and unusual gift items from Rome and Paris.

Special purchases were made right at the factory in many cases so as to be able to give you the lowest possible prices on merchandise featured at Lawson's. Many specials are being offered at prices that in all probabilities cannot be duplicated again.

## Grand Opening

3 DAYS ONLY — AUG. 22-23-24  
CENTER SHOE REPAIR

South Bay Center

REGULAR 50¢

WOMEN'S HIGH HEEL (Except Screw-ons) **TOP LIFTS 15¢**

\* We Specialize in \*  
ORTHOPEDIC CORRECTIONS  
RE-STYLING TO OPEN TOES  
CLEANING & DYEING  
SHOE LACES & POLISH

"Shoe Repair Service While You Shop"

STORE DAILY 9 A.M. TO 6 P.M.  
HOURS: FRIDAY 9 A.M. TO 9 P.M.

## Extra Feature

The cafeteria counter, another sandwich bar and fountain will offer a varied menu of hot meals. Fresh pies, cakes, pastry and rolls will be baked in Newberry's own bakery. Tables will provide a seating capacity of more than 100 persons at one time.

"Newberry's food service policy is to serve the food on the same day it is purchased, thus insuring absolute freshness," J. H. Boyd, superintendent of fountains, states.

**STEEL REQUIRED**  
A railway freight car requires about 20 tons of steel.

**CHOOSEY BIRDS**  
Penguins are found at the South pole but not the North.

## Camera Store Opened

Complete supplies for both the amateur and the professional are available at A-1 Photo in the new South Bay Center.

Leica, Bolex, Bell and Howell, Keystone, Graflex, Polaroid, Argus, Exakta, Kodak, and Viewmaster are a few of the lines found in the store.

H. W. Smith is president of the A-1 Photo stores and he opened the Torrance store 12 years ago. The firm also has stores in San Pedro and Welteria.

Smith founded the San Pedro store in 1932, and A-1 headquarters and warehouse also are in San Pedro.

Dick Palmer is manager of the newest operation in the South Bay Center.

Born in Torrance, he attended local schools, worked for the Torrance HERALD as staff photographer and served two years with the Army Signal Corps as a photographer.



SHOE REPAIR . . . Harold Meyer, supervisor of the shoe repair store in the new South Bay Center, is shown at work. The shop is located next to a large parking area for convenience.

## OPENING SPECIAL



In Celebration

of our new shop at . . .

REDONDO BEACH  
SOUTH BAY CENTER

SOUTH OF RALPH'S GROCERY in the SERVICE SECTION  
174th & HAWTHORNE

PH. FR. 4-3977

BUDGET SHOP

HAWTHORNE OSBorne 5-7129  
INGLEWOOD PLYmouth 6-1484

Compton & Prairie

IMPERIAL-CRENSHAW SHOPPING CENTER

OPEN 9 A.M. — 9 P.M.

## COUPON

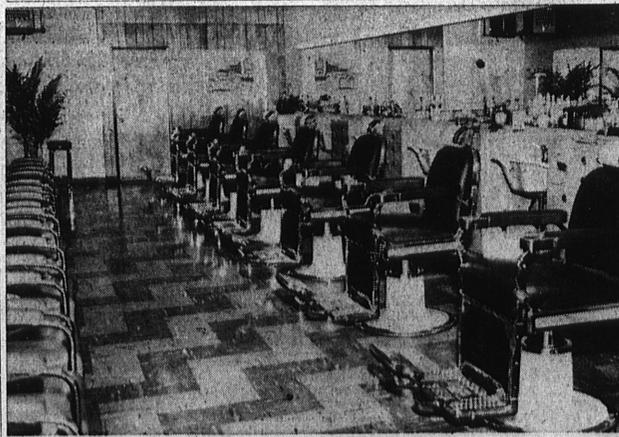
Clip This Coupon For Our Regular \$2.00

**Style Cut 99¢**

Good From Aug. 21  
Through Sept. 4

At ALL THREE Hair Stylist Shops

580B



NO WAITING HERE . . . Plenty of chairs are available in the new South Bay Center and located in the service shop area of the barbershop. The shop is of modern design, shopping center.



STYLISH HAIR-DOS . . . For the latest in women's hair fashions a staff of operators are on hand at the Hair Stylists to turn out exciting creations.

For a Moment  
Of Refreshment  
DURING YOUR  
**SHOPPING TOUR**  
Do Your Relaxing at the  
**SWEET 'N' EAT SHOP**



You'll enjoy meeting your friends here at the SWEET 'N' EAT SHOP for a break in your busy shopping schedule . . . A few minutes' rest, a tasty bite, and you'll feel like a new person.

## WE FEATURE

- 20 FLAVORS OF OUR OWN ICE CREAM
- SNACK — SALADS — SANDWICHES
- IMPORTED CANDIES
- PARTY SPECIALTIES

— and —

Welch's Fine Candies  
MAG FARLAND BOX CHOCOLATES

## SWEET 'N' EAT SHOP

"California's Most Unique Sweet Shop"

SOUTH BAY CENTER

We Cordially Invite You to Visit  
The Newest 8 Chair.

# PAVSNER BARBER SHOP

in the  
**South Bay Center**

SOUTH OF RALPH'S GROCERY  
In the "SERVICE SECTION"

174th and Hawthorne Blvd. Redondo

Service to Please YOU!

Bring your children . . .  
We love them! They love us!

HAIRCUTS \$1.50 • Children under 12 . . . \$1.25  
Except Sat. & Sun.

OPEN SUNDAYS 8 A.M.-1 P.M.  
PHONE FR. 4-9494