

Zodys Picks Agency to Handle Ads

The chain of Zodys discount department stores has named Beckman, Koblitz, Inc., Los Angeles, as its advertising agency, according to Richard H. Wolfe, vice president and general manager.

Beckman, Koblitz will participate in all phases of the program, including counsel for newspaper placement and store opening promotion, under supervision of Advertising Director Joe Orsino.

ZODYS OPENED its first store in Garden Grove on June 15 of last year and the second location in South Bay Shopping Center, Redondo Beach, on Nov. 3. Next opening has been set for late summer when Zodys comes to Long Beach in the Los Altos area, and within two months thereafter a fourth store will be added in the San Fernando Valley.

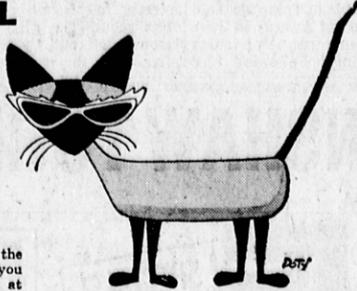
This is only the beginning of a plan to have 36 Zodys throughout the state of California within the next several

years, each to be a complete discount department store featuring medium and lower-medium priced merchandise that will appeal to the mass market.

SELF-SERVICE is a feature of Zodys and merchandise covers the complete range from ready-to-wear to hard goods. These are complete depart-

ment stores in every respect, modern and inviting and of considerable size. For example, the new Zodys in Long Beach will cover approximately 79,000 sq. ft., on a 7 1/2-acre site. Unlike most discount operations, all departments are owned and operated by Zodys.

Cool Cat tells why Southern California living is more fun in a **BUICK SPECIAL**

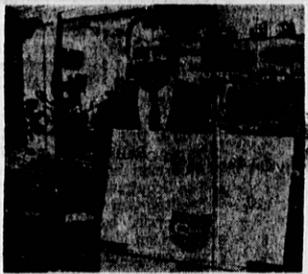


"It's purr-fect for quick shopping ... so comfortable for long hopping!"

The Buick Special's "all-day" ride is the cat's whiskers. Room to relax as you roll along in cushiony ease. Try it at your Buick dealer's. Other attractions on Page 2



A-1 Photo Cordially Invites You to an Outstanding Demonstration of the New **eumig** Camera and Projection Line



Mr. Stan Heisner, factory representative, will be here to fully demonstrate all the remarkable EUMIG products.

DOWNTOWN TORRANCE
Saturday, June 24th
at **WALTERIA**, Friday, June 23rd

See the NEW C-5 Sound Zoom Reflex 8MM Movie Camera

This Remarkable New Camera Has the Entire Movie World Talking!

- It Has Fully Automatic Electric Eye
- It Is Motor Driven
- It Is Out of This World

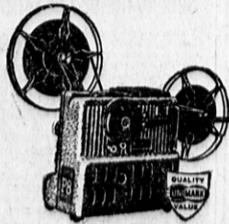


- It Is Equipped for 8 mm. Sound Movies
- It Has a Built-in F1.8 Zoom Lens 10 to 40mm.

See It - Have It Demonstrated. Buy It Today. . . . Use Your Credit. Only

29⁹⁵ Down

See the New P8 Imperial 8MM Sound Movie Projector



Now YOU can add sound to all your present and future 8 mm. home movies!

- It Has All Modern Features, Forward, Variable and Reverse
- It Is Equipped for 8 mm. Sound Movies
- It Has an F.4 Wide Angle Lens
- It Is Wonderful

See It... Have a Demonstration! **\$15⁹⁵** Down
BUY IT TODAY — USE YOUR CREDIT

4 BIG CONVENIENT STORES TO SERVE YOU

SOUTH BAY CENTER
2020 Hawthorne
FRontier 6-5989



TORRANCE
1318 Sartori
FAirfax 5-3154

WALTERIA
Hawthorne and Pacific
Coast Hwy.
FRontier 5-7014



... is for Cheese, Cream, Cheese, Canned Milk, find at SHOPPERS during fresh eggs you get at SH flavor and nourishment!

DAIRY FRESH BUTTER 1-lb. PKG. **69¢**



KRAFT CHEEZ WHIZ

3 8-oz. Jars **\$1**



KRAFT DINNER

A MEAL IN A PACKAGE
15¢ EACH

SUMMER BUYS!

THERMO BAGS

Colorful, insulated bags, zip close to hold food hot or cold for hours. **\$1¹⁹**

34"x60" • TERRY • BRIGHT PATTERNS

GIANT BEACH TOWELS **\$1⁸⁸**

10¢ OFF LABEL • FLAVORFUL COFFEE

INSTANT FOLGER'S 6-OZ. JAR **79¢**

WIPES OFF STAINS • LEAVES NO FILM
AJAX CLEANSER 2 GIANT CANS **39¢**

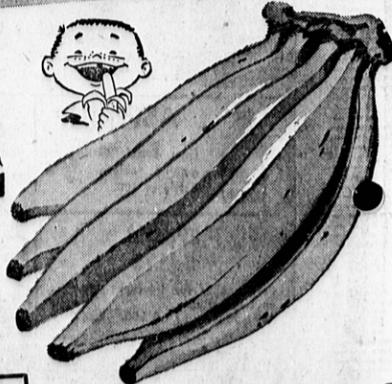
S&W • RICH IN GARDEN FLAVOR
CUT BEANS 4 NO. 303 CANS **\$1**

ZEE • WHITE AND COLORS • SOFT
TOILET TISSUE 4 ROLL PACK **39¢**

BANANAS

- Golden Ripe
- Central American

10¢ LB.



PEACHES
• FANCY • SWEET • RIPE
• YELLOW MEAT

10¢ lb

VALENCIA ORANGES

Sweet • Fine for Juice or Eating

10¢ lb

SUNSHINE
HI-HO CRACKERS
1-lb. Box **37¢**

PACIFIC HONEY TREAT
GRAHAM CRACKERS
1-lb. Box **33¢**



LIPTON TEA
THE "BRISK" TEA
1/4-lb. Black **45¢** • 48-ct. Bags **69¢**

LIPTON
PEA SOUP
Onion

E. LOS ANGELES
1819 E. First St.
Mon-Thurs & Sat 9 AM-9 PM
Friday 9 AM to 10 PM
Sunday 9 AM to 7 PM

SANTA MONICA
Wilshire Blvd. at Berkeley
Open 7 days a week
9 AM to 10 PM

SANTA MONICA
Lincoln Blvd. at Ocean Park
Open 7 days a week
24 hours a day!

INGLEWOOD
Arbor Vitae at F
Open 7 days a
9 AM to 10