

You Always Save by Shopping  
Your Rolling Hills Plaza Stores!

COIN OPERATED . . . SELF SERVICE  
**LOOK!** CHECK THESE SAVINGS!  
A TYPICAL 8-LB. LOAD OF DRY CLEANING ONLY **\$2.00**

- |   |   |  |
|---|---|--|
| 6 SWEATERS<br>4 DRESSES<br>3 SKIRTS<br>1 PR. SLACKS | 2 CAR COATS<br>4 SWEATERS<br>2 PR. SLACKS<br>3 SKIRTS | 2 MEN'S SUITS<br>2 SWEATERS<br>2 PR. SLACKS<br>20 TIES |
|---|---|--|

Our do-it-yourself cleaning is as easy as using an automatic washer—and it saves you as much as 75% on all your cleaning bills. Beautiful drycleaning of the highest quality. No other method gives you finer cleaning. Even water-soluble stains are taken out. WRINKLE-FREE. . . Most garments, even men's pants, need no pressing. Pleats and creases stay in. Come in and start saving on your family cleaning bills!

**NORGE**  
LAUNDRY AND CLEANING  
VILLAGE  
A SERVICE MARK OF THE NORGE DIVISION OF THE BOSS WARDEN CORPORATION

Across Crenshaw Blvd. From Leonard's  
CRENSHAW & PACIFIC COAST HWY.,  
Rolling Hills Plaza — DA 6-9886

LARGEST NORGE VILLAGE IN THE SOUTH BAY AREA —  
16 DRY CLEANING MACHINES FOR YOUR CONVENIENCE  
30 NORGE AUTOMATIC WASHERS —  
SOFT WATER MAKES A DIFFERENCE —  
TRY IT — YOU'LL LIKE IT!

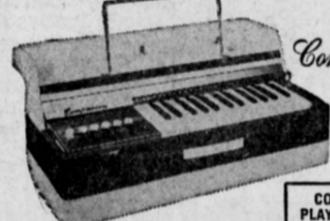
**Newberrys**

ROLLING HILLS PLAZA  
**LET THEM HAVE MUSIC**  
THIS CHRISTMAS

**GIVE A TRUE-TONE PLAY-AT-SIGHT ELECTRIC ORGAN**  
easy to play as A-B-C and 1-2-3!

Yes, anyone can sit right down and play songs in seconds — without lessons. Even a six year old can follow the simplified system of numbers and letters. It's thrilling and it's fun for everyone. Come in for a free demonstration and ask about our convenient Lay-A-Way Plan

*The Companion*



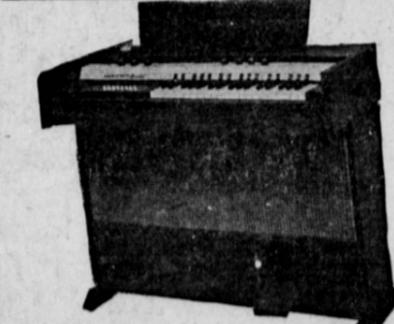
Reg. 54.95  
Only **37.88**

COMPLETE PLAY-ON-SIGHT MUSIC LIBRARY

Benches and stand Available

- 88 Full-size keys
- 13 Bass chord section
- Permanently tuned steel reeds
- Smart light-light self-contained carrying case
- Fully Warranted/ Guaranteed
- Free instruction book

Large size Spinnet model only 89.95



**NO DOWN PAYMENT!**  
Regular \$499.95 — SAVE \$200.00  
REPEAT OF A SELLOUT **\$299.95**

NEWBERRY'S LOW, LOW, PRICE ONLY  
Pay only \$11.24 on 36 months on approved credit

**Orco Concert**

Brings you America's first and finest professional organ at a price everyone can afford. It combines all the golden-throated orchestral voices of the big theater organ with the magic of modern electronics which makes Instant-Play music possible for the amateur who can't read a note. On the other hand, a professional will be thrilled by the magnificent concert-hall performance of this electronic King of Instruments.

Play now — pay later on our practical budget plan!

- 3-octave keyboard
- 72 bass chords
- 13 note foot pedal
- Trumpet, Cello, Diapason,
- Violin, Horn, Flute voice tabs
- Expression pedal

**CHRISTMAS GIFTS**

- ★ PERMANENT FLOWER CENTERPIECES
- ★ SOLID BRASS PLANTERS
- ★ MANZANITA TREES (49c and up)
- CUSTOM DECORATED OR WE'LL HELP YOU DO IT!

**HEIDI FLORAL SHOP**  
NOW — 2 BIG LOCATIONS  
2601 PACIFIC COAST HWY. — DA 6-6781  
24836 NARBONNE AVE., LOMITA

**Thrifty**  
CUT RATE DRUG STORES

2645 PACIFIC COAST HIGHWAY at Crenshaw

Thrifty Super Special!  
REGULAR \$2.00 VALUE!  
**GOLD 'N' SLIM ASSORTMENT**  
21 ATTRACTIVE **CHRISTMAS CARDS 98¢**

SEE OUR FULL PAGE AD ON PAGE 5 OF THE TORRANCE HERALD!



**GRAND OPENING!**  
STARTING TODAY

SEE OUR GRAND OPENING ADVERTISEMENT ON PAGE 35 OF THE TORRANCE HERALD

**SIMMONS SPRING AND MATTRESS**

FULL OR TWIN SIZE **\$69.90**

**ROLLING HILLS INTERIORS**  
ROLLING HILLS PLAZA  
2577 Pacific Coast Hwy.  
DA 6-4560

**HOLIDAY OFFER!**

\$20.00  
**RESTORE WAVE**  
ONLY **\$11.95**



COMPLETE RE-STYLING WITH STYLE HAIRCUT BY TOP CONTINENTAL STYLISTS!

LIMITED OFFER! GOOD ONLY ON MON., TUES., & WED.

*Continental Coiffures*

25414 CRENSHAW BLVD. — DA 6-7444  
ROLLING HILLS PLAZA — OPEN 7 DAYS A WEEK  
NEXT TO NEW CITIZEN NATIONAL BANK

**REVELS Bake Shop**

BETWEEN FOODS CO. AND THRIFTY DRUG

CHOCOLATE **RUM CAKE 79¢ ea**

LARGE LOAF **SHEPHERDERS BREAD 27¢ ea**

**BAKERY HEADQUARTERS FOR YOUR HOLIDAY SEASON**  
ORDER NOW FOR YOUR BAKERY HOLIDAY DELICACIES! **DA 6-1944**

WITH THIS COUPON  
OUR REG. \$2.00

**HAIR SPRAY 69¢**

BUDGET SPECIAL!  
**FREE STYLE CUT**  
WITH OUR REG. \$3.00 SHAMPOO AND SET

**FREE STYLE CUT**  
WITH OUR REG. \$5.00 SHAMPOO AND SET **3.00**

REG. \$17.50  
**CARYL RICHARDS OLIVE OIL PERMANENT WAVE 12.50**

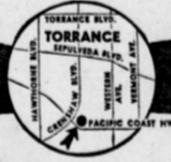
*The Hair Stylists*

OPEN EVERY EVENING

LOMITA  
Narbonne at Pac. Cst. Hwy.  
Behind Safeway  
DAvenport 5-1280

TORRANCE  
1328 Sartori Ave.  
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ROLLING HILLS PLAZA  
Crenshaw & Pac. Cst. Hwy.  
DAvenport 5-2575

**Newberrys**  **ROLLING HILLS PLAZA**

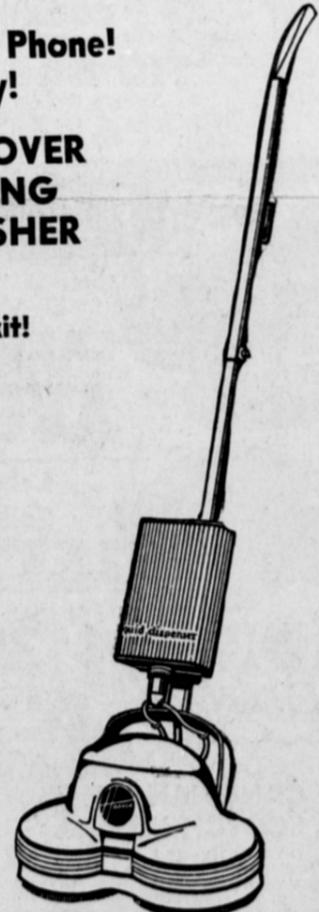
**Rush in! Write! Phone! Limited Supply!**

**FAMOUS HOOVER WORK SAVING FLOOR POLISHER**

plus complete 14-piece accessory kit!

- Scrubs Hard Surface Floors
- Buffs Hard Surface Floors
- Polishes Hard Surface Floors
- Waxes Hard Surface Floors
- Shampoos Rugs and Carpets
- Even Steel Wools Wood Floors!

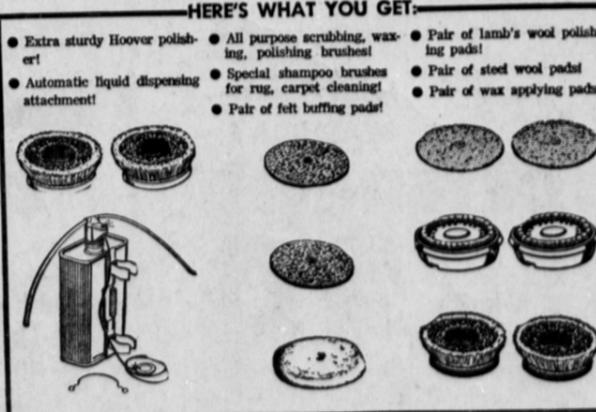
Imagine! Only **24.50**  
NO MONEY DOWN



Yes, you read it correctly . . . only 29.99 for the efficient Hoover polisher PLUS all the attachments that make keeping every floor in your home sparkling as easy as 1, 2, 3. Built to really take hard wear, the sturdy motor is guaranteed by Schaefer's 1 full year against mechanical defects. And with the handy attachments you can automatically clean a rug, apply liquid or paste wax in minutes. Hurry and take advantage of this rare price . . . they'll go fast.

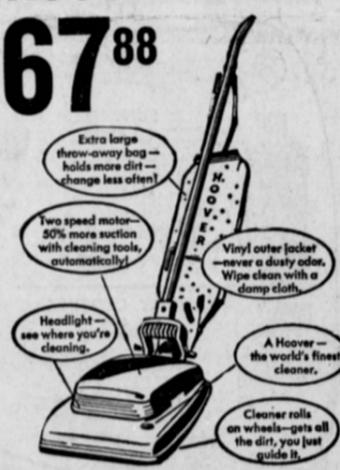
HERE'S WHAT YOU GET:

- Extra sturdy Hoover polisher!
- Automatic liquid dispensing attachment!
- All purpose scrubbing, waxing, polishing brushes!
- Special shampoo brushes for rug, carpet cleaning!
- Pair of felt buffing pads!
- Pair of lamb's wool polishing pads!
- Pair of steel wool pads!
- Pair of wax applying pads!



REGULAR \$79.88

**Hoover Convertible De Luxe UPRIGHT VACUUM CLEANER 67.88**



- Extra large throw-away bag — holds more dirt — change less often!
- Two speed motor — 50% more suction with cleaning tools, automatically!
- Vinyl outer jacket — never a dusty odor. Wipe clean with a damp cloth.
- Headlight — see where you're cleaning.
- A Hoover — the world's finest cleaner.
- Cleaner rolls on wheels — gets all the dirt, you just guide it.

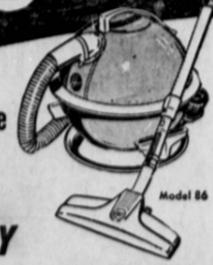
If you want the finest canister cleaner you can own . . . we've got a real buy for you!

**HOOVER**

has cut the price on this new Constellation

**NOW ONLY 37.77**

Here's your chance to save! Come in, see all the work-saving features



2545 PACIFIC COAST HIGHWAY AT CRENSHAW BLVD., TORRANCE