

# ROLLING HILLS PLAZA



Pacific Coast Highway at Crenshaw



## SHOP ROLLING HILLS PLAZA AND SAVE

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$

### Rolling Hills Plaza Directory

- CONTINENTAL COIFFURES DA 6-7444
- NORGE VILLAGE Dry Cleaning
- QUALITY SHOES Footwear for the Family
- J. J. NEWBERRYS 84 Depts.
- CITIZENS NATIONAL BANK
- SCOFFERS RESTAURANT
- STAR-LITE Beauty Bar DA 5-4261
- PLAZA SHOE REPAIR
- LY-BETTS Fashions
- JULIA WHITE Gifts In the Arcade
- STYLES OF HAWAII Everything Hawaiian
- SHEARER Omega JEWELERS
- KAM'S Store for Men
- PLAZA Quality Meats
- FLORENCE FABRICS
- STATE Office Supply
- DOREE ANN Style Shop
- ROLLING HILLS INTERIORS Furniture
- REVELS Bake Shop
- THRIFTY DRUG Thrifty Sells for Less
- FOODS CO.
- BELTONE CLEANERS Personalized Cleaning

WATCH US!



**OPEN SUNDAY**  
FOR YOUR CONVENIENCE  
VALUABLE COUPON

YOU MUST PRESENT THIS AD

**PERMANENT WAVE SPECIALS!**  
RAYETTE  
**LUSTRE WAVE**  
ENRICHED OIL-BATH FORMULA LUSTERS AS IT WAVES  
Regular \$25.00  
**\$12.50**

CARYL RICHARDS PERMETT  
**PERMANENT WAVE**  
Regular \$10.00 **\$6.95**

**FREE STYLE CUT** EXCEPT SAT.  
With Our Regular \$3.00 SHAMPOO & SET  
OPEN EVERY EVENING 'TIL 9

*Net Hair Styling*  
**BEAUTY SALONS**  
OPEN EVERY EVENING LOMITA  
Narbonne at Pac. Cst. Hwy.  
Behind Gateway  
DAvenport 5-1280  
TORRANCE  
1328 Sartori Ave.  
Corner of Marcelina  
FAirfax 0-1333  
ROLLING HILLS PLAZA SHOPPING CENTER  
(Crenshaw & Pac. Cst. Hwy.)  
DA 5-2575

**CHECK THIS PAGE FOR YOUR WEEKLY SPECIALS!**

"We're so Proud of our JIM!"



"The change in our son has been amazing since he became a newspaperboy!"

"Our Jim had always been a shy, retiring youngster—timid in new situations and bashful when meeting people he didn't know.

"In just a few weeks he has grown up to the responsibility of having a business of his own.

"Just like his Dad, as a Junior Independent Merchant, he buys at wholesale and sells at retail to earn his profit. He is learning by experience that if he keeps his customers satisfied, his ac-

counts straight, and pays for his newspapers on time, his profits will grow. Jim is also learning the principles of salesmanship by calling on prospects and signing up new subscribers under the guidance of men who are interested in and trained to work with boys.

"Through his experience as a newspaperboy, our son is developing poise and a real sense of values as a teenager, which will serve him throughout his lifetime.

"Yes, it's easy to see why we're proud... just look at JIM!"

Only about one boy in ten gets the opportunity to have a newspaper route. If you think your son or some other youngster might profit by newspaperboy route experience, why not suggest that he come in and talk to us.

FA 8-4000

Ask for Circulation Dept.



# Torrance Herald

YOUR SUBSCRIPTION COSTS JUST 50c A MONTH  
WH. NOT GET GUARANTEED DELIVERY, TWICE WEEKLY!

### Continental Coiffures

ADDS A NEW DEPARTMENT



VISIT OUR NEW ECONOMY DEPT.  
SHAMPOO & SET ..... \$2.25 TINT ..... \$5.98  
STYLE ..... \$1.50 TOUCH-UP PERMANENT ..... \$6.98  
HAIRCUT ..... \$1.50 WAVE ..... \$6.98

### Continental Coiffures

OPEN 9 A.M. TO 9 P.M.  
25414 CRENSHAW BLVD. — DA 6-7444  
ROLLING HILLS PLAZA — OPEN 7 DAYS A WEEK  
AROUND THE CORNER FROM FOODS CO. & CITIZENS BANK

### Erny Ellis STATE OFFICE SUPPLY

To Help the Student  
**DO BETTER WORK**  
and  
**IMPROVE GRADES**  
Type It . . .

NEW AND USED  
**TYPEWRITERS**

From **\$25.00** UP

ROLLING HILLS PLAZA  
2599 Pacific Coast Highway  
TORRANCE DA 5-1655

# SAVE 75%

**ON YOUR DRY CLEANING**

- Clean those ceiling-to-floor and wall-to-wall draperies.
- Double and king size bedspreads.
- Nylon, dacron and wool blankets.

**NEW 20-LB. DRY CLEANER**

### Rolling Hills Plaza

**NORGE**  
LAUNDRY AND CLEANING  
VILLAGE

Across Crenshaw  
From Leonard's  
**CRENSHAW & PAC. CST. HWY.**  
DA 6-9886

SUPERVISED CHILD CARE  
OPEN EVERY NITE TILL 9; SUN. TILL 6 P.M.



2645  
PACIFIC COAST  
HIGHWAY  
at Crenshaw

REG. \$4.88  
WEBBED  
**LAWN CHAIR**  
**\$3.95**

JUMBO POUND  
**COOKIES**  
3 FOR **69¢**

REG. 69c  
MR. PAUL  
**HAIR SPRAY**  
3 FOR **\$1.87**

SHASTA 12-OZ. CANS  
**SOFT DRINKS**  
Case of 24  
**\$1.89**

**THRIFTY SELLS FOR LESS!**