



Let's Go

# Shopping

with Marjorie

Dear Shoppers: I found a little poem of Edgar Guest's that we might keep in mind as we take our shopping trip.

The reason people pass one door To patronize another store Is not because the busier place Has better silks or gloves or lace Or cheaper prices; it largely lies In pleasant words and smiling eyes

The true trade magnet, I believe It just the treatment folks receive.

Let's visit **KALES CHILDRENS SHOP,** 1321 El Prado St.

They are preparing for Christmas for your child. Toys and more toys and an abundance of wearing apparel for infants, boys and girls. Make your selections early and use their convenient lay-away plan. A small deposit will hold any article until Christmas. Also a budget plan with no down payment and four months to pay. At **KALE'S** you find a large assortment of constructive, creative toys for your child. Toys they want and toys your Mothers know are educational.

I have terrific news from the **BENSON SHOP,** 1271 Sartori. They have just received a large shipment of skirts made in England of imported fabric. Now you too can own an English tweed skirt because these are especially priced at **BENSONS** at the amazingly low price of \$5.98. They are 100 per cent wool and we all know that English fabrics are known throughout the world for wearability, and durability. The skirt is cut for straight, slenderizing lines with full kick pleat. They come in a good assortment of colors that seem to blend nicely with most any blouse or sweater.

It is getting chilly these evenings but the new electric space heaters at

**WESTERN AUTO SUPPLY,** 1269 Sartori

are the answer for the bathroom, playroom or where ever extra heat is needed. They have several different kinds, all hand-somely designed. Even a double duty fan or heater to serve you all year around.

**WESTERN AUTO** has a new modern "carry-about" radio with a powerful built-in antenna. They come in a color for every room, actually an accent note for any room in your home. Just think, for only \$5.00 down you can swing through the day in a very pleasant way.

Join the smart early Christmas shoppers. Take advantage of the lay-away plan or easy terms offered you at the **TORRANCE CYCLE AND SPORTS SHOP,** 1421 Marcelina Ave.

Bicycles, Bicycles galore, a really full line of wheel goods. The big advantage to purchasing a bicycle here is the complete repair service. When "bicycles" appear on your youngster's Christmas list... buy the best... buy a **SCHWINN!** Choose the correct size from the large selection at **TORRANCE CYCLE AND SPORTS SHOP,** where they specialize in all types of sporting goods.

Think of all the Christmas wishes you would like to bring to those that mean the most in your life. Your portrait conveys all that is in your heart at this important time. Of course, it must be a very special portrait... one that captures the thoughtfulness which prompts this gift. That's the kind of portrait the **PHOTO ARTS STUDIO** at 1311 Post Ave., wants to make for you. Phone Fairfax 8-2830 for an appointment suited to your busy schedule.

Something new and clever... an answer to our Nylon stocking needs. A pair and a spare all in one package, in other words 3 stockings for the price of one pair, at only \$1.29. For day time wear, sheer enough for dress-up too. Get your **SPARETTIE** stockings at the **GAY SHOP** 1319 Sartori.

This is a gay shop, gay with color and new fashion. I had a sneak preview of the bargains for their month-end sale. You truly will save \$5.00-\$10.00-\$15.00 on coats, suits dresses etc. Take advantage of this sale this week-end only.

You have heard the slogan "Look at your shoes, everybody else does." Well lets look at these Commando shoes for men, sold exclusively at **BERNAEDS FAMILY SHOE STORE,** 1315 Sartori

**COMMANDO SHOES** are specially designed for style. Selected leathers are used for these shoes to insure high quality polish. Made to look better and wear better. Bring the whole family in, you can be assured of perfect fit and shoes of quality.

Shirts for the men! Not just run-of-the-mill shirts but handsome shirts that keep their good looks for months and months Washable... of course. They

come out looking rich and bright, time after time, without loss of original size. Buy your husband one of these shirts in wool flannel, basket weave or wool gabardine. Styled with perfect detail for the man who takes pride in his appearance. The garment will pay for itself in the saving of costly dry-cleaning expense. These shirts are at **TRESKES MENS SHOP,** 1319 El Prado.

Have you been wanting to bring Mother Nature into your living room? Stop into the **FLAMINGO FLOWER AND GIFT SHOP** 1344 El Prado

and see all of these planters for the coffee table, end table or dining table. They have created these tasteful accent pieces with driftwood, stone and ribbon. Planters are a perfect lasting gift. Party accessories can be found here too. Napkins in all sizes, coasters, guest towels, book matches etc. Order these personalized with your name or initials. For a gift that looks expensive yet costs so little, keep these **PAPER HOSTESS ACCESSORIES** in mind.

To see a gay array of sweaters, stop into **ADAMS DRESS SHOP** 1274 Sartori. Soft, cuddly, wonderful **WONDAMERE and LANAMERE SWEATERS** by Renart. You have seen these sweaters advertised in **SEVENTEEN.**

Did you know you can buy them right here in Torrance? Even socks to match in such luscious colors. To compliment your new sweater or casual dresses add one of the new leather collars and matching contour belts. These are the seasons high note, they add so much for so little.

What is the most important thing you do every day? The answer is... **EAT.** But are we getting the proper amounts of the food factors so necessary for a real healthful life? We are fortunate to have a Nutrition center in this area where we can obtain health foods, excellent breads, candies, really everything for proper nutrition which gives us health and beauty.

**LOMITA HEALTH FOOD STORE** is located at 24820 Narbonne Ave. There you can receive helpful suggestions for planned nutrition in your kitchen.

When your Doctor prescribes corrective footwear for your child's feet ask him about **LITTLE YANKEE NORMALIZERS.** This shoe has been laboratory tested by **PARENTS MAGAZINE** and received much acclaim. These shoes are carefully designed and made of the finest leathers. If, after reading this you have any questions you'd like answered please stop in at **LE KING'S SHOE STORE** 1319 1/2 Sartori.

They handle this shoe and are interested in the care of growing feet. Why slave over that dirty laundry? Drop it off at **ED'S AUTOMATIC LAUNDRY** 1331 El Prado.

There is plenty of free parking in the rear for your convenience. The average weekly washing runs about \$1.50 a week. Why, just think of that, it's cheaper than doing it at home. None of those precious hours wasted hanging up the clothing and dashing out to beat the fog taking it down. It comes out of **ED'S** driers soft and fluffy and all folded. Try it this week yourself.

Do you have a provincial touch in your home? You will be interested in this weeks special price on dutch curtains at the **HOME DRAPERY SHOPS** 16907 South Western Avenue or 16415 South New Hampshire Ave. These provincial print curtains are nice and full with a ruffle bottom. Choose from red, green, brown or blue at only \$2.98 a pair. Keep **HOME DRAPERY SHOPS** in mind for all your drapery needs, including all your drapery hardware. They have such a wide variety of fabrics to choose from with prices starting at \$1.49 a yard and up. I am especially enthused about the **CHROMESPUN** fabrics because they will hold their color even in our penetrating California sunshine.

Let's talk about our hidden beauty... our lingerie! In order to have that smart styling without, we must have perfect fit within. It is really heavenly to own the exquisite **YOLANDE.** They are makers of lingerie and blouses, both found at the **SAM LEVY DEPARTMENT STORE,** 1311 Sartori Ave.

**Yolande** slips with panties to match are the nicest you have ever owned because they are hand finished. They carry **EXQUISITE FORM** brassiers.

## HERE'S MORE ABOUT

### CHEST WILL

(Continued from Page 1)

division chairman, Mrs. Murray Rudnick, and received their final instructions.

In her address, Mrs. Rudnick stressed the fact that this Community Chest campaign was a community venture.

"There are 164 health and welfare services in the Community Chest which are open to everyone. No one is refused," Mrs. Rudnick said.

"This year's campaign theme is Give Every Child a Chance—Give More This Year. I am quite confident that the people of Torrance will respond to this appeal for children.

"If someone should ask you, what is the reason for the Community Chest, tell them there is not one reason but 164 reasons. The 164 health and welfare services in the chest," concluded Mrs. Rudnick.

## HERE'S MORE ABOUT

### CIVIC LEAGUE

(Continued from Page 1)

Council's attention without favoritism to any section.

Major, who may be contacted at ME 4-1878, said that the first problem the group will tackle is the smog situation. He already has certain recommendations which he believes will eliminate much of the present smog menace.

The group, which will meet tonight, is to elect officers. Major expressed the hope that a large attendance will be on hand.

See the one designed for feminine loveliness with floating action. While you are there get that magic controller, a **PLAYTEX** girdle to put the curves in the right places.

**GET ACQUAINTED OFFER**—Be sure to stop into **ALPERTS TRENDMAKER FURNITURE** store, (2067 Torrance Blvd.) with hubby this week-end. You will see so many new things. Oh! how I love to browse in here. Here you will find many mattresses but the one Mr. Alpert recommends, is the original **ORTHO-PEDIC.** Scientifically designed to provide perfect sleeping comfort and designed to avoid backache. To get acquainted with you, Mr. Alpert told me, to ask you, to mention this column and he would allow one-third of the purchase price as a trade in on your old set, regardless of age, make or condition. This means you can buy this nationally known box spring and mattress set, normally selling for \$119.50 for only \$79.50 and it still carries the 10 year written guarantee.

Have you been hungry for a good shrimp dinner, or maybe rainbow trout? Why not save yourself all that muss and fuss at home. Take your family to **GEORGES MEAT'N PLACE,** 1340 El Prado

for that relaxing dinner out, and no dirty dishes to do. If the children don't happen to like fish dinners, treat them to a delicious chicken pot pie. They are being made up specially this week for only \$1.00. Daddy and the children too will be glad you suggested **"GEORGES MEAT'N PLACE"** for dinner.

Boy! is my face red. Last week when I was telling you about the new accessory department at the **RENEE DRESS SHOP,** I was so impressed by their luxurious appeal, I inferred they were high in price when actually they are truly **IN-expensive.** Acquaint yourselves with the new costume jewelry, handbags and belts at the **RENEE SHOP.** By now! Have a happy shopping trip and if you need any assistance call me at Fairfax 8-2345 or Frontier 5-4061.

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