

Let's Go
Shopping
with Marjorie

Dear Shoppers:

It is now time to really get down to business with our Christmas shopping. The decorations are up all over town and the store windows are dressed with the holiday spirit. As you take out your gift list you will find yourself swept along into that joyous holiday feeling of excitement. Yes! the smell of Christmas is in the air.

Come with me through Candy Cane Lane at WALTERIA VILLAGE. The road leads back to "Silent Night Holy Night" scene on the CERAMICS BY MEL factory. Here you will find the perfect gift designed for your Christmas giving. Featuring pottery in both California Modern and Provincial. You buy here at factory price... half price, to truly save. Besides all this they pack for mailing without extra charge.

The Christmas angels on the roof of the PALOS VERDES BIRD FARM portray the carol "Hark the Herald Angels Sing," and make an excellent background for the carolling birds. The Bird Farm is fast becoming the most complete pet store in the area with a complete line of pet supplies. A small deposit now will assure you of a Parakeet or Cockatiel as a gift for your youngster. These birds are potential talkers and are just the right age for finger training.

Here is an invitation to browse and unhurriedly select the right gifts for those on your list. TORRANCE HARDWARE, 1515 Cabrillo avenue has a famous PEERAGE BRASS. Various sizes and scenes in wall plaques, planters, and jardinières. You will want one of the "Bells of Sarna" engraved with a Holiday greeting. Attach them to your packages or use as an inexpensive gift. Here you will also find pieces in copper, the tea kettle, and the much in demand copper chafing dishes. The very best gift for hubby is a SHOPSITH, need I say more. You know he wants one and easy payments make it readily available to you.

Attractive offer for Women Only
Phone Frontier 91115
or Frontier 54061

Headquarters for Ladies Gifts. The BENE DRESS SHOP, 1335 El Prado. Black jersey blouses with fox fur trim. Sweaters so magnificently accented with seed pearls and rhinestones. Lanamere, Wondamere and Cashmere Sweaters. Captivating new JUDY BOND BLOUSES made for Holiday wearing. The newest, smartest earrings that sell for only \$1.00 but look like something a princess would wear. Also necklace and bracelet sets in abundance. Select your gifts today.

For new ideas for living go to ALPERTS TRENDMAKER, 2067 Torrance boulevard. Give your home that luxury touch with distinctively created lamps. Hundreds and hundreds to choose from in any style or color priced from \$2.95 to \$99.50. You will like the versatile new bubble lamps at \$12.50 and up. All imaginable kinds of wall decor, wall shelves, shadow boxes, wrought iron designs and pictures. It will be easy to select one for your home and several for gifts from \$1.69 to \$72.00. All pictures are being

specially priced for Christmas giving. 25 per cent discount and many of them hand made. SPECIAL OFFER NOW.

The perfect gift for friends back East. A beautiful lazy susan packed with delicious fruits and nuts, or a Ceramic ash tray filled with California dried fruits. They are packed for shipping and can be mailed right from BURKES BARGAIN SPOT, 2113 Torrance boulevard. Your friends will enjoy this typically California gift. For the children, an ideal all year round gift would be a rattan TV chair at only \$2.98 or a record player for \$9.95.

Give a gift the whole family can enjoy, the Coronado Automatic Washer. Drop into WESTERN AUTO SUPPLY, 1269 Sartori and see the amazing features that make CORONADO AUTOMATIC the greatest wife-saver of the century. It's easy to buy one when you use their thrifty payment plan. Any homemaker would appreciate one of these "Meal-in-a-Jiffy" appliances. The automatic grills that fry, toast and convert to a waffle baker or the Coronado deep fat fryer with automatic temperature control, priced at \$25.95. Coffee Makers and Toasters are a nice way to say Merry Christmas.

A most appropriate gift for any woman on your list would be a musical powder box. MC COWN DRUG, 1327 El Prado has an array of these in assorted colors, choice of songs and range from \$2.98 up. They even have musical atomizers priced at \$5.95 which would be an "out of the ordinary" gift. See the display of atomizers at the cosmetic counter. Good looking cracked glass and intriguing plastic atomizers from \$1.95.

You've got to see it to believe it. The new 1954 NECCHI SEWING MACHINE. Even if you've never sewn before you can now be a sewing expert, dress up your home and make your clothing at great savings. Ask for a demonstration at the M & S SEWING MACHINE COMPANY at 1415 Marcelina. Here they specialize in sewing machines of all kinds and they stand back of any purchase. Your old machine will make the down payment and you need not make payments until after Christmas.

Peek in the window at POETTERS, 1265 Sartori and you will find many answers to Christmas gift problems. Such soft, luscious turkish towel sets. I liked that eye catching chenille flower pattern or that personalized His and Hers set. They have an excellent value on Bath Mat Sets. They are finished on both sides in choice of colors for \$3.98 per set. Attractive pillow case sets with multi-color embroidery, \$1.98 and \$2.75.

At the COUNTRY STYLE ANTIQUE SHOP, 2504 Pacific Coast Highway I found a nice assortment of gifts for those people who are difficult to buy for. Many fine pieces for Holiday tables. Covered vegetable dishes, soup tureens even an unusual milk glass cake stand. For lovers of pattern glass you will find rare pieces such as a banana dish. One of their specialties are their hand woven rugs. The throw rugs start at \$4.50 or you may order room size carpeting.

For the small fry! A play dentist set, one available at \$1.99 and a complete "Make Believe" dentist set for \$3.99. A clever toy and educational in

that it helps your child understand the dentist. You will find these at NETA'S TOTS AND TEENS, 1272 Sartori. If your little boy has Cowboy tendencies you can choose from many styles of shirts, cowboy suits, hats and holster sets at this friendly childrens shop.

GIFT IDEA!!! Living greenery for the home. While I was in LA GALERIA FLORISTS at 1620 Gramercy avenue I saw intriguing little planters. The long brass or copper ones would be nice for the mantle or book case. The clever wishing well and watering troughs with a variety of plants are priced at only \$6.00. It would be a gift to enjoy all year. The tottem pole floor plants range from \$3.50 to \$6.00. It might be a good idea to reserve your now for Christmas delivery.

For gifts that are wrapped with dramatic individuality be sure you choose your gift paper from the tastefully designed wrappings found at PARRISH STATIONERS, 1432 Marcelina. They have a selective group of brief cases priced from \$10.00 to \$45.00. Shaeffer and Parker Pen and pencil sets and the desk sets. Ask to see the new SNORKEL pen that everyone is talking about. All personalizing is done free of extra charge at this complete stationery store.

Would you like to see stainless steel silverware that has the grace and delicacy of real sterling yet at a most appealing price? See the BALLET pattern by Wallace at ALLEN JEWELERS, 1321 Sartori. For modern symmetry or beauty unadorned you will like the thrilling new SILVER RHYTHM pattern by International Sterling. An appropriate traditional gift for the home is a beautiful tea service all women yearn to own someday.

I will be most happy to help you with any shopping problems or gift needs. I feel sure you will be able to meet your needs right here within this local area. Gifts for all the family even those who are hard to buy for. Phone Fairfax 82345 or Frontier 54061.
Marjorie

ARTISTS TO ENTER EXHIBIT

All artists and designers in the greater Long Beach area and vicinity are cordially invited to submit their work for the annual Long Beach exhibition to be held at the Long Beach Municipal Art Center from December 13 through January 10. Any adult resident of the area is eligible to submit one or two entries in any of three classes. Class one, paintings and graphic work including drawings and prints, all entries to be framed and tightly wired, not to exceed 3'x4' including frame. Class two, ceramics and sculpture. Class three, metal work and jewelry. All entries must be labeled with artist's name, address and price if for sale. Entries will be accepted at the Art Center, 2300 East Ocean boulevard, Long Beach, on December 1, 2, and 4 from 9 a.m. to 5 p.m. and from 7:30 to 9 p.m.

4-H Club Applications Available

Applications are now being taken for the 4-H Club Farm and Home Electric Project for 1954, according to Frank Spurrier, 4-H Club specialist with the Agricultural Extension Service of the University of California. Any boy or girl from 10 to 20 years of age may enroll in the Electric Project and compete for special awards by making application with local 4-H Farm Advisors or at any local Edison Company office, Mr. Spurrier said.

TOP GIFTS FOR YOUR Top Man

ON YOUR CHRISTMAS GIFT LIST! AT STRUM'S

TruVal Sanforized Sport Shirt

Warm Flannel in Fiery Colors

\$2.98



These warm flannel sport shirts have the soft feel of suede and our large assortment of patterns all have an unbelievable brightness. You can be sure they'll stay that way because TruVal's cotton flannels are Sanforized for color fastness and permanent fit. Get yours now!

TruVal DIGBY

If shirts had beauty contests this would take the prize!

\$2.65



The French have a word for it—trome-l'oeil, meaning this is a shirt that fools the eye... because it looks so costly and costs so little. Made of long wearing white broadcloth, Sanforized, to keep that trim, efficient, fit. Have it with a regular point fused collar, or with a soft spread collar with stays... but have it, by all means.

TruVal SANFORIZED "SLUMBERS"



Bold stripes to brighten up the night

There's nothing quiet about the colors of these uninhibited striped pajamas, but the smooth, firm cotton fabric makes for mighty peaceful sleeping. They're easy to launder and hard to wear out. Your choice of a riot of happy color combinations, in middy and coat styles. Make your choice today and life will look brighter tonight.

\$3.98

TruVal TRU-SIERRA

Gabardine Sport Shirts

\$3.95



A mountain of value in plenty-high Sierra colors

Don't bother to go to the mountains, we've brought their glorious colors to you, in this collection of TruVal gabardines. The expensive-looking styling of collar, cuffs and pockets... the many colors, the low price, will leave you as breathless with wonder as the Tru-Sierras themselves! Oh, yes, they're hand-washable, too.

HURRY!

It's Not The Thermometer, But The Calendar That Counts!

IT ACTUALLY IS CHRISTMAS-SHOPPING TIME

ESPECIALLY SO AT THE SECONDS DEPARTMENT

Where you find those wonderful seconds and mill-ends of handprints, suitable for the choicest of gifts. And at such savings! Handprinted tablecloths, dress materials, terry yardage, drapery fabric, bedspread tops. Plain dyed cloths in such heavenly hues—Some round ones, too. Holiday cloths gay with Christmas motifs. You should see our special "cutting up" cloth where you sew it yourself and save. The buy of the year!! The 3-piece boxed handprinted terry bath sets—All firsts, perfect merchandise—At \$1.98 per set!! Some of these are designed especially for children.

SECONDS DEPARTMENT CALIFORNIA HAND PRINTS

1559 Pacific Coast Highway, Just North of Pier Ave., Hermosa Beach

STRUMS

DEPARTMENT STORE

1261 SARTORI AVE. — PLENTY OF FREE PARKING AT THE REAR OF THE STORE