



Do you understand your hair style? I have found that the new beauty salon in Rolling Hills, J. WILSON HAIR STYLISTS offers you this service. They take the time to teach you to know and understand your hair style so you can re-create the same illusion as when you walked out of the beauty salon. Your hairline and features of the face bring forth a styling creation. It must be adapted to you—for you. Training behind expert hair styling is well to remember. Dick Stanton has this to offer you. Phone FRontier 7-1616 for the hair style that is yours.

Judged the best in nationwide tests! All America's favorite Rose selection is the MOJAVE, CHRYSLER and HELEN TRAUBEL. The nursery department of the PARAMOUNT CENTER, 3401 Torrance Blvd. is offering you the 3 winners collection at a saving all three for only \$7.25. The MOJAVE is a radiant orange set aflame by red and vermilion highlights. The CHRYSLER is a red, red rose with superb fragrance. The HELEN TRAUBEL is a unique warm pink blended with apricot coloring. Get them now and enjoy their lovely blooms in your own garden.

There is a lovely dress shop called the BLUEBIRD SHOP at 1402 Pacific Coast Highway in Redondo. You are invited to become acquainted with their outstanding lines of sports wear and cocktail dresses right now. They are offering you substantial reductions on dresses, robes, skirts and blouses. Well made blouses, in a rainbow of colors to choose from at 25% to 50% off. Odds and ends of the fine Gossard bras for only \$1.00. It's pleasant shopping at the BLUEBIRD SHOP.

She said, "I want a typewriter for the whole family to use." She wants the new streamlined ADLER typewriter and you will too when you see its many new features. Sound absorbing and dust proof casing, control keys within easy reach, light touch, speed without crowding or piling. Made by the people who make the fabulous ADLER Sewing machine. Besides all that it's about \$20 under most standard machines. Phone TORRANCE DESK & OFFICE SUPPLY, FAirfax 8-7408 for home demonstration.

Lost it's luster, sparkle and beauty? What you need is a good jewelry cleaner. E-Z-EST JEWELUSTER cleans the gems as well as the gold or silver on your jewelry. Get acquainted with E-Z-EST fine silver polish too. They each sell for \$1.00 for a generous supply. Available at ALLEN JEWELERS, 1321 Sartori.

Found! In Vogue magazine, the TABAK tie-ins. This is a correlated group of mix and match dresses, skirts, blouses, sweaters and jackets for the well dressed women. Come in sizes 10 to 18. Meet them all at the SAM LEVY DEPT. STORE. The newest in the TABAK line is the linen and satin stripe in perfectly magnificent colors. Separate skirts, slim cut and belted. Trim looking blouses set off with satin stripe. Sweaters in these same elegant colors with sparkling jewel ornamentation. You will be sold on this light hearted line of TABAK tie-ins found at the SAM LEVY DEPARTMENT STORE.

Where can I get some stimulating ideas on home decoration? Why at ALPERT'S TREND MAKER, of course.

Here is about 70000 sq. feet of furniture displayed in the manner in which it might be found in your home. Furniture, unique in design, the colors alone will spark your interest. High quality and high style but prices in keeping with the moderate budget. This is a desk of interesting proportions. I guessed it to be about \$59.50. Here is true value at only \$38.50. If you need a desk, buy it! Not an ordinary desk, not square, but with an odd angle to it. Choice of finishes with wrought iron or wooden legs.

Watch Channel 2 this Sunday afternoon for the KELVINATOR outstanding drama, TV show. HEATH REFRIGERATION SERVICE, 1617 1/2 Cabrillo avenue in Torrance is your Kelvinator dealer. He is featuring the new automatic washer, Model AWS. This machine has the same superior washing features of the famous Kelvinator deluxe yet it is selling at the new low price of \$249.95. The new matching dryer is available now for only \$199.95. Make your next washday a holiday.

Spring forecast from the BENSON SHOP. You're invited to a preview showing of a new rayon skirt with that good-looking linen look. Ah! but it's washable and crease resistant to give you that spruce appearance. Sizes 10 to 18 for only \$7.98. One, two, three, four, five, six buttons down the front. White buttons on black. What could be smarter? Also comes in a luscious shade of aqua. May I add a P.S.? You always get friendly, accommodating, personal service at the BENSON SHOP, but I guess, that you know.

Do you know someone in need of hospital equipment? Tel them to rent it by the month from MAC RENTS EVERYTHING, 1124 Redondo Blvd. in Gardena. They deliver, so phone MErio 4-6664 to rent any of the following equipment. Hospital beds, \$12.00 per month. Invalid walkers (two types) \$5.00 and \$10.00 per month. Wheel chairs \$6.00 and \$10.00 and crutches at \$2.25 per month, also bedside commodes at \$4.50 and overbed tables at \$3.00 per month. There are many times when we are in need of some special type of equipment for a short period of time so make a mental note to remember MAC RENTS EVERYTHING.

Yes! you too can have custom made furniture and save money by having it. Have your present furniture modernized and upholstered in a fabric of your choosing. At VAN'S MATTRESS AND UPHOLSTERY SHOP, 2083 Torrance Blvd. your furniture will be re-built from the frame up. This is not mass production, it's all custom work. There is no obligation to call FAirfax 8-3352 and have them bring some of the new exciting fabrics to your home for an estimate.

Correction please! When you rent one of the California DRI-AIRE LAMPS from MAC RENTS EVERYTHING, only the first months rental applies to the purchase price of \$59.50. Remember it's only \$10.00 per month to rent one of these desert air lamps to help chase away coughs and colds.

Give me a phone call and we'll go shopping over the telephone. Is there anything you need and haven't been able to find? My shopping service is free of charge, so phone FAirfax 8-2345 or FRontier 5-4061. Happy Shopping, Marjorie

Reese's SELF-SERVICE MEATS & DELICATESSEN

THE LEADER OF LOWER PRICES THESE PRICES EFFECTIVE THROUGH JAN. 24th

FANCY WHOLE BODIED GRADE A Dressed and Drawn—FRESH
FRYERS 2 to 3-lb. Average Cut Up **49**¢ lb.

U. S. Inspected—Tender Well Trimmed—Oven Ready PRIME
RIB ROAST **49**¢ lb.

YOUNG TENDER BEEF
RIB STEAKS **49**¢ lb.

From Selected Baby Beef ALL CENTER CUTS
Porterhouse T-Bone Steak Sirloin Steak Club Steak **59**¢ lb. Guaranteed Tender

Boneless Oven Ready Selected Rolled RUMP ROAST **69**¢ lb.
Bone in Baby Beef RUMP ROAST **49**¢ lb.

CHUCK and 7-BONE All Center Cuts
Beef Roast **39**¢ lb.

Lean Beef SHORT RIBS **15**¢ lb.
Lean, Fresh GROUND BEEF **99**¢ 3 lb. 35¢ lb.

1-lb. Pkg. Chicken LIVERS **59**¢ lb.
Our Own Country Style PORK Sausage **39**¢ lb.

Kingan's Indiana SLICED BACON **59**¢ lb.
Armour Lean Eastern Small SPARE RIBS **49**¢ lb.

EASTERN Dressed Whiting **23**¢ lb.
1-lb. Pkg. Hywave Fillet of COD **29**¢ lb.

Fillet of ROCK BASS **29**¢ lb.
Northern Chinook Whole or Half Salmon **49**¢ lb.

Lean Sliced Boiled Ham 1/2-lb. **49**¢ lb.
GENUINE Tillamook CHEESE **59**¢ lb.

Sliced—Grade A Cotto Salami **47**¢ lb.
Sliced Pickle and Pimento LOAF **39**¢ lb.

De Simon

701 PACIFIC COAST HWY. REDONDO BEACH

SPECIALS for THURSDAY, F
EVAPORATED MILK Banner Tall Can **11**¢

SAVE! SALAD OIL BEST FOODS Qt. Bot. **56**¢

SAVE! CATSUP HUNT'S 14-oz. Bot. **12**¢

OLEO SOUTHERN MAID—1-lb. Pkg. **19**¢

CREAM STYLE CORN GOLDEN BUTTER KERNEL, 303 Can. **19**¢

TUNA CHUNK STYLE CHICKEN OF THE SEA, 1/2 Can. **33**¢

Roast Beef Hash CUDAHY'S—16-oz. Can. **38**¢

Beef with Vegetables DENNISON'S—15-oz. Can. **56**¢

SLICED OLIVES EARLY CALIFORNIA, 2 1/2-oz. Can. **10**¢

Chili Con Carne GEBHARDT'S — WITH BEANS — 300. **29**¢

CREAM OF RICE CEREAL 18-oz. Pkg. **37**¢

CRACKER JACKS **5**¢

Marshmallows CAMPFIRE, 1-lb. Box. **35**¢

POP CORN BANGO, 10-oz. Can. **19**¢

Gloss Starch ARGO, 12-oz. Pkg. **11**¢

ALL DETERGENT For Automatic Dishwasher, 24-oz. Pkg. **39**¢

FLOOR WAX Aero-No-Rub, Pint Tin. **36**¢



FROZEN FRUIT PIES KERMIN'S, 6-oz. Apple, Boysenberry, Cherry or Pineapple.

Orange Juice CAL FAME 6-oz. Can.

CUT CORN PICTSWEET 10-oz. Pkg.

Cut Green NEWPORT, 303 Can.

PEANUTS WHITE HOUSE, 8-oz. T.

BUTTERSCOTCH CREAM SANDWICH WESTON'S, 10-oz. Pkg.

Ritz Cracker NATIONAL BISCUIT, 14-oz. Pkg.

Cottage Cheese BORDEN'S, Pint Carton.

BISCUITS BORDEN'S, Bake N' Eat.

American BORDEN'S—SLICED—

CLOROX 1/2 Gal. **29**¢

WHITE KING Water Softener LG. PKG. **24**¢

trend Lg. Pkg. **21**¢

SCOTCH Granulated Soap GIANT PKG. **52**¢



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CHICKEN BY THE PIECE
BREASTS \$1.13 lb.
LEGS 98¢
WINGS 59¢
BACKS 25¢

ORDER HOLIDAY Turkeys NOW