

## New Leed's Shoe Store Features Latest Fashions

A new Leed's Shoe store opens today in the South Bay Shopping Center at 2123 Hawthorne blvd., bringing Quali-Craft's exciting Fall fashions to the beach area of Los Angeles County.

Quali-Craft shoes are sold exclusively at Leed's and feature beautiful styling and quality construction at a budget price. Their methods of volume buying, efficient merchandising and operation without charge accounts or delivery service result in a store policy of quality and economy. Leed's is a division of Edison Brothers Stores, Inc., America's largest retailers of women's fashion shoes.

Fall fashion at Leed's emphasizes the tapered silhouette, with toes very pointed or gently tapered and heels slimmer to new gracefulness. The length of the vamp is softened with trim, artfully designed in the manner of a feminine bow, brisk buckle or tailored button

ing in black suede.

The bareback shoe is irresistible for dress wear. There's a lovely view of you in Leed's spring-overs with bands across the instep or with wide-away toe areas and black suede enclosing the sides. The sling pump is also beautifully open

with a wide-away toe and folded bow of satin for trim.

The little heel has a delicate beauty this season, for it is tapered to a new slimmness at half height. The toe is also tapered for a completely balanced look of streamlined fashion.

### Open House At New Store

Free gifts and huge savings herald the grand opening of the newly decorated Firestone Store at Marcellina and Cravens sts., this week.

The establishment, completely refurbished, is celebrating with door prizes, gifts, and the usual friendly service.

Three grand prizes are to be offered patrons who register. They are:

White Wall Tires.

2. Nationally advertised Canister Vacuum with attachments.

3. Universal Coffeematic. 8 Cup Automatic coffee maker.

Aside from the above, free purse tubes of Folie de Minuit Perfume, valued at \$50 per ounce, will be given ladies.

These and many other items will be offered free to anyone who merely enters the store. An invitation you can't afford to miss.

1. 4 Deluxe Super Champion



Rabbi Shapiro

Rabbi Aaron Shapiro, recently of Quincy, Massachusetts, will be the full time Rabbi of the Gardena Valley Jewish Center. He is a graduate of the Yish'va University in New York City and has been active in the National Conference of Christians and Jews.



SNEAKER-TYPE SHOE

There's nothing so fashionably light-hearted as the new sneaker-type oxford with kitten-soft construction. Here it is in a Casualet of nappy black suede, laced in white and with just the narrowest line of a white Italian sole and heel. Priced at less than \$5, it is one of the back-to-school collection at the new Leed's Shoe Store in the South Bay Shopping Center, Redondo Beach. Today they are having their grand opening.



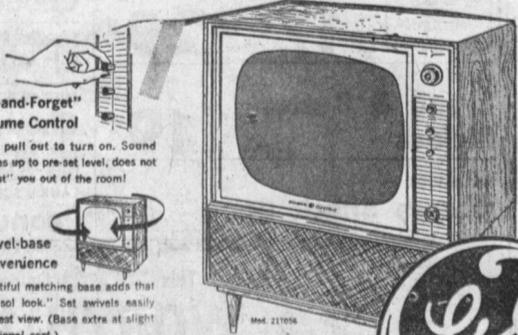
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  - Dressers, 9.95 to 12.95
  - Fruit Jars, 35c Per Doz.

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### New Students May Register At Narbonne

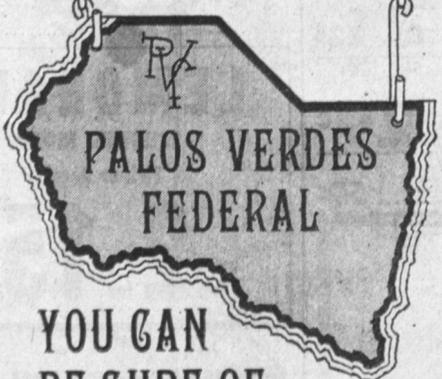
Pre-enrollment for new students in the tenth, eleventh, and twelfth grades will take place at Narbonne high school on September 4, 5, and 6, and also on 11, 12 and 13, from 9 a.m. to 3 p.m.

Mrs. Helen Berger, head counselor, will be on hand to discuss program needs and she will be assisted by grade counselors, Miss Louella Chase, Ben Penny and Leo Haley.

Herbert Morey is principal of Narbonne high school, Evelyn Gustafson is girl's vice-principal, and Robert Denhay is boy's vice-principal.

School will start in full day session on September 16. The new location is 24300 S. Western ave., and the telephone number is Davenport 6-9920.

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