



DISCOUNT GROCERY ADDED--Leonard's Department Store, 600 North Sepulveda Blvd., El Segundo, this week announced that it has opened a complete discount grocery section to their operation. Announcement

Grocery Section Open This Week At Leonard's

Robert Leonard, Jr., president of Leonard's Department Stores, announced this week that a completely stocked discount food market is now open in Leonard's International Department Store, at 600 N. Sepulveda in El Segundo.

Due to the ever increasing demand for a complete one-stop shopping center in this area, it was decided earlier this year to install the new department.

The market is staffed by highly trained personnel and will carry a full line of nationally famous brand name groceries, frozen foods, dairy and delicatessen items, all to be sold at discount prices.

The latest designs in fixtures, refrigeration units and check out stands will assure easier shopping and faster service.

The market will be managed by H. D. Halsey, who has had many years' experience in the food business.

was made by Robert Leonard Jr., president. A full line of nationally advertised merchandise will be carried on the new department's shelves.

Greatest Challenge Is Survival of Freedoms

The greatest challenge of 1962 for Los Angeles County and the nation is the survival of our freedoms, the right to be safe and the opportunity to live in a peaceful world with good will toward all men.

The goal of Communism is world domination and the destruction of freedom and democracy. Since Communism cannot destroy America by cold war tactics we must be prepared for Khrushchev's threats of a nuclear war.

Dr. Edward Teller states that 90 per cent of the population can be saved in a nuclear war if we have adequate blast and fallout shelters.

alert, and strong. We must never waver, be indecisive or afraid. We must recapture the spirit of courageous dedication to America which inspired and guided our founding fore-fathers.

Each level of government—local, State and Federal—must do what it can in the total defense of America.

Los Angeles County cannot build guided missiles, atomic submarines or strategic bombers—but we can build fallout shelters, people—to save millions

BE PREPARED.

To be prepared for nuclear war, we must have fallout shelters to protect the people—to save millions

Director Favors Long Kissing Scene

Deploping the dearth of romantic excitement on television, particularly the absence of the "long kiss," is Paul Henreid, who now directs love scenes instead of playing them.

And the actor-turned-director should know. Some years ago Henreid distilled the brand of romantic charm that drove females not only into theatres, but also to delighted distraction.

As a director he now measures love scenes with a tape measure. "I prefer kisses about 35-feet long. By that I mean the kiss should last

long enough to fill that length of film."

Henreid, who stars in an unromantic, but dramatic role in MGM's "Four Horsemen of the Apocalypse," pointed out that the average television kiss is from 10 to 13 feet. He feels that passionate dialogue and big emotional close-ups will never replace the long smooch.

For like his contemporaries and predecessors—Charles Boyer, Robert Taylor, Valentino and John Gilbert—Henreid was in the "45-foot kissing" class!

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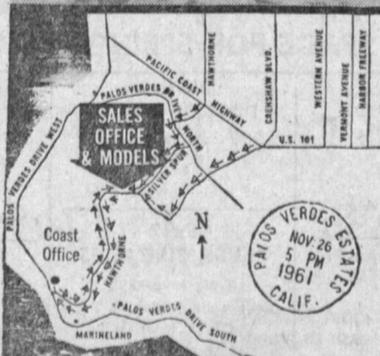
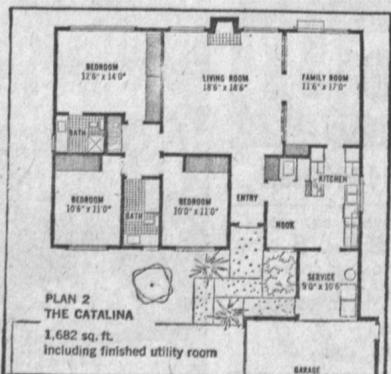
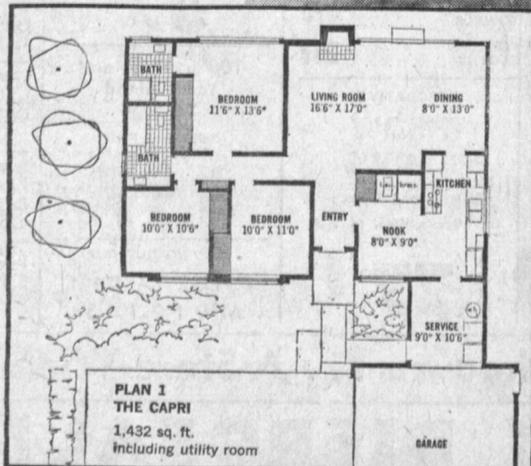
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3 & 4 Bedrooms & Family Room. 2 Bedrooms & Den. 2 & 2 1/2 Baths. Up to 2,127 Sq. Ft. Living Area. Architects: Harris & Rice, A.I.A.



Sales Headquarters: 277 1/2 Hawthorne Blvd., Palos Verdes Estates
Coastal Office: Hawthorne Blvd. at Palos Verdes Drive, West
Director of Sales: William C. Kulow, FRONTIER 7-1505

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JANUARY 1962						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

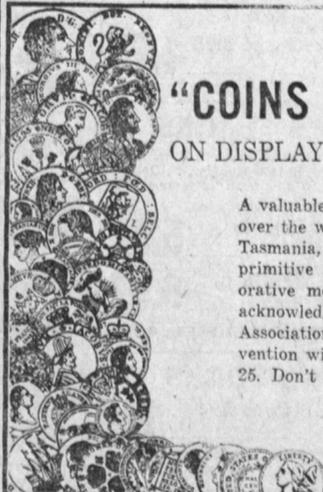
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January 1st thru 10th

"COINS OF THE WORLD" EXHIBIT ON DISPLAY IN BOTH SOUTHWEST SAVINGS LOBBIES

A valuable collection of fine coins and tokens of exchange from all over the world: the little countries—trade tokens from Australia, Tasmania, New Zealand and England—odd and curious coins—primitive monies of the world—Civil War Centennial Commemorative medals—and many more. Southwest Savings gratefully acknowledges the help and fine cooperation of the Numismatic Association of Southern California whose "lucky seventh" convention will be held at the Hotel Statler on February 22, 23, 24, 25. Don't miss this convention and Southwest Savings' exhibit.

EVERYONE INVITED

open Monday thru Thursday—9:30 a.m. to 4:00 p.m., Friday to 6:00 p.m.



Southwest Savings AND LOAN ASSOCIATION

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