

## Merchants Lauded By Center Owners

"The greatest asset of the South Bay Center is the caliber of people in the area," according to Sidney F. Brody, president of Brody Investment Co., of Beverly Hills, owners of the Center.

Brody went on to say, "we want to especially thank the people in this area who've contended with the dirt and noise during construction. The patience and reception accorded our staggered openings has been particularly gratifying."

Asked why he decided to operate the bowling center rather than lease it, Brody replied: "To insure ourselves and the area of a high caliber operation suitable for children and teenagers. We wanted the bowling center to be a community recreation area."

The South Bay Center, 174th St. and Hawthorne Blvd., is opening officially today.

This is Brody's first venture into real estate. His past business dealings have all been in aviation and manufacturing. The companies he's been associated with include: Mid-Continent Airlines, Marquardt Aircraft, Summers Gyro, Aerona Aircraft, Techniform Cor-

**Sprinkler System to Irrigate Planting Area**

All of the landscape design and supervision for South Bay Center, 174th St. and Hawthorne Blvd., was done by architect John Ratekin.

An automatic sprinkler system irrigates all planting areas with the time clock control.

## Special Hours Announced for Center Opening

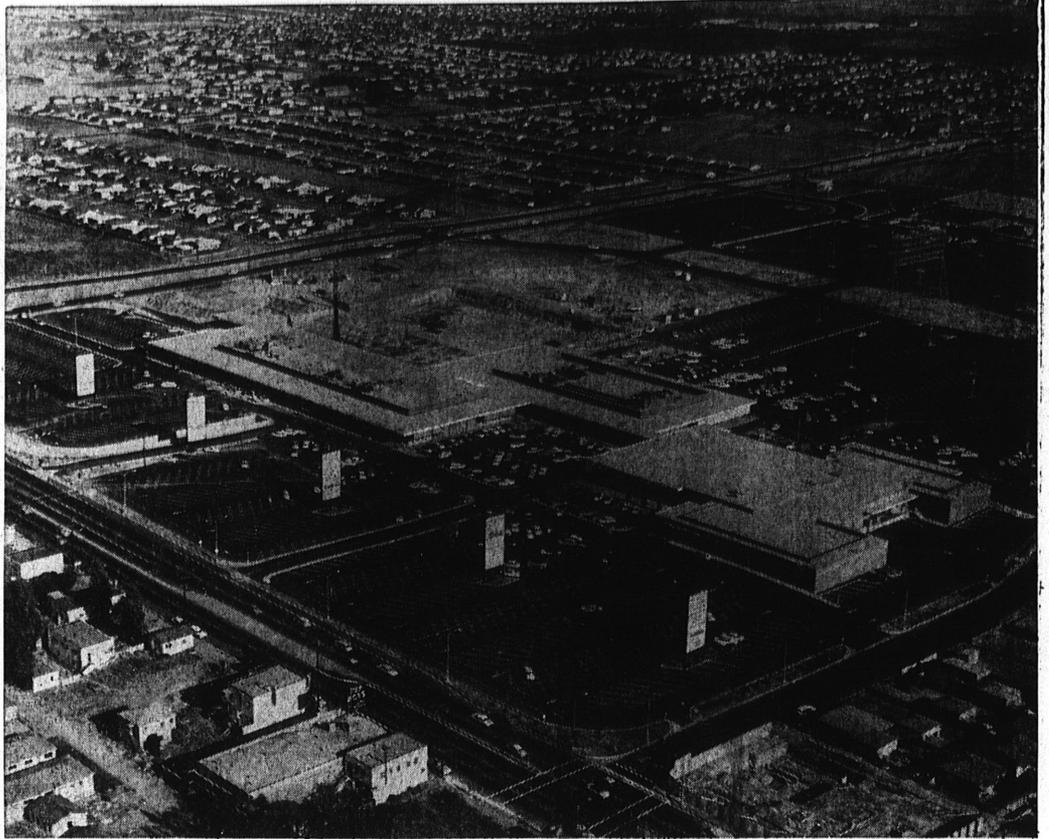
Special store hours for the grand opening of the new ultra-modern South Bay Center, 174th St. and Hawthorne Blvd., were announced by Peter T. Spilos, president of the Merchants' Association.

All 35 stores in the Center will be open for the three-day celebration from 9:30 a.m. to 9:30 p.m. on Thursday, Friday and Saturday, Aug. 22, 23 and 24.

Regular Center hours will be announced later, Spilos said.

## Taxi Stands

For the convenience of shoppers, two taxi stands, near the bus terminal, have been established at South Bay Center, 174th St. and Hawthorne Blvd. Bay Cities Taxi Co. will operate the taxi service. All cabs will be radio equipped and a special phone has been installed.



**NEW CENTER OPENING TODAY . . .** The new multimillion-dollar South Bay Shopping Center, which includes retail stores featuring all lines of quality merchandise, is celebrating its grand opening today. This special section of today's HERALD will introduce the leading

retailers of the area to the thousands of Torrance shoppers. The excavation in the top center of the picture is the site for the new May Co. building now under construction. It will be opened later.

# Randall's Shoes

Invites You to Celebrate the Gala Grand Opening of the SOUTH BAY CENTER

THURSDAY, FRIDAY, SATURDAY — AUG. 22-23-24

Randall's South Bay is especially for you and your family. Complete selections of quality footwear in the latest fashions to meet your every requirement. We specialize in narrow and wide widths and our trained staff will be eager to assist you.



YOU'LL LIKE CHOOSING FOOTWEAR FOR THE ENTIRE FAMILY

From These **Nationally Advertised Brands**



**LADIES!**  
Free Hosiery With Every Shoe Purchase

**KIDS!**  
Free Balloons  
Comic Books  
Red Goose Rings  
for the Children

**Horseshoe Rims**  
on all Big Boys' and all boys' Wedges, Loafers, and Oxfords . . . FREE!



\*Orthopedic Children's Shoes — Doctors' Prescriptions Fitted

# Randall's Shoes

WHERE THE FIT IS MORE IMPORTANT THAN THE SALE

SOUTH BAY CENTER

174th & HAWTHORNE BLVD. REDONDO BEACH FR 6-5991

## Peter T. Spilos Heads So. Bay Merchants Assn.

One of the major functions of the South Bay Center is the Merchant's Assn., presided over by Peter T. Spilos, general manager of the Bowling Center.

The association, governed by a constitution and by-laws and steered by a 13-man board of directors, consists of each merchant with one vote per store.

Committees govern and

guide all phases of the Center activities such as promotions, celebrations, budgets, et al.

The board of directors include: Spilos, Nat Kalman, Bakemasters, vice president; Owen L. Thomas, Bank of America, treasurer, and directors Earl Miller, Ralph; Allan A. Marcus, Rancho Music; John McPeak, Newberrys; Arnold Klarman, GallenKamps; Richard Scanlan, Harris & Frank;

Jack Mertz, Thrifty Drug; Bill Grace, Helen Grace Candies; Norman Zellman, Wragg's for Men; Fred Moran, Moran Draperies, and Frank W. Shaw, Brody Investment Co.

### LIFE SAVING

About 10 million persons have taken the Red Cross swimming and life-saving courses, but about 7000 Americans still drown every year.

## ADLEE'S OPENING SPECIALS

Week-end wardrobe



three perfect parts in grey or brown yarn dyed wool flannel... all you need for almost any occasion.

Sizes 8 to 16  
**14<sup>95</sup>**

Of Course . . . Charges and Layaways

# Adlee's

In the SOUTH BAY CENTER

FRONTIER 6-6311 REDONDO BEACH

also 280 No. Hawthorne Blvd., Hawthorne

**Free!**

First quality 51-15 Nylons with purchase totaling 2.95 or more.

**Free!**

SCARF with purchase of any sweater.

**Free!**

Hundreds of dollars in apparel as door prizes. No purchase necessary.



**READY FOR OPENING . . .** All set to greet an expected rush of customers today as the Center opens at 174th St. and Hawthorne are store officials of Randall's, all experts in proper shoe fitting and service.

## Randall's Shoes to Feature Top Names

Randall's Shoes—"where the fit is more important than the sale"—is now operating in the South Bay Center.

The store carries a wide range of medium-priced quality shoes for the entire family, according to Monroe Somers, owner.

In men's shoes, brands include Florsheim and John C. Roberts; women's are Vitality and Grace Walker; while children are fitted with Red Goose and Randall's Premium Quality shoes.

Grace Walker shoes are advertising on the TV program, "Queen for a Day."

Somers, who has spent 23 years in the shoe business also has stores in Redondo Beach and Hawthorne. He has been in this area 10 years.

"We are well aware of the requirements for footwear needed by the people of our area," he stated.

Randall's also features a complete selection of very narrow to very wide widths for both men and women.

The firm has orthopedic shoes and is equipped to fill doctor's prescriptions for shoes.

Entire family footwear is available and the policy of the personnel is to expertly fit shoes for all members of the family.

Handbags and hosiery are displayed.

Free gifts for everyone will be given today, tomorrow, and Saturday, and residents are invited to come in and meet the store personnel.

## OFFICE OF MANAGER IN CENTER

Offices for the general manager of the South Bay Center, 174th St. and Hawthorne Blvd., will be maintained on the premises, according to Frank W. Shaw, manager of the Center for the Brody Investment Co., owners of the Center.

The offices are located in the basement and also house the promotion offices as well as the Brody Co. field superintendent.

The manager's office is also designed for conferences and Merchants' Assn. Board of Directors' meetings.

Shaw said, "We feel the best way to serve the merchants and the best way to produce the kind of first-class Center we feel this area deserves to maintain offices here where we can help with any problem that may arise. By being on the site we will also be able to give proper maintenance to the Center."