

# GRAND OPENING CHILDREN'S FAIR

SOUTH BAY CENTER

Featuring Name-Brand Infants & Children's Wear . Layette to Size 14

FREE BALLOONS | **Big 3-Day Specials!** THURSDAY, FRIDAY, SATURDAY

## GIRLS' DEPT.

Billy the Kid . . . Save \$2.00  
**Border Britches** \$1.98  
Polished cotton or vat-dyed denim. 7 to 14. Reg. \$3.98

Billy the Kid . . . Opening Buy  
**BERMUDAS** \$1.98  
Famous make . . . top quality! You save \$1.00. Reg. \$2.98

SAVE HALF! **BATHING SUITS** \$1.98  
Sizes 3 to 6x \$1.98 Sizes 7-14 Reg. \$5.98

Famous Brand, Stock Up  
**Stretch Sox** 3 PR. \$1  
Reg. 59c and 79c pr.

White . . . 1st Quality  
**Nylon Panties** 3 PR. \$1  
Less than Half Price! Reg. 60c Pr.

Carter's Sizes 4 to 14  
**BABY DOLL Pajamas** \$1.98  
Reg. \$3.00

Values to \$2.98, Sizes 3 to 14  
**PEDAL PUSHERS, SHORTS SLIM JIMS, BLOUSES** \$1

Sizes 7-14, Reg. \$7.98  
**Quilted Skirts** 3 Set \$3.98  
With Matching Blouses 5 Colors to Choose From

Gingham 1-Piece, Sizes 7-14  
**SUN SUITS** NOW \$1  
Regularly \$2.98

## BOYS' DEPT.

Carter's — The Finest  
**Knit Pajamas** \$1.98  
Winter Weight, Sizes 4-6-8 REGULARLY \$3.50

WHITE HEAVY **Terry Bath Robes** \$1.98  
Sizes 2-6 Reg. \$3.98 Sizes 8-14 Reg. \$5.98

Billy the Kid, What a Buy!  
**Washable Pants** \$1.98  
Sizes 3 to 6x Values to \$4.95

Long and Short Sleeve  
**SPORT SHIRTS** \$1.00  
Sizes 3 to 16 Values to \$3.98

Billy the Kid . . . Half Off!  
**PLAY SHORTS** \$1.00  
Sizes 6 to 12 Regularly \$1.98

## INFANTS' DEPT.

Famous Birdseye  
**DIAPERS** \$1.77  
LOOK AT SAVING! OPENING SPECIAL! Regularly \$2.98 Doz.

Curity . . . For Quality!  
**DIAPERS** \$2.77  
LOOK AT SAVING! REGULARLY \$3.98 DOZ. Doz.

Baby Mate — Save 40%!  
**STROLLA** \$13.88  
REG. \$22.95

LOOK FOR NATIONALLY ADVERTISED TRADE MARKS AT CHILDREN'S FAIR . . . ALWAYS THE BEST QUALITY!

CARTERS Underwear, NITEY-NITE Sleepers, PLAY-TEX Products, BILLY-THE-KID Boys Wear, CINDERELLA Dresses, KATE GREENAWAY Dresses, NANNETTE Dresses, HEALTH TEX Boys' Wear, SCOUT TEX T-Shirts, MRS. DAY'S Baby Shoes and Many Others! CHILDREN'S FAIR has everything from layette to size 14.

as advertised in Parents', McCall's, Good Housekeeping



Your Hat Will Be Off to our

## Carter's TOPPER SETS

Snap-fastened in all the right places for easy on and easy off. Cotton knit for easy care — machine washable, color-fast and no ironing needed. Individually packaged for the easiest and prettiest gifting ever. Carter-Set — so won't shrink out of fit



Rosebud Print Topper Set Plasticized pant Nylon lace trim Pink, Blue or Yellow Sizes 6 mos.-1 1/2 yrs. \$2.98



Kitten Print Play Pajama Three-piece warm brushed cotton knit Blue, Pink or Yellow 2-6-8 \$2.98

# CHILDREN'S FAIR

SOUTH BAY CENTER



WHICH ONE? . . . With so many dresses to choose from, customers at Adlee's will have a hard time making up their minds just w choose from, customers at Adlee's will have hich one to buy.

## Newberry Displays Wares on Two Floors

Newberry's South Bay, one of the largest stores in the 478 store chain is one of the most modern and finely stocked variety stores in the South Bay. Newberry's features two tremendous sales floors, with a selection of merchandise that's larger than any in the area.

Escalators, the first in the South Bay, will lease the shopper's progress from floor to floor in a modern, airy interior. Officials in charge of the local store include: J. E. Howard, Newberry Pacific Coast District Manager; G. E. McPeak, Newberry Assistant Pacific Coast District Manager; S. L. Evanco, Bay Area District Superintendent; P. J. McPeak, South Bay Manager.

C. H. Wheatley is in charge of Newberry's advertising and promotion; S. R. Barnes, store opening superintendent; C. C. Huffman and R. W. Maxson, yardage, curtain and dry goods supervisors for the Pacific coast.

Fountain Supervisor for Pacific Coast is J. H. Boyd, and his assistant, Bess Patterson;

District Supervisors are A. D. Jones, H. O. Voget and H. D. Ellsworth; Pacific Coast Buyers, R. H. Kumm, T. G. Donaldson, L. I. Taylor and L. G. Perrine; Credit Manager, G. D. Buchanan, and Art Sherman, Newberry's South Bay Advertising Manager.

The chain had its beginning in 1911 at Stroudsburg, Pa. when J. J. Newberry opened a small store for the sale of merchandise at prices of 25 cents or less.

The corporation and its subsidiaries now operate more than 478 stores in 45 states. The chain employs approximately 17,000 regular employees, some of whom are part-time. During certain seasons, this number increases with up to 25,000 being employed at the Christmas season.

## One Additional Building Slated

One more building, other than the 355,000 square foot May Co. Department Store, will be erected at South Bay Center, 174th St. and Hawthorne Blvd., after the grand opening celebration today.

The present site of the bus terminal-turnaround will be utilized for a 20,000 square foot building for more smaller stores. The terminal is at the south end of the Center cluster of buildings next to Randall's Shoes. It will be directly behind the May Co.

## Underground Delivery In South Bay Center

One of the many outstanding features of the new South Bay Center, 174th St. and Hawthorne Blvd., is the complete underground delivery facility.

All truck deliveries are handled through the underground network. The entrance is on Hawthorne Blvd. while the tunnel exits on 174th St.



HIGH FASHION . . . Adlee's specializes in high fashion sportswear and dressy dresses. Manager of the store is Jane McIntosh.

## Specialty Shop Features Ladies' Ready-to-Wear

The finest in nationally advertised brands of women's clothing can be found at Adlee's, now open in the new South Bay Shopping Center.

Top quality at popular prices is being offered by the firm which has been in the area for 10 years.

The ladies' specialty shop carries such popular brands as Wondamere and Glasgo sweaters; Macshore Classics, blouses; Johananathan Logan, Jacie Morgan and Pixie, dresses.

In the active coordinated sports wear customers will find Ardee and Frank-Lee clothing; coats by Dumas; skirts by Loubella; and accessories.

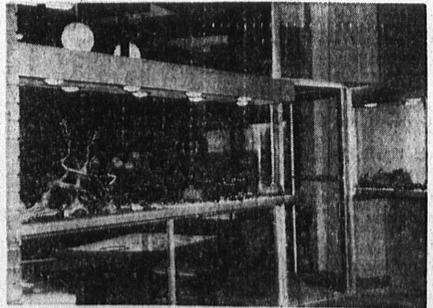
## MILK PRICE RAISE HIT BY RALPHS

A letter protesting the proposed price increase for milk has been sent to Gov. Goodwin J. Knight by Walter Ralphs Jr., president of Ralphs Markets.

Ralphs charged that testimony from "more efficient markets such as Ralphs" is disregarded by the bureau in setting prices. Ralphs has its own milk plant, he said, "and our costs prove that we can profitably sell milk three cents per quart less than your present state-set minimum price. Our company is in business to make a profit; we are not interested in selling milk below our cost, but we do oppose the unsound exorbitant minimum prices set by state administrators."

## DR. IRVINE OPTOMETRIST NOW IN THE SOUTH BAY CENTER

TO KEEP PACE WITH THE TREMENDOUS GROWTH OF OUR CLIENTELE . . . AND THE COMMUNITIES WE SERVE . . . HERE IS OUR NEWEST SUITE . . .



See us for COMPLETE

## OPTICAL

CREDIT TERMS

SERVICE

3 LOCATIONS

● South Bay Center

FR. 6-2933

● Redondo Triangle

FR. 4-0012

● 205 Manhattan Bch. Blvd. FR. 4-9967

OPEN EVENINGS BY APPOINTMENT

## Lawndale Branch, Bank of America, Now in South Bay

Bank of America's Lawndale branch was relocated in June at 2225 Hawthorne Blvd., in the South Bay Shopping Center.

This modern-design banking office has approximately 8500 square feet of floor space, is equipped with a glass-topped teller counter, two special deposit booths for merchants' use and an employe staff room.

The glass-topped teller counter provides space for 12 teller stations, helps to create a friendlier atmosphere in which to transact business and allows tellers to carry cash and supplies in movable "tellers' buses." These "buses" and the modern-style counter have replaced customary cash drawers and windows with wickets. The mobile "buses" have cash

compartments which need not be closed at each transaction.

Lawndale branch offers a complete line of metropolitan banking services, including savings and checking accounts, loans of all types, escrows, appointments with trust officers, safe-deposit facilities, a night depository and an interbranch service connecting it with all other branches in Bank of America's statewide system.

The branch is managed by Owen L. Thomas, who joined the firm in 1929 as a messenger.

A resident of Inglewood, he is treasurer of the South Bay Merchants' Assn., and the Lawndale Breakfast Club. He is also active in the Community Chest and the Southwest YMCA.



J. E. NELSON . . . District Manager



J. J. NEWBERRY . . . Store Founder



J. E. HOWARD . . . Newberry's President



G. E. McPEAK . . . Assistant District Manager

## POPULAR TREES

More oaks are planted along streets and roadsides in the U. S. than any other trees. Maples rank second.