

### BECK'S "LITTLE FOLKS"

#### Boys' Dress Shirts

CUFF LINKS & TIES  
WHITE, PRINT, COLORS

REG. **EASTER**  
3.29 **SPECIAL** ..... \$1.99

DA 5-2522

And So Many Other Pretty Things for Little People—Come See!



### FLORENCE'S FABRICS

The largest, most modern fabric store in the South Bay . . . featuring the widest variety of drapery, curtain, upholstery, and dress fabrics . . . Plus traverse rods, and fanciful notions and trimmings from our lovely notions department. Wonderful materials for you to see and touch . . . silks, embroideries, chiffons, eyelets, gingham, dotted swiss, sharkskins, antrons and lovely laces . . . so many new beautiful fabrics we cannot possibly mention them all . . . Come in today and see!

#### OPENING SPECIALS

AMERITEX PATINA PRINTS ..... \$1.59  
PRINTED DRIP DRY ..... 79c

#### New Warp Silk Prints

PLENTY TO CHOOSE FROM

#### IMPORTED COTTON

FROM ITALY, FRANCE AND SWITZERLAND

#### Play Knit Cotton Prints and Plain Colors

IDEAL FOR PLAY CLOTHES — 45" WIDE \$1.29

DA 5-2411

### THE EASTER RABBIT HAS THE HABIT



of shopping at THE Center . . . and it's a habit you might form too . . . because it's so much fun to shop here. You'll find a great variety of merchandise . . . at positively brilliant prices. Parking is perfect and service is wonderful, too. Start the Rolling Hills Plaza habit today. Crenshaw Boulevard and Pacific Coast Highway in Torrance

### Step out . . . step up for Easter . . . with RED GOOSE SHOES



Children love Red Goose shoes because they're so wonderfully comfortable. And parents love Red Goose shoes because they wear so well. Cost so little, too.

Come in now, for the best-dressed feet in the Easter parade.



"DRYDEN"  
Brown or Black  
Sizes 5 1/2 to 3



\$4.99 to \$6.99

**Quality**  
SHOES

"FLORELLA"  
Black Patent  
White Luster  
Calf  
Sizes 5 1/2 to 3

DA 5-2390

### BE-JAC'S GIFTS AND LINENS

#### EASTER



See Our Fine Selection of Distinctive Giftware

- CRYSTAL
- CHINA
- CURTAINS
- DRAPERIES
- HOUSEHOLD LINENS

### The House of Chanvictor

You haven't bought your graduation or prom dress yet! Then why don't you come and see the lovely frothy chiffons we have. Ice cream colors and latest styles. Or how about a smart sheath and jacket ensemble in silk—just the thing for the Easter Parade! Take note all you young brides, June is getting close! Come see our lovely selection.

DA 5-2344

### The HAIR STYLISTS

OUR HAPPY HAIR STYLISTS  
PERFORM MIRACLES WITH NEW

**happy hair**  
the wave for a permanently  
happy hairdo

Regular \$17.50

OPENING SPECIAL **12<sup>50</sup>**

BUDGET PERMANENT WAVE  
BY CARL RICHARDS \$6<sup>95</sup>  
Reg. \$10.00 Special

Full Line of Beauty, Barber  
and Cosmetic Supplies

DA 5-2575



# ROLLING HILLS PLAZA



### HOLLAND-AMERICAN BAKERY

Here's a great Basket full of Easter Goodies

## EASTER BUNNY CAKE 98c

Large Easter Eggs ..... \$2.50 Individual Eggs ..... 35c  
Small Easter Eggs ..... \$1.35 Hot Cross Buns 1/2-do. .. 29c  
Dutch Easter Cookies ..... 29c a dozen or 4 dozen for 99c  
Large 1 1/2-lb. Dutch White or Wheat Bread  
Regularly 38c ..... Now — 3 for \$1.00

Happy Easter!

This is THE Center

Crenshaw Boulevard at Pacific Coast Highway

HOLLAND-AMERICAN BAKERY  
FLORENCE FABRICS  
BECK'S "LITTLE FOLKS"  
THE HAIR STYLISTS  
BE-JAC'S GIFTS AND LINENS  
THE HOUSE OF CHANVICTOR  
QUALITY SHOES  
FOOT CO.  
DR. ALTHUR W. OVERNEY, Optometrist  
ROLLING HILLS PLAZA CAR WASH  
SHEATHS & JEWELRY  
NIGHT SERVICE STAYING  
REARLED SERVICE & CARE