



ROLLING HILLS PLAZA

Pacific Coast Highway at Crenshaw



FREE PIRATE SPACE PARK

EXCLUSIVE PLAYGROUND FOR YOUR YOUNGSTERS

BARGAINS GALORE! Continually Growing With More and More New Shops For Your Shopping Convenience!

Rolling Hills Plaza Directory

- CONTINENTAL COIFFURES
DA 6-7444
- NORGE VILLAGE
Coin Operated Dry Cleaning
- QUALITY SHOES
Footwear for the Family
- NEWBERRY'S
Your Family Dept. Store
- CITIZENS NATIONAL BANK
- JOEL'S
Fashion Center
- STAR-LITE
Beauty Bar DA 5-4261
- PLAZA SHOE REPAIR
- SWEDISH CORNER
Smorgasbord
- JULIA WHITE
Gifts in the Arcade
- STYLES OF HAWAII
Everything Hawaiian
- SHEARER
Omega Jewelers
- KAM'S
Store for Men
- PRIDE & GROOM
Pet Shop
- FLORENCE
FABRICS
- STATE
Office Supply
- DOREE ANN
Style Shop
- ROLLING HILLS INTERIORS
Furniture
- REVELS
Bake Shop
- THRIFTY DRUG
Thrifty Sells for Less
- FOODS CO.
- BELTONE CLEANERS
Personalized Cleaning
- HOUSE OF CHARVICTER
Bridals and Formals

HE Measures Up!



Benjamin Franklin and many other great men got their first business training as newspaperboys. Men whose names make headlines in today's newspapers... men like J. Edgar Hoover, Walt Disney, Lowell Thomas, Bing Crosby, former President Dwight D. Eisenhower, and Astronaut Virgil I. Grissom.

And in tomorrow's headlines, will be many of today's newspaperboys.

Why? Because today's newspaperboy is learning the principles of business early in his career. This Junior Independent Merchant buys his newspapers at wholesale and sells them at retail to his customers. Just like any other businessman, he learns that in order to make a profit he must keep accurate records, collect and pay promptly, and plan his time.

Equally important, he learns to meet people easily and how to close a sale. He finds that dependability, punctuality, courtesy, and thrift are more than just words and must be put into practice if he is to succeed.

Today's newspaperboy measures up to the proven standards for success which prepare him for leadership tomorrow.

If you have a son that you think might be interested in a newspaper route, why not write or phone us.

Torrance Herald

Ask for Circulation Dept. FA 8-4000



2645 PACIFIC COAST HIGHWAY at Crenshaw

BOX OF 600
KLEENEX TISSUES
3 FOR 88¢

REG. \$1.59
BEACH BACK REST
2 FOR \$2.88

REG. 88¢ VALUE
BIG "O"
ASSORTED SPONGES
2 FOR 88¢

REG. 59¢
E-Z LITE
CHARCOAL BRIQUETTS
47¢

PLUS BLUE CHIP STAMPS

Just... Another Satisfied Customer

by Henri



Ask about... WHITE VELVET conditioning creme wave from "LOREAL OF PARIS"
CONTINENTAL ROOM SLIGHTLY HIGHER
Continental Coiffures
OPEN 9 A.M. TO 9 P.M.
25414 CRENSHAW BLVD. — DA 6-7444
ROLLING HILLS PLAZA — OPEN 7 DAYS A WEEK
AROUND THE CORNER FROM FOODS CO. & CITIZENS BANK

YOU CAN ALWAYS SAVE \$\$\$

BY SHOPPING IN ROLLING HILLS PLAZA

CLIP THIS COUPON



Professional Color Portrait OF YOURSELF or FAMILY GROUP

→ 3 DAYS ONLY ←
FRI., SAT., SUN., JUNE 21, 22, 23
10:30 A.M. to 5:00 P.M.

NORGE VILLAGE

2625 Pacific Coast Hwy. Rolling Hills Plaza

Don't miss this opportunity to get a large color portrait (not a wallet size) for only 96¢ with this ad.

Coin Operated — Self Service Dry Cleaning & Laundry
Only One Coupon To A Family Please!

96¢

Your house need fixing up?

Repaint—Repair—Remodel with a Home Improvement Loan from Citizens National Bank

Even grownups find it's child's play to arrange home improvement financing at Citizens National. If you own the property, you can get up to \$3500 and have as long as 5 years to repay. The loan can cover the full job, or—if you're a "do-it-yourselfer"—the cost of the materials alone.

Just get an estimate on the job—or jobs—you want done, then call on the helpful Loan Officer at your Citizens National Office.



CITIZENS NATIONAL BANK

77 offices in Southern California Member of the Federal Reserve System Resources over \$750,000,000 Member Federal Deposit Insurance Corp.

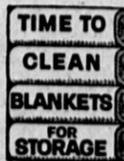
Pacific Coast Highway—Crenshaw Office—2665 Pacific Coast Highway, Torrance

SAVE NOW!

Clean out those winter-weary clothes closets today — Take advantage of our extra special...

SUMMER CLEAN-UP

SKIRTS - SWEATERS - SLACKS - SUITS
CAPRIS - DRESSES - BLANKETS
BEDSPREADS - DRAPES - SLIP-COVERS



CLEAN 2 LOADS AT REGULAR PRICE \$2.00 FOR 8-LB. LOAD... AND GET THE 3rd LOAD FOR \$1.00 (1/2 PRICE)

3 8-LB. LOADS DRY CLEANED FOR ONLY... \$5

MOTH AND MILDEW PROOFED

PLENTY OF COUNSELORS TO ASSIST YOU

SUPERVISED CHILD CARE!!

Open Every Nite Till 9; Sunday Till 6 P.M.



ROLLING HILLS PLAZA

Across Crenshaw Blvd. From Leonard's CRENSHAW & PACIFIC COAST HWY. DA 6-9886

CHECK THIS PAGE FOR YOUR WEEKLY SPECIALS!