

Del Amo Mall Stores Open Thursday Morning



CUSTOM CATERING—Is the password at Judy's in Del Amo. Owner Larry Israel designs most of the store's clothing and Mrs. Israel does the buying. Couple own seven Judy's in Los Angeles area and plan two more. —Press Photo

"Custom Catering" New Judy's Motto

Two-way radio-telephone in a ladies' clothing store? Sounds unusual, but the new Judy's in Del Amo has this unique hook-up with all branch stores and a motor unit.

And it solves many problems.

For instance, if you find an outfit you like, but your size or color isn't available, all that is required is a call to the mobile unit and the outfit can be rushed to you.

But that's not all Judy offers you.

Owner Larry Israel and Mrs. Israel cater to the shopper's tastes.

They not only design many of the clothes in the store, but they make trips to Europe to bring back the cream of the crop in latest style trends.

The Israels visit Europe at least once a year to visit style headquarters.

They have also taken trips to the Orient.

At present they are enthusiastic about the Italian knits, and plan to spend much time in Italy this season.

Israel reported he has found outstanding dress design in England and beautiful boutique items in Spain.

And he has brought back many of these items for Judy's.

This Judy's is the seventh

branch in a 40-mile radius around Los Angeles.

Two more stores will be opened in Sherman Oaks and Whittier in the near future.

"We cater to the young and the young at heart by

combining sophistication with simplicity," Israel said. The aim of Judy's is to create a picture to a person, he said.

Judy's conducts an extensive training program for sales personnel so that the customer gets nothing but the best.

The store stocks top names in sports and dressy wear; "We cater to the young and the young at heart by styled wear.

The Israels are active in civic and charity organizations.

Mrs. Israel is a member of the Golden Key Foundation and is a director of the Rice Davis Clinic.

Israel is a member of the Friars and Thilians.

The new Judy's has a warm atmosphere and luxurious interior, which was designed by Welton-Beckett Associates.

HAPPINESS

Happiness consists in the multiplicity of agreeable consciousness—Boswell

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The big attraction at the County Fair was this charming "Home of the Year"!

(of course... it features a modern gas range!)



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AUTOMATIC GAS BUILT-INS BY GAFFERS & SATTLER

Have you noticed how modern gas ranges have a habit of being seen in the best places? (By invitation, certainly.) It's merely a matter of choice. When smart builders and smart home buyers get together, the result is bound to be a smart kitchen. And that means gas appliances.

If you haven't yet seen the new automatic gas built-ins, treat yourself soon. Take a good look at their automatic features—including the amazing "burner with a brain," meat thermometer, and rotary barbecue. And when you're ready to buy—a new range or a new home with a built-in kitchen—make your choice a modern gas range.



R. H. Walter, Balanced Power builder of Sunset Hills says: "It's no wonder why Balanced Power homes are so popular today. It's just common-sense to want the best of both gas and electricity. Each power can do the jobs it does better, faster, cheaper. Electricity can run the lights, TV sets, and small appliances. And gas can do such important household jobs as cooking."



This Model Home at Sunset Hills is a duplicate of the Los Angeles County Fair "Home of the Year" which was selected for exhibit by the Building Contractors Association of California. Viewing hours are: weekdays 9:00 A.M. to 8:00 P.M.; weekends, 9:00 A.M. to 6:00 P.M.



Southern California Gas Company



CUTTING THE RIBBON — Of the Men's Shop in Del Amo Center are Leonard Abrams, owner; Betty Baker, Miss Torrance; Norman Friedman, owner, and Harold Frenz, Torrance Chamber of Commerce president (left to right). —Press Photo

Men's Shop Carries Ivy, California Styles

Traditional and California-style clothing for men is carried by the new Men's Shop, which opens Thursday in Del Amo Center.

The store, a branch of the Hermosa Beach unit, is owned by Norman Friedman and Leonard Abrams.

The second unit comes after a successful 15 years in Hermosa for the two owners.

Opening day celebrations will include a three-day give-away event, during which shoppers can win suits, shirts, sweaters and jackets.

In addition to clothing, the shop will sell shoes and jewelry.

Marine Corps Has Birthday

The 186th anniversary of the Marine Corps will be celebrated by more than 700 Southern California Marine Air Reserves and their guests Nov. 10.

Scheduled at the Los Alamitos Turf Club with dancing from 8 p.m. to 1 a.m., the Birthday Ball will include the traditional cake-cutting ceremony at 11 p.m., followed by a buffet.

Use Classified Ads—Phone DA 5-1515

Explains Amazing Rise in Contact Lens Use

According to press reports, new-type contact lenses are taking the country by storm. Dr. J. M. Soss, optometrist at 1268 Sartori for 32 years, points out that this phenomenal surge in popularity is due to the fact that the public is realizing that the perfected plastic contact lenses are a safe, economical method of correcting the vision of people in all walks of life. Because of their tiny size and almost

weightless construction, modern "contacts" can be worn comfortably for as long as 16 hours at a stretch. Dr. Soss states that those who call at his 1268 Sartori Ave. office can find out, without obligation, how easy it is to wear contact lenses. No appointment is necessary, and Dr. Soss' offices are open Friday evenings and all day Saturdays. Convenient terms. Phone FA 8-6602. Soss offices are maintained also in Wilmington.

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