



IMPORTED WINES . . . Imported wines and delicacies are featured at the South Bay Liquor Store. Shown here is co-owner Martin Siegel.

Imported Wines Displayed By South Bay Liquor Firm

The finest in imported wines are featured at South Bay Liquors, in the South Bay Center.

Not only fine wines, but liqueurs, beers, mixes, and all kinds of alcoholic beverages in a wide selection are offered by co-owners Maurice and Martin Siegel.

The new owners have 20 years of experience in the liquor business, having had stores in Los Angeles and Culver City previously.

In addition to beverages, the store has displays of novelties, bar accessories and party gifts. A full line of excellent glassware also is available.

Specializing in imports, party givers will find every kind of hors d'oeuvre imaginable at South Bay Liquors.

Roasted caterpillar, fried grasshoppers, bees, snails are just a few of the delicacies on sale. These hard-to-find items augment the regular display of hors d'oeuvres designed to make cocktail time a success.

Food Service At Newberry's

Good service at J. J. Newberry Co. stores is a shopping convenience and Newberry's South Bay Center store will offer excellent, inexpensive food at a cafeteria and a snack bar. Both are outfitted with the latest in stainless steel equipment and every device for fast service.

Unique with Newberry's is a jumbo hickory-smoked hot dog made of the finest cuts and prepared especially for the firm by Hormel. A grill of rotating stainless steel tubes browns the tasty frankfurters uniformly. This food feature plus hamburgers, sandwiches and the usual fountain drinks will be served at the snack bar.



OPEN SEVEN DAYS . . . The Bakemaster, new bakery store in the South Bay Center, is open seven days a week, and pastries and bread are baked fresh daily.

Bakemaster Offers Tops in Baked Goods

For something extra special in the way of baked goods, try the Bakemaster, new bakery in the South Bay center.

Owned by Mr. and Mrs. Nat Kalman, the store offers one of the largest varieties ever found in a retail bakery.

Elaborate wedding cakes, decorated by three trained decorating artists, are available upon 24 hours notice. Cakes for all occasions are baked fresh daily, and can be purchased without special order.

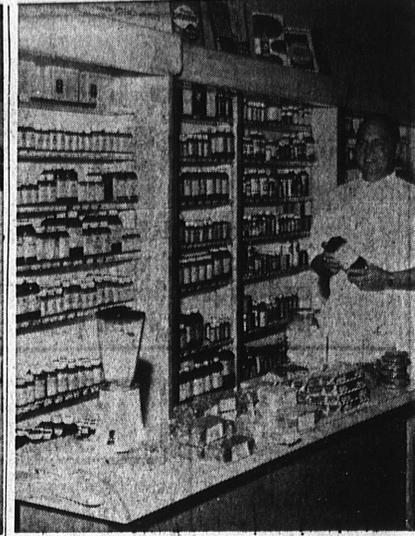
Whip cream cakes, pies and

pastries are a house specialty as is the Swedish Limpa bread baked by Ralph Englund, store manager.

Englund is a past president of the Retail Bakers Assn. of Los Angeles County and Kalman is treasurer of the organization now.

The Kalmans have had bakeries in Los Angeles County for the past 10 years, with stores in Hollywood, West Hollywood, Culver City, and Redondo Beach.

Bakemaster is open seven days a week and bread and pastries are baked daily.



VITAMINS GALORE . . . William Rawlins, owner of Vitamin Bay, displays some of items to be found in his store. Health foods, reducing aids, and Beltone hearing aids also are available.

Health Foods On Sale At Vitamin Bay

Featuring a complete line of health foods, Vitamin Bay is now open in the new South Bay Center.

Mr. and Mrs. William E. Rawlins, formerly of Inglewood, own and operate the store which also features unrefined foods and special diet foods such as salt-free, sugar-free and hypoallergenic foods.

A wide and varied selection of vitamins and food supplements in all known popular brands are on hand. They include blood builders, body building and reducing aids.

All this is augmented with Beltone Hearing Aid sales and service. The new hearing device is fitted into the frames of eye glasses, so no bulky batteries are used nor are there any dangling wires.

The store also has gift fruit packs.

SIGHT IMPAIRED

Smallpox can cause impaired vision and sometimes blindness.

Proper Fitting Slated

Individual time and attention is given to each young customer at Children's Shoeland, now operating in the new shopping center at 174th St. and Hawthorne Ave.

The store specializes in proper fitting of youngsters shoes. They do orthopedic work as well as filling doctor's prescriptions for shoes.

Owned by Jack and Jane Gonzalez and Harry and Evelyn O'Connor, the store carries a complete line of slippers, tennis shoes, socks, boots as well as everything in children's footwear needs.

The owners have a combined total of 40 years of service in fitting shoes and formerly operated a store in Hermosa Beach.

Children's Shoeland features Little Yankee Shows and Kallsten-iks.



HERE IT IS . . . Huge 65-foot-high signs highlight the west end of the South Bay Center. Specially designed for South Bay by Jones & Emmons, and Victor Gruen and Associates, South Bay Center architects. These pylons have never been used before in this country. The signs are one of the many firsts for South Bay Center.

SOUTH BAY LIQUORS

OPENING SPECIALS

DREWERY'S EASTERN
BEER
1/2 more beer per can

6 16 Oz. Cans **1.20**

4 YEARS OLD STRAIGHT
BOURBON

Distilled and bottled in Kentucky

3 69 Fifth Plus Tax

Reg. 2.95-6 Piece

Bar Accessory Set
Tongs, strainer, mixing spoon, can opener, cork screw and double jigger **1.95**

Visit Our Hors'd. Oevers Department

MEMBERS of the DINERS CLUB
Let Us Plan Your Parties

FRontier 6-2967
* In the SOUTH BAY CENTER
Next to Ralphs

RECORDS!

ALL SEALED -- UNPLAYED STOCK

During Our Grand Opening Celebration

THURS. - FRI. - SAT., AUG. 22-23-24

WELK
COMO
ELVIS PRESLEY
SINATRA
LENA HORNE
MY FAIR LADY

JOE MAPHIS
KING COLE
PAT BOONE
FISHER
BELAFONTE

\$1.00 OFF

ANY REG. 3.98 or 4.98 ALBUM

THOUSANDS TO CHOOSE FROM
THIS SALE WILL NOT BE REPEATED!

RANCHO MUSIC

The South Bay's Headquarters for ALL Records

SOUTH BAY CENTER FRontier 6-6427

Ralphs Provides All Food Needs

Since the grand opening in May, Ralphs grocery store has successfully served thousands of Bay area shoppers.

Ralphs Grocery Co., established in 1973, is Southern California's oldest and largest grocery chain.

The newest store, in the South Bay Center, is a housewife's delight.

Customers enter a brand new Ralphs, with the very latest features of successful supermarkets: Automatic doors, giant directory, speediest check-out stands, parking for 5,000 cars, snack bar, wide aisles, brilliant lighting, Specialties Sold

They are able to buy specialties found nowhere else in the world: Prize cakes, pies, bread and rolls from Ralphs own bakery, award-winning milk and cream and superb ice cream from Ralphs own creameries, and choice foods from Ralphs own delicatessen. And you'll find that at Ralphs, everything is minimum-priced and unconditionally guaranteed.

Earl Miller, manager of Ralphs new South Bay store has an efficient staff to help keep things moving. They are:

Paul Haggerty, assistant manager; Robert Martin, third man; Lawrence Peterson, fourth man; John LaFianza, receiving clerk; Ralph Olea, assistant receiving clerk; John Zamarrilla, meat department; Lyle Fendell, produce; Margaret Kiddler, bakery; Allen Gray, delicatessen; and Jewel Scribin, head cashier.

Tapes Given

Another outstanding feature is Ralphs gold cash-register tapes.

These gold tapes are received with every purchase at Ralphs, saved in sums of \$20 worth of purchases from day to day, and turned in for truly wonderful dividends entirely free.

The stainless steel cookware, for instance is the fabulous 3-ply heavy-gauge Duncan Hines stainless steel for modern, waterless cooking. The handles are flame-guard black bakelite and the covers have tarnish-proof copper-trimmed knobs. Included in the complete set are sauce pans, dutch ovens, skillets, a cake pan a pie pan and a singing teakettle but any one item is given out, absolutely free of cost, when a sufficient number of gold cash-register slips has been accumulated.

All the Gold Dividends are practical and beautiful.

We've Joined The Celebration . . .
The South Bay Center's

((Grand Opening))

Our thanks to all the wonderful people of the South Bay Area who have not only patronized our new bakery . . . but have stopped to tell us how much they enjoy our baked goods.

Baked Goods
FRESH DAILY

WEEK-END SPECIALS

<p>ASSORTED Danish Pastries</p>	<p>3 FOR 25¢</p>
<p>FROSTED ANGEL FOOD CAKE</p>	<p>49¢</p>
<p>APPLESAUCE CUP CAKES</p>	<p>EACH 5¢</p>
<p>SHEEP HERDER'S BREAD</p>	<p>29¢</p>

Decorated Cakes
Are Our Specialty

Our Special Order Department
is busy - Remember - a 3-day
advance notice - please.

BAKEMASTERS

OPPOSITE RALPHS SO. BAY SHOPPING CENTER
CALL FR 6-4415 174TH ST. AT HAWTHORNE BLVD.