

Construction Begins on Cote d'Azur Villas Here

Construction has begun on an ocean-view site in the Hollywood Riviera section of Torrance on the Cote d'Azur Villas. The privately owned apartment homes are located on a five-acre parcel overlooking the Pacific.

The project, which will contain 87 residential suites, is located at the intersection of Paseo de la Playa and Palos Verdes Boulevard. Cost of the project is pegged at more than \$3.5 million.

DESIGNED IN A cluster of four buildings which overlook a private beach, the two-bedroom, two-bath apartments feature radiant heat, gold medalion all-electric kitchens, and subterranean garages. A new, and highly effective, sound-proofing is being used.

Plans for the unit were drawn by Leuin and Pullan, AIA, and Tony Pereira has been named color consultant.

Harbor Class Will Examine New Writers

Contemporary literary will be the subject of a three-unit course beginning with the fall semester, Sept. 17, at Harbor College. Scheduled for Tuesday nights from 6:30 to 9:30, the course will be taught by Miss Camille Baxter, college librarian.

The course content will stress post World War I literature, chiefly English and American, but will also consider some continental and far-eastern literature. Present-day nihilistic writers, England's "Angry Young Men," and America's "beatniks" will all have a place in the class material.

Present day novelists will be discussed in their relationship to such established writers as James Joyce and Ernest Hemingway. Giraudoux, Anouilh, Beckett and Durrenmatt and the "New Wave" of the European theater will enter into the consideration of Tennessee Williams, Arthur Miller, and Brendan Behan.

BERTHOLD BRECHT of Germany and Cavafy of Greece will pave the way to the study of modern poetry, to include Rexroth of San Francisco.

This class is acceptable for transfer credit at Long Beach State College.

OTHER CLASSES of special interest offered by the English department in the evening division are Vocabulary Building, Acting, and History of World Theater.

In order to enroll in these classes, students must apply for a permit to register at the College Admissions Office on or before Friday, Sept. 7.

STUDENTS entering the college for the first time must also complete the entrance-guidance tests.

Students may obtain applications in the College Admissions Office, 1111 Figueroa Place, Wilmington. Information may be obtained by phoning TE-4-8581.

New Safeway Market Opens Doors in Riviera

Hollywood-Riviera witnessed the opening of Safeway's sparkling new supermarket at 245 Palos Verdes Blvd. yesterday morning, according to an announcement made today by D. B. Kane, Los Angeles division manager for Safeway Stores.

"We are highly pleased with the result of the care and planning which have gone into the creation of this particular store which is a result of our analysis of customer interest in this area," said Mr. Kane. He disclosed that after a decision was made, over a year ago, to build a new store here, this action was followed by a team effort of several Safeway Departments to obtain the right site and create the type of store, with appropriate equipment and fixtures, to accommodate the findings of their consumer analysis.

RESULTS OF THIS study are found in the features of the new store and its extensive line of merchandise, the official said. The 21,000 square foot unit will have a unique styling, combining a gabled roof with liberal ceiling height front glass areas and an eight-foot portico to present a residential style market which will blend in with surrounding homes.

Adequate parking has been provided with 110 roomy spaces in the well-lighted parking lot. Wide aisles for comfortable shopping and an atmosphere of subdued pastel colors is one of the first impressions gained on entering the new store.

This may indicate how today's leading food merchandisers cater to the senses of their trade.

THE NEWNESS of the chrome fixtures, the polished sheen of the vinyl floors, and the colorful array of row on row of various products on shelves has striking eye appeal that is added stimulus for first impressions.

Hundreds of feet of modern refrigerated cases with scientifically controlled temperatures have been provided for meats, frozen foods, ice cream, dairy products and fruits and vegetables. Adding to customer convenience will be self-opening doors and eight of the very latest checkout stands.

Along with Daniel Boehm directing the store's operations as its new manager will be a large staff including Gordon Scheurwater, assistant manager; Rudolph Lecce, produce department manager; and Donald Hiscock, meat department manager.

"A psychiatrist says, 'The best way to prevent a nervous breakdown is to work hard.' What's the next best way?" — E. M. Remsburg, Vista (Calif.) Press.




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2545 PACIFIC COAST HIGHWAY AT CRENSHAW BLVD., TORRANCE

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