

CHRISTMAS WRAPPING!

Roll Jumbo Package reg. 49°

Rolls of Beautiful

Spool Set of Bright Tie Ribbon



LOOKING FOR THE PERFECT GIFT? MAKE THIS A TRULY

LASTING CHRISTMAS, WITH **GOLDEN HOME** & HIGH SCHOOL ENCYCLOPEDIA

first 49 additional volumes \$1.29 ea.

ASSORTED—FROZEN

TASTY & HEALTHFUL

8 VEGETABLE

ICE COCKTAIL

Mexican style taste treat. Tall no. 300 can

ed right and made from ripe apples. 28 oz. jar

kfast or as a tasty dessert. Large no. 21/2 can

ts ere wonderful for party snacks! 13 oz. can wyer Peanuts 49°

29'

25

dt Tamales

ed Plums

REDWOOD EMPIRE

29c

PICY APPLESAUCE

RBER BABY FOOD

1/2-oz. 29c chopped 2 71/2-oz. 27c



FRESH GROUND HOURLY

U.S.D.A. "CHOICE" STEER BEEF

CHUCK ROAST

U.S.D.A. "CHOICE" STEER BEEF CHUCK STEAK

U.S.D.A. "CHOICE" BEEF STANDING **RIB ROAST** U.S.D.A. "CHOICE" BEEF FAMILY

U.S.D.A. "CHOICE" BEEF CROSS **RIB ROAST**



Lean & Tender With No Waste

Boneless Beef Stew

Meaty & Delicious-A Real Favorite

Beef Short Ribs

For Meals With Unmatched Flavor

Plate Boiling Beef

LUER'S

First Quality-One Pound Pkg.

Sliced Bacon

FROZEN BREADED SHRIMP

GORTON'S FROZEN FISH CAKES

GORTON'S FROZEN FISH BALLS

Skinless-8-Ounce Pkgs Link Sausage

McCOY'S

For Delicious Sandwiches—Cryovac Wrapped

Smoked Tongue 69i

A Gourmet Delight—Cryovac Wrapped 69_L **Pickled Tongue**

SWEET JUICY

THIN C **LOWER**



DEL AMO SHOPPING CENTER CORNER OF **HAWTHORNE & SEPULVEDA**

MAGIC CHEF

SHRIMP AHOY FOR A TASTY TREAT

SERVE THEM OFTEN-REALLY DELICIOUS

THEY'RE DIFFERENT AND DELICIOUS



LAST CHANCE . . . Mary Mickle, known to thousands who have dashed across Border Avenue from the Columbia-Geneva Steel plant here for a quick cup of coffee or a tasty lunch, has announced plans to retire at the end of this month. She has spent 35 years just across the street from the steel company gates dishing up food and coffee for the workmen. (Herald Photo) Pep Boys to Open **New Store Today**

With civic officials participating, the Pep Boys, Manny, Moe and Jack, will formally open their modern new Norwalk store at 11559 E. Rosecrans Ave. with a ribbon-cutting ceremony at 8:30 today.

Joining Murray Rosenfeld, Pep Boys' executive vice president and general manager, will be Macuen Freeman, mayor of Norwalk; Sherrell Watson, general manager of the Norwalk Chamber of Commerce; Miss Midge Smith, recently crowned 'Miss Norwalk;' Morton A. Krause, director of Pep Boys' property management department; and his wife. Sandra, daughter of M. L. "Moe" Strauss, president and cofounder of the Pep Boys. A huge 3-day Christmas Grand Opening Sale will start today and will also be celebrated by all Pep Boys stores. As an additional service to holiday shoppers, all Pep Boys stores. As an additional service to holiday shoppers, all Pep Boys stores will remain open evenings to 9 p.m. until Christmas.

ROSENFELD stated: "We are particularly proud of this new store. It is an expression of our faith in the continuing growth and importance of the city of Norwalk. The Norwalk store is our 44th in California, and the 126th nationally, and is the most modern, advanced structure Pep Boys have built to date."

The new facility, directly adjacent to Norwalk Square, encompasses 16,000 square feet and represents an investment by Pep Boys of more than a quarter-million dollars. Incorporating the latest structural techniques and air-conditioned throughout, the store includes a large, under-roof department for the free installation of tires, batteries, seat covers, mufflers, tail pipes and shock absorbers. Also, a spacious tire department has been included to meet the growing demand for Cornell Tires. Ample off-street free parking has been provided next to the store.

AS IN ALL other Pep Boys stores, has new store features merchandise for every member of the family—inculuding a complete stock of auto accessories, parts and popular Cornell Tires, Cadet Batteries and Piedilly Seat Covers.

James McClancy, who started with Pep Boys in 195

| A ME S | By CLAY R. POLLAN. Your Doily Activity Guide According to the Store. | 207. 30 AM |
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PLEASE NOTE OUR NEW PHONE NUMBER

329-7546

or DA 9-7546 Chas. R. DeGroff, P.A.

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