



# ROLLING HILLS PLAZA

## FREE SPACE PIRATE PARK Exclusive Supervised Playground for Your Youngsters

Rolling Hills Plaza Stores offer you thousands of gift items that are sure to please the whole family. Stores galore and gifts galore. Free supervised playground for your children while you shop in this complete shopping center. You'll enjoy these new modern stores that carry the very latest types of merchandise and at money saving prices, too!



**10 MORE SHOPPING DAYS  
UNTIL CHRISTMAS**

## PACIFIC COAST HIGHWAY AT CRENSHAW

### Christmas Special!

ONE WEEK ONLY!

Regular \$85.00

**WIGS**

**\$59<sup>50</sup>**



### Announcement...

FOR THE CONVENIENCE AND ACCOMMODATION OF OUR MANY CUSTOMERS, WE WILL BE PLEASED TO OPEN ON

**SUNDAY, DECEMBER 23rd**

AND

**SUNDAY, DECEMBER 30th**

— CLOSED DECEMBER 24th AND 31st —



2517 Pac. Coast Hwy. - Rolling Hills Plaza - DA 5-4261

for a lifetime  
of proud  
possession



OMEGA  
*Seamaster*

THIS is the watch you'll proudly display in a business conference or trust implicitly on an adventurous safari. Self-winding, shock and water-resistant, 18K gold hand-applied hour markers.

**J SHEARER  
Jewelers**  
2597 Pac. Coast Hwy.

### Fine Fashions...

Are no further away than your sewing machine. Here are a few gift suggestions for the one who creates her own fashions.

- ★ PINKING SHEARS . . . 6.95 and up
- ★ DRESS FORMS . . . 6.95 and up
- ★ ELECTRIC SHEARS . . . 9.95 pair
- ★ CUTTING BOARD . . . 3.98

**GIVE A GIFT CERTIFICATE  
AND LET HER CHOOSE HER OWN GIFT**

- BROCADE 45" Width . . . 1.98 yd. up
- WASHABLE WOOL - 54" Width . . . 3.98 yd.
- VELVETEEN - Washable, 36" wide . . . 2.98 yd.
- FELT - All Colors - 72" Width . . . 2.98 yd.

**FABRIC SELECTIONS**  
The fashion blaze is bright in the Jet Gleam of intense black and gold . . . The intense spark of electric blue, just to name a few of the irresistible flames of color reflected by the fabric selections of Florence Fabrics for your fashioning into the holiday drama.

**OPEN EVERY EVENING UNTIL 9:30  
UNTIL CHRISTMAS**

**Florence Fabrics**  
2613 PACIFIC COAST HWY. DA 5-2411  
— ROLLING HILLS PLAZA ONLY —

"SHAGGY"  
the ideal gift for  
Christmas

HAVE YOU SEEN THE POLE CAT ?

- JUST WHAT THE "GIRLS" OF ALL AGES ARE ASKING SANTA TO BRING HER
- "BIG GIRLS" SIZES 5 TO 10
  - WHITE
  - WOODHUE
  - PINK
  - RED
  - LT. GREEN
  - LAVENDER
  - BLACK
- 4.99**
- WILD WOOLY WONDERFUL
- "LITTLE GIRLS" SIZES 9 TO 5
- POWDER BLUE
  - PINK
- 3.99**



Your Florshelm Headquarters



FOR YOUR SHOPPING CONVENIENCE - WE WILL BE OPEN EVENINGS AND SUNDAYS TILL CHRISTMAS

**KAM'S** Store For Men  
2589 Pacific Coast Hwy. DA 6-5562

**Pre-Christmas Layaway**  
A small deposit holds any item till Christmas

**Sportsman**

ALPACA SWEATER  
by N. Y. Knit and Lord Jeff  
**\$27<sup>95</sup>**  
ALL SIZES ALL COLORS

THE ORIGINAL MACHINE WASHABLE CARLETON WOOLEN SPORT SHIRT.  
**\$11.95**

OPEN EVERY NIGHT 'TIL CHRISTMAS SUNDAYS, 11 - 4

VALUABLE COUPON

**FREE STYLE CUT** EXCEPT SAT.

With Our Regular **\$3.00 SHAMPOO & SET**  
YOU MUST PRESENT THIS AD

**PERMANENT WAVE SPECIALS!**  
**ZARR**

Regular \$10.00  
— SPECIAL —  
**\$6.95**  
CARYL RICHARDS FRENCH FORMULA

**TIKI**  
Reg. \$17.50  
**\$12.50**

OPEN EVERY EVENING 'TIL 8

*No Hair Split*  
**BEAUTY SALONS**

OPEN EVERY EVENING  
**LOMITA**  
Narbonne at Pac. Cst. Hwy.  
Behind Balfeway  
DAvenport 5-1280

**TORRANCE**  
1328 Sartori Ave.  
Corner of Marcelina  
FAirfax 0-1333

**ROLLING HILLS PLAZA SHOPPING CENTER**  
(Crenshaw & Pac. Cst. Hwy.)  
DA 5-2575

### FROSTING TIPPING

REG. \$25.00  
**\$15<sup>00</sup> COMPLETE**

Continental Beauty wants every woman to look more glamorous for the holiday season.

**PHONE NOW FOR YOUR APPOINTMENT!**

**OPEN SUNDAYS**

*Continental Coiffures*  
25414 CRENSHAW BLVD. — DA 6-7444  
ROLLING HILLS PLAZA — OPEN 7 DAYS A WEEK  
NEXT TO NEW CITIZENS NATIONAL BANK

### CHRISTMAS GIFT IDEAS

- From HEIDI
- ★ IDEAL FOR MAILING — Do-It-Yourself Arrangements (Complete With Instruction Sheets)
  - ★ FLORAL CENTER PIECES — Custom Arranged in Our Container or Yours
  - ★ MANZANITA TREES (49¢ and up)  
CUSTOM DECORATED OR WE'LL HELP YOU DO IT!

**FINEST QUALITY PERMANENT FLOWERS**  
Noted Designer, E. Boone, Conducting Weekly Classes — Register Now to Begin Jan. 1st

Ask About Our Exclusive Party Plan — FREE Hostess Gifts!

**HEIDI FLORAL SHOP**  
NOW — 2 BIG LOCATIONS  
2601 PACIFIC COAST HWY. — DA 6-6781  
24836 NARBONNE AVE., LOMITA

### Excitingly Different - And Appreciated! HAWAIIAN CHRISTMAS GIFTS



- Direct From The Islands**
- Mother-Daughter Muu Muu
  - 2-Pc. Capri Sets
  - Men's & Boys' Aloha Shirts
  - Tea Timer Sets
  - Leather Thongs
  - Perfume
  - Island Handbags
  - Oriental & Island Jewelry
  - Hawaiian Xmas Cards
  - Hawaiian Food Products
- MANY MANY UNUSUAL GIFT ITEMS FROM WHICH TO MAKE YOUR SELECTION. A pleasant way to say, "Mele Kalikimaka" . . . Merry Christmas in the Hawaiian way.
- Open Every Evening 'Til Xmas  
Sundays 'till 4 P.M.
- 2565 Pacific Coast Hwy. at Crenshaw DA 6-2151

### Newberrys ROLLING HILLS PLAZA

BUY NOW - PAY LATER - No Money Down on Approved Credit

### A PORTABLE COMPONENT STEREO SYSTEM

*Look!*

STEREOPHONIC CONSOLETTA  
HIGH FIDELITY PHONOGRAPH

Distinctive colonial styling and full bodied maple finish—plus an exciting stereo performance to amaze and delight you. A convenient master control panel and famous V-M automatic record changer make it easy to play your favorite records the way you like to hear them. This unique graceful consolette bears the certification tag of the noted Hardwood Association—the mark of quality in fine furniture.

REG. 134.95  
**SEE NEWBERRYS LOW, LOW PRICE!**

the Voice of Music!

**Fabulous All-New STEREO SYSTEM by V-M**

Completely portable is V-M's sensational new component stereo phonograph system—speakers and record player components separate into three distinctive units—place the speakers anywhere; even locate the record changer out of sight! • Famous V-M 'Stereo-O-Matic'® four-speed automatic changer plays all record sizes and speeds—stereo and monophonic • Monophonic records sound even better! • Professionally styled in gray pyroxylin to blend with any room decor!

REG. 134.95  
**SEE NEWBERRYS LOW, LOW PRICE!**

**SEE OUR NEWBERRY LOW, LOW PRICE!**

**CUSTOM STEREO STAND**

This new brass Stereo-O-Stand is designed to add that smart appearance to your V-M 307 portable. • Holds two speakers on wing shelves, the phonograph on the center section, record storage underneath, an extra shelf to hold record jackets. • A handsome pair, designed for modern living—and true stereo enjoyment.

REG. 369.95  
**SEE NEWBERRYS LOW, LOW PRICE!**

**12.88**

2545 PACIFIC COAST HIGHWAY AT CRENSHAW BLVD. TORRANCE