

*Sew*  
lovely things  
for Christmas



**FLORENCE FABRICS**—First in Fashion. Two locations serving the South Bay area for 16 years. Looks aglow with the holiday mood. Never before such a season for fashion individualists to create an aura of opulent dressiness. Choose from the largest selection of imported or domestic fabrics.

New No Nap  
**VELVET**  
All Colors, 39" Wide  
**\$3.98** yd.

Jungle Tone  
**WILDCAT LEOPARD**  
Panne Pile 54" Wide  
**\$6.98**

Brocade 45" wide \$1.98 yd.  
Imported Brocade.....\$7.98 to \$20 yd.  
Skinner Crepe, 45" wide.....\$2.98 yd.  
Whip Cream 45" wide \$1.98-\$2.98

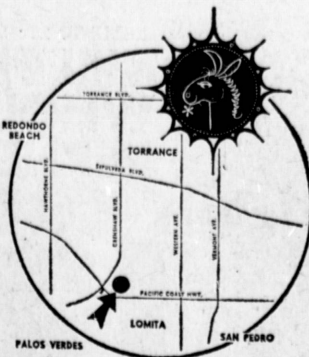
**MOHAIR**  
All Colors—54" Wide  
**\$3.98 - \$4.98**  
**PENDLETON WOOL**  
**\$4.98** UP

**WASHABLE ALL-WOOL FLANNEL.** All colors for dresses, jumpers, skirts, etc. 54" wide. \$3.98 yd.  
**100% WOOL CHALLIS PRINTS**—For dresses-ropes. Reg. \$6.98 Special \$4.98

**FLORENCE FABRICS**

ROLLING HILLS PLAZA  
2613 PACIFIC COAST HIGHWAY DA 5-2411  
(OPEN TILL 9 P.M. THURS., FRI., MON.)

THE FOREMOST FABRIC SHOPPING CENTER IN ALL OF SOUTHERN CALIFORNIA



**ROLLING HILLS PLAZA**

Pacific Coast Highway at Crenshaw



**GUARANTEED MEATS**

**TENDER TASTY THRIFTY**

Featuring Our Own Stall-Fed "Royal Ribbon" Aged Beef



ROYAL RIBBON  
**BONELESS TOP SIRLOIN**  
**\$1.29** lb.

ROYAL RIBBON  
**T-BONE STEAK**  
**\$1.09** lb.

— Trimmed For Perfection —

**GROUND BEEF . . . . 3 lbs. 99¢**  
**GROUND CHUCK . . . . 49¢ lb.**  
**GROUND ROUND . . . . 69¢ lb.**



MORRELL'S PRIDE, READY-TO-EAT  
**HAM**  
**\$3.79**  
5-LB. CAN

WOW! SAVE AS NEVER BEFORE. JUST LOOK AT THESE TREMENDOUS SPECIALS. STOCK UP NOW AND SAVE!



YOUR CHOICE MANHATTAN SLICED Lunch Meat <b>3 FOR 59¢</b> 6-oz. Pkg.	FRESH CUT CHICKEN PARTS Breasts . . . 49¢ Legs & Thighs . 39¢ Wings . . . . 29¢	SLICED SLAB <b>BACON</b> <b>59¢</b> lb RIND OFF
FRESH EASTERN <b>PORK CHOPS</b> <b>39¢</b> lb BLADE-CUT	FRESH EASTERN <b>PORK LOIN ROAST</b> <b>49¢</b> lb LOIN END	BABY BEEF <b>LIVER</b> <b>49¢</b> lb



MISS JEANNE

"Many of Miss Jeanne's friends will be happy to hear of her return as manager at our Rolling Hills Shop." The Hair Stylists.

ALSO FEATURING DON LOPEZ TOILETRIES, ONE OF THE VERY FINEST, FOR MEN AND WOMEN

*The Hair Stylists*

ROLLING HILLS PLAZA  
2603 PACIFIC COAST HWY.  
DA 5-2575

**KAM'S STORE FOR MEN**  
**GOING OUT OF BUSINESS**

**WE QUIT!**  
Due to illness and the pressure of other interests, we are forced to Close Out our Business.  
**ENTIRE STOCK 40% to 75% OFF**  
NORMAL ALTERATIONS FREE OF CHARGE  
BANKAMERICARDS ACCEPTED  
**VERY SPECIAL**  
\$4.95 and \$5.95 **SPORT SHIRTS . \$2.87**  
\$3.50 Imported Pure Silk **NECKWEAR . . . \$1.87**  
\$5.00 Short Sleeve Imported **WHITE SHIRTS . \$2.87**  
Entire Stock — Name Brand **SWEATERS UP TO 1/2 OFF**

*The League*  
FOR YOUNG MEN PRESENTS  
  
A return engagement of this popular all-weather coat priced at **\$7.98** Reg. \$12.98  
ALSO COMES IN JACKET LENGTHS  
WE SPECIALIZE IN SIZES 6 TO 20  
2609 Pacific Coast Hwy. Torrance DA 6-6921

<b>MEN'S SUITS</b> \$65 Suits ..... \$28.77 \$75 Suits ..... \$34.77 \$85 Suits ..... \$44.77 \$95 Suits ..... \$54.77	<b>SPORT COATS</b> \$35.00 Coats .... \$19.77 \$42.50 Coats .... \$24.77 \$45.00 Coats .... \$29.77 \$50.00 Coats .... \$34.77	<b>DRESS SLACKS</b> \$14.95 Slacks .... \$ 9.87 \$19.95 Slacks .... \$12.87 \$22.95 Slacks .... \$14.87 \$29.95 Slacks .... \$16.87
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OPEN EVERY EVE. 'TIL 9 P.M. EXCEPT. SAT. 'TIL 6 P.M. SUNDAY 10 to 5  
**KAM'S** STORE FOR MEN ROLLING HILLS PLAZA SHOPPING CENTER Pac. Cst. Hwy. - Crenshaw

FRESH <b>EGGS</b> LARGE GRADE AA <b>39¢</b> doz.	LONGHORN <b>CHEESE</b> CHUNK <b>39¢</b> Pkg. 10-OZ.	GRADE A <b>FRYERS</b> WHOLE OR CUT-UP <b>29¢</b> C lb
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**MURRAY'S QUALITY MEATS**  
2507 PACIFIC COAST HIGHWAY DA 5-5101

**ROLLING HILLS PLAZA BUSINESS DIRECTORY**

CONTINENTAL COIFFURES DA 6-7444	PRIDE AND GROOM PET SHOP Dog Grooming	PLAZA SHOE REPAIR While-U-Wait Service DA 5-4600	DOREE ANN STYLE SHOP "Style Plus—Minus Price"	STYLES OF HAWAII Everything Hawaiian Exotic Gifts	QUALITY SHOES Footwear For the Family	NEWBERRY'S Your Family Department Store	JOEL'S FASHION CENTER Quality Plus
NORGE VILLAGE Coin-Operated Dry Cleaning	FLORENCE FABRICS Exclusive—But Not Expensive	SWEDISH CORNER Authentic Swedish Smorgasbord	ROLLING HILLS INTERIORS Distinctive Home Furnishings	SHEARER Omega Jewelers	BELTONE CLEANERS Personalized Cleaning DA 5-2511	HOUSE OF CHANVICTER Bridals and Formals	MURRAY'S QUALITY MEATS Royal Ribbon Beef DA 5-5101
H & L ASIAN IMPORTS Oriental Gifts Novelties	STATE OFFICE SUPPLY Machines-Furniture DA 5-1655	JULIA WHITE Gifts In the Arcade	PIRATE SPACE PARK FOR THE CHILDREN FREE	STAR-LITE BEAUTY BAR DA 5-4261	THRIFTY DRUGS Thrifty Sells for Less Plus Blue Chip Stamps	FOODS COMPANY	CITIZENS NATIONAL BANK Your Banking Center