



I have a wonderful new shop to tell you about. For the young Mothers-to-be it's **HELEN'S MATERNITY FASHIONS**, 225 South La Brea in Inglewood. Helen designs and makes really outstanding maternity fashions. They are exclusive... but NOT expensive. They have liberal charge and lay away plan. This is the headquarters for denims this season. Peddle pushers, shorts, jackets, a complete sport line. Also glad to assist clubs and organizations in preparing fashion shows.

Perfect for a Valentine remembrance. A special offer of Houbigant Liquid Skin Sachet with Eau de Toilette, both for \$2.00 and so beautifully boxed for Valentine giving. It's the perfume that clings in famous Chantilly or Quelques Fleurs. At **MC COWN DRUG STORE** of course. Revlon jewel top lipsticks have arrived. You too will want one of these lovely jeweled cases while they are specially priced at \$1.10. If you watch the Revlon TV theater you have seen their glittering beauty.

Here is a very personal piece of jewelry. A gift for Valentine or any woman who enjoys a conversational piece of jewelry. You might call them astrological jewelry. Shining medallions and pins with your sign of the Zodiac. Including a booklet explaining your individual horoscope. Priced reasonably at \$1.00 and \$2.95. You will find them at **GARY'S JEWELERS** which is also the place to buy **KEEPSAKE** diamond rings. This is the diamond ring that is guaranteed, registered and perfect.

Show your love and appreciation on Valentine Day or any day with flowers. At the **FLAMINGO 1344** El Prado you may order lovely spring bouquets at \$3.50 per dozen. Or perhaps you prefer roses. I would choose the popular Red Delight, it's a soft red rose that takes a long time to open. Rick and Wes, the two artists with flowers, that own the **FLAMINGO** have cleverly decorated the potted plants for Valentine giving. Prices are always reasonable here and you get an added artistic touch.

Watch Channel 7 on February 20th at 12:30 and you will see the Torrance Accordionette Show. This show is presented by the **BETTIE THOMAS STUDIO**, 1215 Crenshaw boulevard. Your child too may have the privilege of appearing on TV and radio through this fine musical and dancing school. Enroll your child now for the type of education and self-confidence this school offers. Only \$5.00 per month for either dancing, drama or music lessons. Phone FAirfax 8-6312.

To help run your home even more efficiently you need some of these handy time savers found at **PARRISH STATIONERS**. New plaid Memo pads, Appointment books in all sizes, shapes and prices. Most of all we all need **THE BUGTEER**, an envelope budget case, the easy way to help you plan and save. On your left, as you enter the store, you will find a whole table of fine stationery all marked at only \$1.00. These good-looking Buxton billfolds in all colors are only \$1.00. This is the place for selecting Valentine cards and party accessories.

Sweets for the sweet on Valentine Day. We, in this area are fortunate to have **HELEN GRACE CANDIES** now, located at **JOY LYNN'S 1339 El Prado**. To be of extra service to you they will be open all day Sunday, Valentine Day. All week they are featuring a gleaming red or gold foil heart box of their delicious candy for only \$1.29. Another special this week... their creamy walnut divinity and chocolate and vanilla fudge at \$69 cents a pound. Mmmm it tastes so good.

Yes, promptness in servicing any and all makes of models of home appliances. Just phone FAirfax 8-2764. **HEATH REFRIGERATION SERVICE**, 1617 1/2 Cabrillo. In their store you will find the complete line of **KELVINATOR** appliances. Right now the new 1954 Kelvinator Refrigerators are proudly on display. It's the finest in Automatic Defrosting at no extra cost. If you are in the market for a new refrigerator see the Kelvinator first.

You loving parents who are looking for a Valentine gift for the children will find creative hobbies, games, dolls, the best in toys and hobbies the year around at **THE TORRANCE HOBBY SHOP**, 1219 El Prado. A member of the Toy Guidance Council, which is to help parents choose playthings that are appropriate for age comprehension. All kinds of Valentines, the kind the children can make, Personal Valentines and even the old fashion joke sheets. They welcome your requests for counsel at all times. Phone FAirfax 8-6124.

As you are checking your shopping list you can save time and money by using my shopping service. I will be happy to trace down and find any thing you need for the home or your family. No charge for this service. Just phone FAirfax 8-2345 and ask for Marjorie.

IT'S WALTERIA VILLAGE... Where is Walteria Village? It's located on Highway 101, three miles south of Redondo Beach. Just go down Hawthorne boulevard to 101, turn right, go about three blocks and there it is on your left.

At **CERAMICS BY MEL** you will find a new innovation every plant lover will want. A plant waterer. It keeps your plants moist for days and looks like a piece of driftwood. Go and watch them being made right there. You will want several at only \$1.00 each.

Have I told you that the **P. V. BIRD FARM** is a complete pet shop? It's the largest in this area plus being a wonderful visitor attraction. Keep them in mind for all your pet needs. I watched them feeding the playful little monkeys. Such affectionate pets. I never dreamed they could act so human. Bring the children out to watch them.

All home owners will be interested in learning more about **LA TIENDA ANTIQUES AND INTERIORS**. Here you can purchase everything for the home and avail yourselves of interior decorating services. When you talk to Marguerite and Sidney Kasden they will be happy to explain their new merchandising plan that will save you money. For example you can save 20 per cent to 35 per cent on all types of carpeting. Phone Frontier 5-2035.

When looking for Wedding gifts remember **LA TIENDA** for distinctive home accessories. I feel sure you will find just what you want. Imports from all over the world, glassware, copper, pewter, silver or lovely wooden pieces. Gifts to thrill a new bride. Come to see, it's fun to browse.

THE PALOS VERDES BEGONIA FARM specializes in a selection of trees and other bare root stock that is adapted to this area. This is bare root planting time and it's wise to select yours early while there is an abundance. They are the largest growers of Tuberous Begonias in all of Southern California, all types and colors possible. You may have an instruction folder for the asking.

Do you like eating? Then may I suggest a visit to the **SMITH BROTHERS FISH SHANTY**. Here you may dine in the semi-tropical garden setting of their Temperature-controlled patio watch the "Charcoal Planking" of fish dinners in the patio grill. They are open from 11:30-9:30... closed Mondays. Happy to take reservations. Phone Frontier 5-2294.

Reese's MEAT MARKETS SELF-SERVICE MEATS & DELICATESSEN

THE LEADER OF LOWER PRICES
THESE PRICES EFFECTIVE THROUGH FEB. 14th

From Selected Grain-Fed Beef
CHUCK and 7-BONE
All Center Cuts
None Priced Higher

Beef Roast 29

Coast Grade "A" Tenderized
Smoked Sugar-Cured
Whole or Shank Half

HAM 59
12 to 16-lb. Avg.

FROM SELECTED BABY BEEF
ROUND STEAK 49

Fancy Eastern Picnic Style
PORK ROAST 39
Bone in Baby Beef
RUMP ROAST 49

All Center Cuts
PORK STEAK 59
LEAN BEEF
SHORT RIBS 10

Our Own Country Style
PORK Sausage 39
Always Fresh, Always Lean
GROUND BEEF 99
35¢ 3 lbs.

KINGAN'S INDIANA Sliced Bacon 57

Ground From Choice and Good Lamb
LAMB PATTIES 39
FRYING SIZE
SHRIMP 69

NORTHERN
Sliced Halibut 39
1-lb. Pkg. Hi-Wave
FILLET COD 29

Fancy Genuine Oregon
TILLAMOOK CHEESE 59
Large Grade A
SLICED Bologna 39

Grade A Sliced
PICKLE & PIMENTO LOAF 39
Cudahy Puritan Sliced
DRIED BEEF 29

De Simon MAR

701 PACIFIC COAST HWY. REDONDO BEACH

SPECIALS for THURSDAY, F.

OCEAN SPRAY
Cranberry Sauce 19
No. 303 Can

SAVE! DOG FOOD 25c
Rowdy-Tall Can
SAVE! CARAMELIZED BAKED BEANS With PORK 15c
C & S—27-oz. Crock (Close-Out)

LARGE GRADE A—FRESH EGGS 55
Dirty—Every Egg Guaranteed

Puffin Biscuits 2 for 25c
10 Ready-to-Bake Biscuits.
SPICED PEACHES 29c
HEMET—No. 2 1/2 Can
Vienna SAUSAGE 19c
HORMEL—4-oz. Can
Romaine Dressing 19c
JACQUES—8-oz. Bot.
SPAGHETTI 22c
GOLD MEDAL—1-lb. Pkg.

Chili Con Carne 36c
ARMOUR'S—16-oz. Can
CHOPPED HAM 58c
ARMOUR'S—12-oz. Can
CORN STARCH 14c
KINGSFORD—1-lb. Pkg.
WHEAT GERM 33c
KRETSCHMER'S—12-oz. Jar
Corned Beef Hash 37c
MARY KITCHEN—16-oz. Can

Karo SYRUP 24c
1 1/2-lb. Bot.
PUMPKIN 18c
LIBBY'S—No. 2 1/2 Can
Lemon Juice 12c
M.C.P.—5 1/2-oz. Can

Van de Kamp's Valentine Features
Feb. 11, 12, 13

Red, Gift Wrapped CHOCOLATES .59¢ lb.
Valentine Butter COOKIES .29¢ pkg.
(2 doz.)
PECAN ROLLS .39¢
(Reg. 49¢ per) per of 6
Orange CHIFFON CAKE 89¢ ea.
(Reg. 98¢ ea.) (Reg. 53¢ ea.) Small 49¢ ea.
Fri., Sat., Feb. 12, 13 Only
Valentine CUP CAKES .5¢ ea.
(In Van de Kamp Self-Service Stores, package of 6...13¢)
Valentine PASTRIES .10¢ ea.
(In Van de Kamp Self-Service Stores, package of 2...20¢)

AJAX 2 FOR 25c
PALMOLIVE 2 REG. BARS 15c
3 BATH SIZE 32c
FAB Lge. Pkg. 29c
VEL Lge. Pkg. 29c

FROZEN PEAS
LIBBY'S—10-oz. Pkg.
ORANGE JUICE
TIP TOP—6-oz. Can
SPLIT PEA SOUP
ANDERSON'S—10-oz. Can

IRIS S Grapefruit
IRIS—46-oz. Can
Tomato Juice
IRIS—46-oz. Can
TENDER Garden of Eatin's
IRIS No. 303 Can
GOLDEN Cream
IRIS No. 303 Can
APPLE SAUCE
IRIS—No. 303 Can
GRAPEFRUIT SECTIONS—IRIS—No.
TEA BAG
IRIS—48 Bags