

# New South Bay Shopping Center Grand Opening Starting Today



The new \$15,000,000 South Bay Center, 174th st. and Hawthorne blvd., three years in the planning has its official grand opening Thursday, August 22.

Opening celebrations are slated including a full-scale circus on Saturday, August 24 that will include three performances. Prizes include a new 1957 Ford.

The 700,000 square foot, 55 acre, 35-store center is owned by the Brody Investment company of Beverly Hills and was designed by the nation's leading shopping center architects—Jones & Emmons and Victor Gruen and associates.

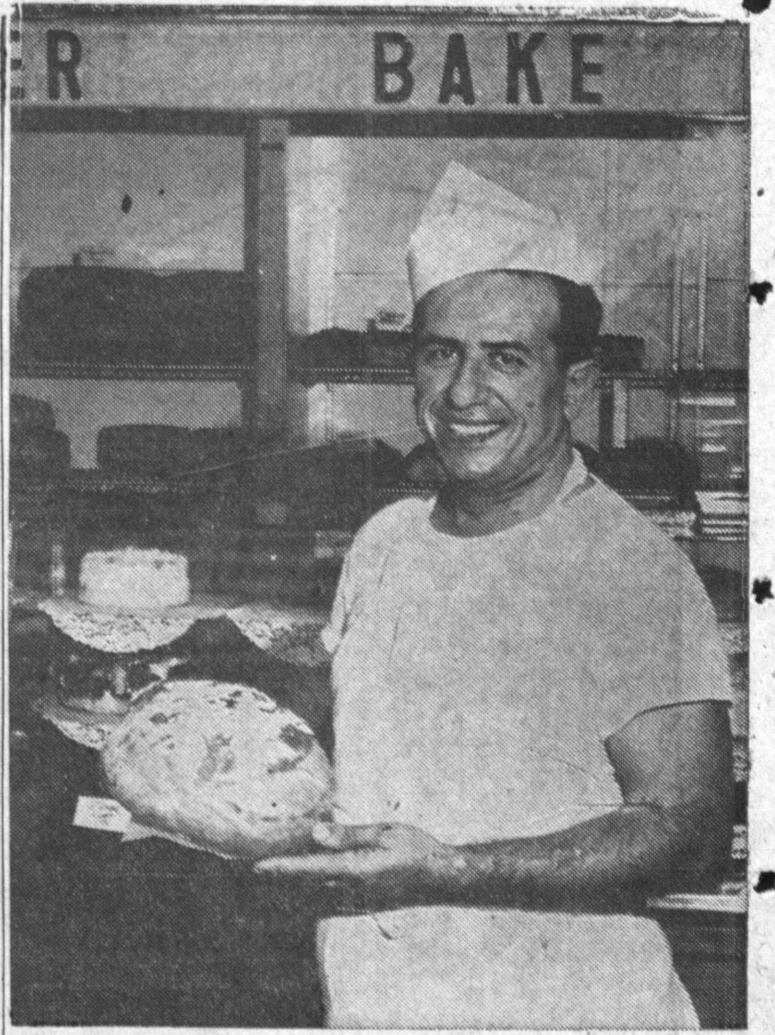
Sidney F. Brody, President of Brody Investment co., acquired the land in April 1954 and just over two years later the first phase of the center was completed when the South Bay Bowling Center opened. Construction of the bowling center, called the country's finest by bowling experts throughout the nation, was finished in eight months. The 54 lane, two and one-half million dollar sports center also houses the Steak Knife restaurant.

Outstanding features of the center include the wide sheltered mallways, an underground delivery network, and accessible parking which handles 5400 cars.

Another feature of the center is the music throughout the mallways and all of the stores. Controlled in the center manager's office, the system is also used to page for lost children.

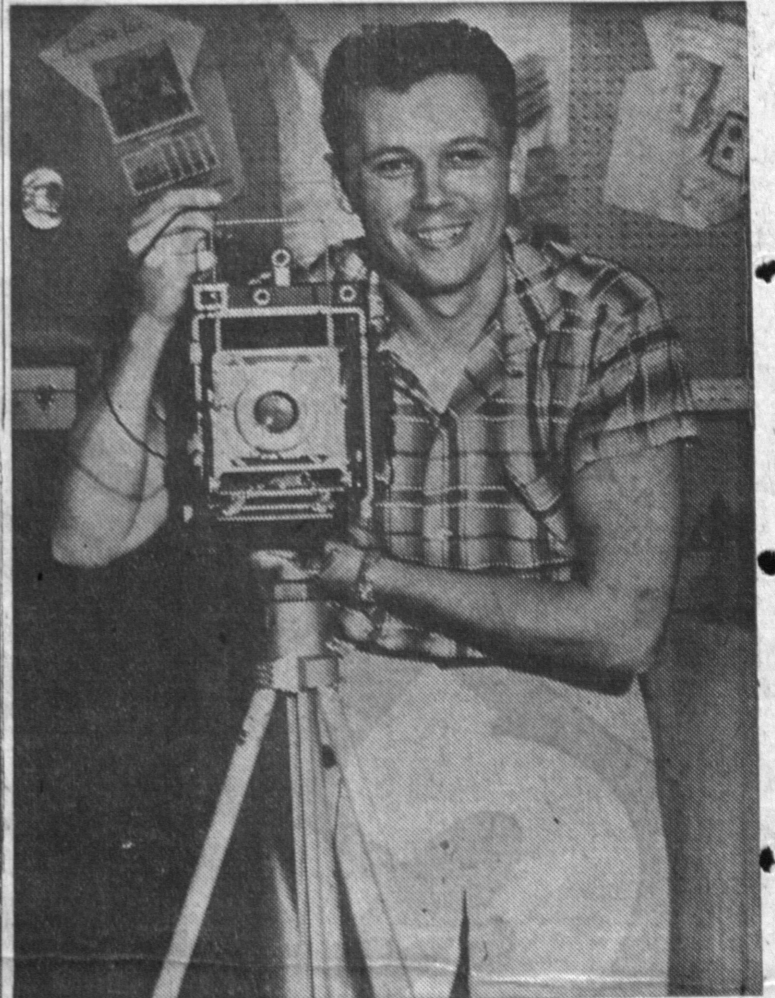
The May Company department store foundation construction commenced two weeks ago. The May Company, when completed, will be a four story (three up and a basement) 355,000 square foot building.

The center itself best exemplifies true "one-stop" shopping officials indicated. The wide-variety of merchandise and number of stores combine to make shopping more enjoyable. All local buses make their stop at South Bay Center in the specially designed bus terminal.



BAKED ON THE PREMISES

A baker for 10 years in the Los Angeles area, Nat Kalman will manage the Bakemaster Bakery in the new South Bay Shopping Center. Featured products include home-made bread and a complete variety of cookies.—Press Photo.



EVERYTHING PHOTOGRAPHIC

Dick Palmer, who has been with A-1 Photo Service for five years, will manage the new South Bay Shopping Center store, featuring Kodak, Graphic and dPolaroid products.—Press Photo.



NEWBERRY'S

The variety-department store in the new South Bay Shopping Center, is one of the largest and most modern variety-department stores in California. John McPeak, manager, and Mrs. Lucy Walker, appliance saleswoman, said the store now also features a television department, carrying RCA, Zenith, Admiral as well as GE and Sunbeam appliances.—Press Photo.



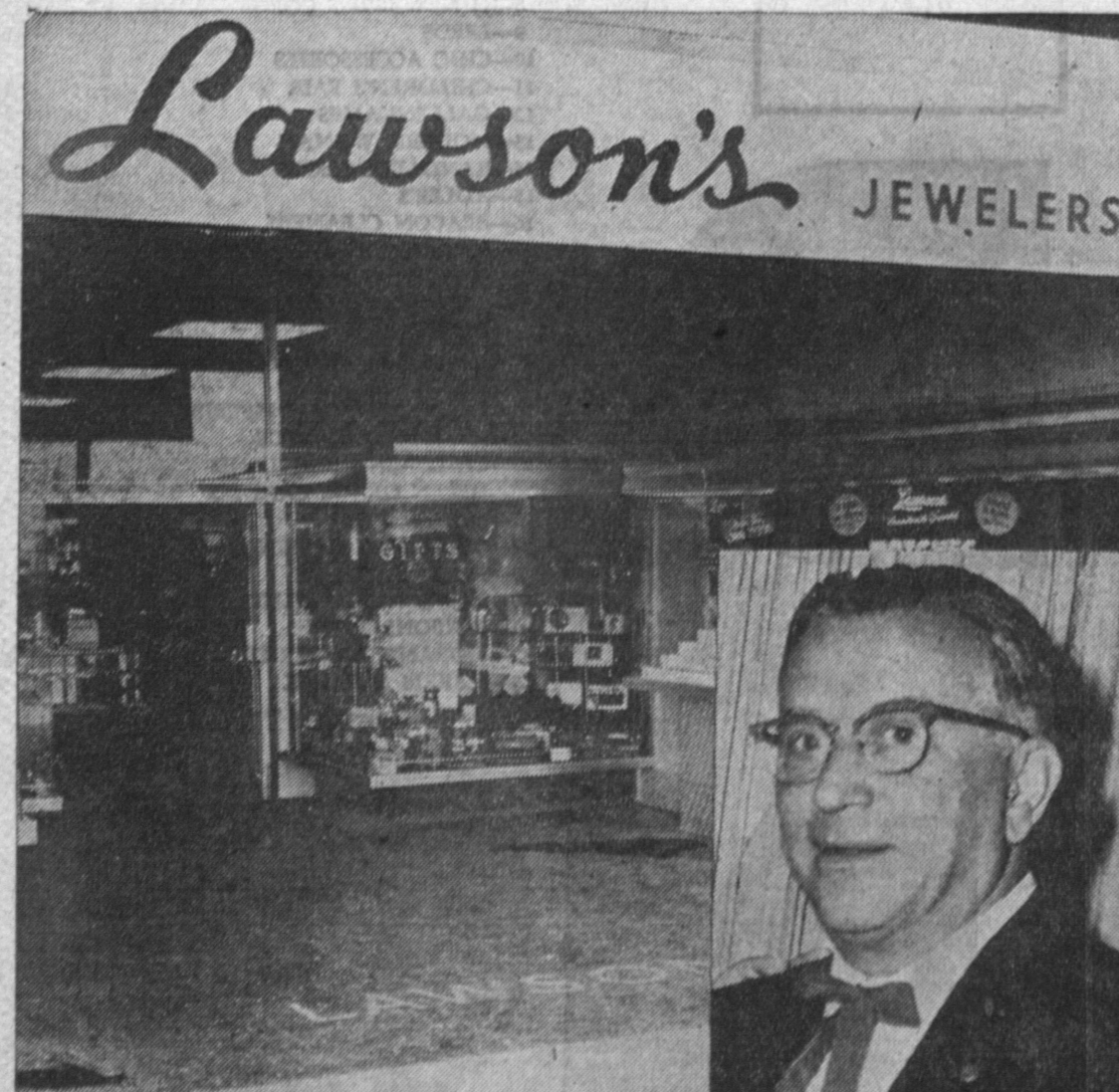
CASUAL, WITH A DRESSY FLAVOR

Adlee's, featuring casual type sportswear with a dressy flavor, is managed by Jeanne McIntosh. The store features Darlene sweaters, Frank Lee sportswear, and Jonathan Logan dresses. Seen above are Marty Tomlinson and Margaret Monette, salesgirls. The store has been established in the South Bay area 10 years.—Press Photo.



THRIFTY SELLS FOR LESS

That's the slogan which will be followed in the South Bay Shopping Center, according to Jack L. Mertz, manager, who has been with Thrifty's for more than 10 years. The store will have complete departments featuring over 26,000 items.



LAWSON'S KEEPS GOOD COMPANY

Lawson's Jewelers, located in the new South Bay Shopping Center, features the top national brands among the store's products. Officials have also combed the world's market for the finest quality products at amazingly low prices. Seen above is A. Robinson of Lawson's.—Press Photo.



WIDELY KNOWN

Ralph's, whose stores have served the Southern California community for over 84 years, the South Bay Shopping Center, is holding its grand opening this week-end. Manager Earl Miller said the store offers a complete selection of meats, groceries, and specially fresh fruits and vegetables. Also pictured is Janet Saterly, cashier.—Press Photo.



THE WORLD'S FINEST SEWING MACHINES

Frank Miller, manager of Armand's Sewing Machine shop in the new South Bay Shopping Center, said his store features the finest sewing machines in the world, as well as some of the top vacuum cleaner brands. Also available is a repair department for all makes and models of small appliances.—Press Photo.