

A CITY OF LEADERS!

BEN BENDA CHEVRON STATION ENJOYS AN EXPANDING GROWTH

Located at 21703 South Avalon in Torrance is one of those famous Chevron Service Stations. Although operated under the same policies as other Chevron Stations, this one seems just a bit out of the ordinary and is undoubtedly the reason for its present large volume of business.

Emerson J. Benda, the operating owner of this Chevron Station makes every effort to give complete customer satisfaction. No matter whether the motorist orders one gallon of the famous Chevron gasoline or a tankful he is accorded the same friendly and courteous service.

Courtesy and friendliness are two good traits and necessary ones in the service station business, but that is not sufficient to build a wide following. A full knowledge of automobiles and a good reputation for their care is also necessary, and in both these respects, Ben Benda Chevron Station excels.

When a car is turned over to this station to be serviced, it is with full knowledge that it will be perfectly done. In addition to carrying a complete line of Atlas quality tires and industrial and commercial batteries, Emerson Benda offers brake and wheel alignment service, as well as motor tune-ups.

Emerson Benda is doing an outstanding job of operating his Chevron Service Station and well deserves the many customers he is gaining.

EXPERT BEAUTICIANS AVAILABLE AT ADVENTURES IN GLAMOUR BEAUTY SALON

It is every woman's desire, to say nothing of birthright, to look her best at all times, and nowhere in this area will one find beauticians better qualified to provide touches of feminine attractiveness than at Adventures in Glamour Beauty Salon, located at 23916 Crenshaw Boulevard, in Torrance.

The operators here are adept in all phases of beauty work and cater to women of distinction who desire the best and most modern of beauty care. Here, where hair dressing is an art, constant contact is maintained with the newest developments and trends in cosmetology. At this ultra modern designed salon the patron can relax in vibrator equipped air conditioned hair dryers and be assured that the techniques employed are the latest approved methods.

Beauty is contour. It is symmetry that creates a pleasant sensation in our minds. Zeda Mohler, owner of Adventures in Glamour Beauty Salon, has studied closely the types of hair, and thus is well qualified to advise women how to best achieve loveliness through proper hair styling. She realizes that each type may require slightly different treatment, and her trained operators will wave or shape the hair as best suits the contour of the patron's face, her type and her personality.

The reputation of Zeda Mohler is based on her recognized ability to properly advise on all matters pertaining to beauty culture, so now might be a good time to call Adventures in Glamour Salon at DA 6-9333 for an appointment. You will discover for yourself why the shop is so highly recommended.

KAYE PORTER REALTOR ENJOYS FINE REPUTATION

In this day and age when conservative men are seeking investments which will assure a permanent source of income, the realtor is doing more than his or her share to meet this demand. This area is particularly fortunate to have available the services of Kaye Porter Realty firm. With offices at 17224 Crenshaw Boulevard in Torrance, she is admirably equipped to serve all of this growing area.

Kaye Porter brings to her profession not only a trained and extensive knowledge of real property values, but an exhaustive insight into every branch of her chosen field. Through this complete knowledge of local conditions and an awareness of probable trends in real estate, Kaye Porter offers both buyers and sellers a splendid service in handling homes, residential and commercial sites and income properties. On file she has lucidly descriptive material on all her listings and in many instances has plat plans or photos as well. As a further service to her clientele, Kaye Porter offers Notary Public facilities as well as property management and rentals.

Kaye Porter personally ranks high among those businesses and individuals contributing in a real way to the rapid, orderly growth of this area.

ERICKSON DISPOSAL SERVICE EARNS PUBLIC COMMENDATION

A firm that has won the approval as well as a wide degree of public laudation is Erickson Disposal Service whose trucks are continually on the move helping to keep Torrance and much of the harbor area the clean and attractive metropolis that it is. Starting with a small beginning, Erickson Disposal Service has forged to the forefront as an efficiently operated firm serving industry and commercial interests as well as residences with regularly scheduled pick-ups of refuse and rubbish. Today this firm has a fleet of 2-way-radio equipped trucks for regular service as well as response to emergency calls. Thus it is that top service is assured the customers of Erickson Disposal Service and this has won for the firm a wide host of enthusiastic friends and customers.

Success of this firm was not due to mere hapstance but evolved from the judgment and sound business planning of its founder, Marv Erickson who is noted as a business leader as well as a civic-minded citizen of whom our community may well be proud.

We are glad, therefore, of the opportunity to single out Marv Erickson and his Erickson Disposal Service for public tribute and to wish for his continued success.

CASUALTY AUTO RECONSTRUCTION OFFERS COMPLETE BODY AND FENDER WORK

Casualty Auto Reconstruction, located at 2213 Border in Torrance, offers a complete auto body repairing and painting service to motorists in this entire area. This reliable organization, under the capable direction of Bill Heintz and Earl Severson is completely equipped to repair any make or model car.

With so many cars on the road today we are all aware of the necessity for alert and careful driving, but, none-the-less, accidents do happen. No matter how great the damage, Casualty Auto Reconstruction can do the repair work. Thoroughly trained and expert workmen get on the job right away. The frame is straightened, the body, the fenders, headlamps and any damaged parts are repaired or replaced. Then the whole job is completed with a "new car" coat of paint. When the car is returned it looks and drives as if it were new. They can also bring older model cars up to date with a sparkling new finish in any of this year's bright new color combinations. It should be of supreme satisfaction to know that your car is in the hands of competent workmen, as it is here, and it should be noted that although the firm stresses quality rather than price as a means of getting jobs, all work done is at competitive prices. Casualty Auto Reconstruction specializes in foreign cars and offers free loan cars in addition to towing service.

Bill Heintz and Earl Severson are to be complimented on the consistently high quality service provided. It has won the respect and confidence of all motorists throughout the area. We are glad, therefore, of the opportunity to single out Bill Heintz and Earl Severson and their firm for public tribute and to wish for their continued success.

BUILDING PROGRAM AIDED LOCALLY BY PARAMOUNT BUILDERS SUPPLY & NURSERY

With a vision of a greater city and trading area always in mind Paramount Builders Supply and Nursery has been a leader among the building supply and nursery firms of the area and has always been an important factor in the growth and development of this vicinity.

Lumber, concrete blocks, electrical and plumbing supplies, plastering materials and the well known Pittsburgh paints, as well as all manner of builders' hardware are furnished by this progressive firm.

In the nursery department you will find a generous selection of trees, shrubs, bedding plants, pottery and trellises. The adequate stock of fertilizers and insecticides as well as seeds and all types of garden tools and equipment go to make Paramount Builders Supply and Nursery a substantial source of supply for the home owners in this area.

By purchasing to advantage when the market is right and employing only experienced help, this firm is able to offer the highest grade of materials at prices so reasonable as to

encourage the improvement of the home or business structures and grounds. Contractors as well as home owners have come to know that whatever they desire in the way of lumber, builders' supplies or nursery products can be secured from Paramount Builders Supply and Nursery Company, located at 3437 Torrance Boulevard in Torrance, with a knowledge that it will be of the highest grade consistent with the price.

The excellent service and splendid reputation of the Paramount Builders Supply & Nursery firm originated with the management policies of Jack Phillips. He is continually striving to offer the highest quality products and the most complete service to customers.

Your're Not Alone . . .

More People in Torrance
Read the HERALD Than
Any Other Newspaper!

Magic Chef Anniversary Continuing

"There's still time for everyone to register for the giant anniversary celebration prize drawings," said Don Fordiani, manager of the Magic Chef Market in the Del Amo Shopping Center, in announcing that the market anniversary celebration would continue.

In addition to special low prices on everything in the huge market, Magic Chef will give away free prizes worth hundreds of dollars.

"Anyone may win," said the Magic Chef Market manager. "We're giving away a 17-inch portable television set and a useful refrigerator bar combination."

"It's easy to enter the drawing for the big prizes," Fordiani said, "There's nothing to buy and nothing to do except write your name, address, and telephone number on a slip of paper and leave it in the special drawing barrels at the store. That's all there is to it."

Winners names will be drawn on Oct. 22, but they need not be present, the manager continued, as they will be notified.

Special
Thurs.,
Oct. 4
Thru Wed., Oct. 10
NEOLITE
SOLES
Men's or Boys'
Reg. \$3.00 **2.49**
SHOES
DYED
Vogue
Shoe
Repair
Del Amo Center
South Magic Chef
in Vogue Cleaners
Work Done
While You Wait
Orthopedic
Corrections



Smart salesmen know... Long Distance calls mean business

You'll strike pay dirt when you call long distance... to beat the competition... to get the answer fast... to close a sale. Remember: Nothing sells it... nothing like **Pacific Telephone** your voice.

FLO BAILEY EMPLOYMENT AGENCY SERVES SOUTH BAY AND HARBOR AREA

Aby aiding many busy executives in their choice of capable personnel is Flo Bailey Employment Agency, with offices at 1409 Cravens Avenue, in Torrance.

With emphasis on "Let Us Help You Find The Right Person For The Job" Flo Bailey Employment Agency has become a prominent firm in its field by providing efficient, conscientious service to employer and job seeker alike. This agency has gained a wide host of enthusiastic friends and customers who utilize their services in the selection of competent employees in the professional, executive, office personnel, industrial and sales fields.

Being one of the older employment agencies in the Torrance area and employing a staff well trained in the employment needs of this area makes Flo Bailey Employment Agency particularly well prepared to provide employees with training and background which indicate that they can satisfactorily meet the requirements of the job opening.

Under the capable direction of Mrs. Holly Peachy, manager, this agency has become adept in interviewing and screening applicants for the many specialized jobs they are called upon to fill. This service has won Mrs. Peachy an enviable reputation among both job applicants and employers for consistently fitting the right person to the right job.

Through service and dependability, Mrs. Peachy and her associates, Dorothy King, Lois Cabe, and Shirley Page, are building for Flo Bailey's Employment Agency a loyal following, and it is conscientious service to the public such as this which helps our community to grow and prosper.

NICHOLS SHEET METAL OFFERS OVER QUARTER CENTURY OF SERVICE

For over a quarter of a century Nick Nichols has been producing top flight sheet metal work in its many varied forms. Today his Nichols Sheet Metal and Air Conditioning Shop at 1724 Oak Street in Torrance is looked upon as one of the leading firms of its type in the area.

General sheet metal work, fabricating and forming, gutting and downspouts for commercial, residential and industrial installations keynote the activities of the Nichols organization. Recently the Nichols organization entered the air conditioning field and have proven that they would take a back seat to none in the installation of air conditioning units for all types of structures and every conceivable air conditioning unit. A telephone call to FAcutly 0-3406 will bring a top-flight technician to make an estimate on air conditioning and sheet metal work. Terms may be arranged on any of this work and the Nichols firm offers a full one year guarantee on material and workmanship.

Nick Nichols has done an outstandingly good job in heading this business for leadership and in so doing has also found time to work for things of a worth while community undertaking, thus becoming a valued citizen as well as a business leader of whom all Torrance may be proud.

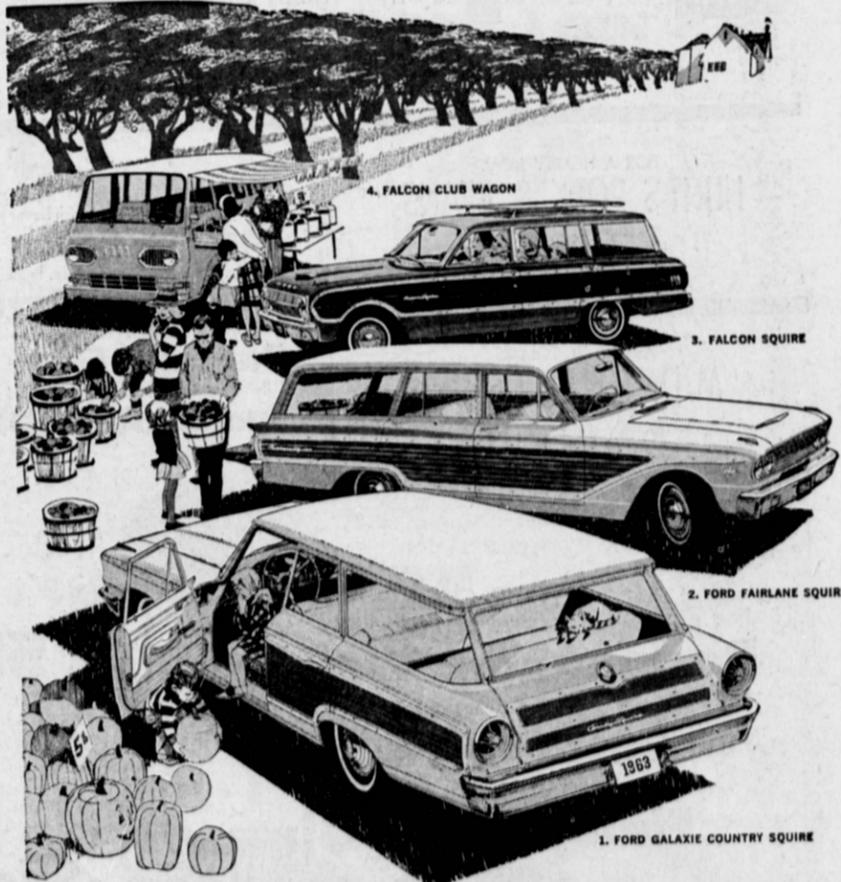
A & B AUTO WRECKING CARRIES COMPLETE STOCK IN AREA

Many motorists, mechanics and garage men have found that A & B Auto Wrecking carries a large stock of parts from all makes and models of cars. This includes such often hard to find items as gears, axles, door handles, transmissions, rear ends, generators, starters and body parts. This is but a scant recapitulation of their stock for their yard at 901 E. Carson in Torrance is indeed an outstanding source of supply of all manner of used auto parts.

A & B Auto Wrecking makes a specialty of parts from late model wrecks, which is of great advantage to owners of recent model cars, and, in addition, they stock parts for older cars. The firm also carries a stock of some new parts. In each case there is a considerable economy to the motorist in buying parts from this popular local concern.

A & B Auto Wrecking also serves the motorists of this area through their purchases of wrecked and burned cars. Even though the wreck may not be worth repairing, this firm will pay a fair and just price for it.

Joe Anselmo, owner, has a wide experience in this field and through sound management policies and service to motorists has won a commendable reputation for his firm.



Now Ford wagons come in 4 beautiful sizes!

With 15 models, Ford offers America's longest and liveliest wagon line-up!

Ford—America's wagon specialist—makes it easier than ever to own a wagon that fits your family and your budget! New compact Falcons... stunning new middleweight Ford Fairlane... mighty and magnificent Ford Galaxie wagons. All* cut your costs and cares with Ford's amazing service-saving features that reduce routine service stops to a mere twice a year or once every 6,000 miles!

*Except Falcon Station Bus and Club Wagon

1. Big Ford Galaxie Size! Biggest, liveliest, most luxurious Ford wagons of all! Four of them! Six and nine passenger... huge lower space... smooth new ride.

2. Middleweight Ford Fairlane Size! Brand-new idea for '63. Big family-sized inside, yet shorter outside. Three 4-door models. Choice of two V-8's... standard Six!

3. Compact Falcon Size! Five to choose from! All have Falcon's famous gas economy... and this year, Ford's Twice-a-Year Maintenance.*

4. Versatile Club Wagon Size! More floor space, door space, twice the cargo room of full-size wagons... can carry eight.

America's liveliest,
most care-free wagons

FORD

PRODUCTS OF
Ford
MOTOR COMPANY