

Handy Illustrated Index of Local Business Firms



New mattresses, new beds, new linen drapes, and new rugs give the Pride Hotel, 1806 Cabrillo, a spic and span, inviting appearance. All of the rooms and the hall have been recently painted, too, which adds greatly to the guest's feeling of comfort and well-being. The hotel maintains a completely equipped kitchen for the use of guests. There is no charge for this convenience. In addition, all of those who stay at the Pride Hotel enjoy forced air heat in the winter, and air conditioning in the summer. A parking lot is provided. The hotel has daily maid service for the 42 rooms. All rooms are rented by the day, week, or the month. Mrs. Minnie Thomas, the new manager of the Pride Hotel, invites all who are interested in this pleasant hotel to stop in or call for more information, FA 8-9947.

Dog Kennels
ALKEN KENNELS
Boarding and Grooming
20-ft. Individual Runs
CH. Eng. Bulls & Pugs at Stud
Puppies Available
Heated Sleeping Areas
Plenty of Sun and Shaded Areas
Inspection Invited
16626 So. Figueroa
FAculty T-1145

Golf Miniature
Walteria Miniature Golf Course
"Fun For The Entire Family"
40p for 18 Holes
Amusement Room: Next to
Walteria Fairways Driving Range
Plenty of Parking - Lights
Open 1 p.m.-10 p.m.
Sat. & Sun.-10 a.m. to Close
4121 Pac. Coast Hwy.
Walteria

Milk
Gardena Dairy Farms
"Our Cows Are Never Contented
They're Always Trying
To Do Better"
Drive-In Cash & Carry
Country Fresh Milk
Bread - Eggs - Ice Cream
2013 W. Redondo Beach Bl.
Betw. Western & Van Ness
Gardena DA. 4-5703

Plywood
Lomita
Plywood & Materials
Wall Paneling Specialists
Doors - Windows - Screens
Hardware - Redwoods - Moldings
Fencing & Finish Lumber
Paint & Hardware
1940 Pacific Coast Hwy.,
Lomita
Call DA. 6-4451

Service Station
John's Seaside Service
John Wilson, Prop.
Lubrication - Wash - Polish
Motor Tune-Up
Complete Brake Service
Batteries - Tires - Tubes
Pick-up & Delivery
Open 7 a.m. to 8 p.m. 7 Days
22855 Arlington, Torrance
DA. 6-7171

TV Service
Bill Shour
Television Repairing
Cash & Carry
Parts - Labor Fully Guaranteed
Immediate Service - Fair Prices
Bring Your Set To Us & Save
Expert Car Radio Service
No Waiting
20320 So. Western
FA. 8-1713

Aircraft Loans
Air-Credit Sales Co.
Only 1/4 Down. Up to 36 Months
We Can Finance Your Sale or
Purchase of Aircraft From Any
Dealer or Individual
Available To All
Student-Private & Commercial
Pilots - Any Licensed Aircraft
Torrance Airport, Torrance
DA. 6-8970

Beauty Shop
Cosmetique
Beauty Salon
"Beauty Is Woman's Duty"
Our Platform
• A Brief Cut
• A New Permanent
• Complete Individual
Service
Open 9 a.m. Daily DA. 4-6438
15504 Crenshaw Blvd.,
Gardena

Dolls
Walker's
Terri Lee Doll House
Featuring A Complete Line of
Those Adorable Dolls
Lifetime Guarantee
Lovely & Practical Outfits
For Every Occasion
Visit Our New Bungalow
South Bay Center
174th & Hawthorne
FR. 9-9225
Next to Ralph's

Jeweler
Ernie's Jewelry
Ernie Amero, Prop.
Jewelry - Watches - Diamonds
Certified Watchmaker No. 2236
Fine Clock Repairing
Clocks - Watches - Music Boxes
Cuckoo - Antique - Grandfather
Optical Instruments - Binoculars
1805 W. Lomita Blvd.
Lomita, DA. 6-2791

Motel
Crystal Pool
Motel & Trailer Park
Rest - Play - Relax
Patio - Swimming Pool
Television
Beautifully Furnished Apts.
All Conveniences
Centrally Located on
Hwy. 101 DA. 6-9982
2270 Pacific Coast, Lomita

Restaurant
Lanza Italian Kitchen
Specializing In
Spaghetti - Pizza
Lasagna - Ravioli
Breakfast - Lunch - Dinner
Steaks - Chops - Chicken
Cater To Take Out Dinners
Featuring Meat Ball Plate
341 W. Carson, Torrance
FA. 8-6371

Service Station
Harold's
Mobil Service
Complete Auto Repairs
Muffler Installations
Motor Tune Ups
Complete Brake Service
Welding - Electric & Acetylene
Boat Trailer A Specialty
3735 Newton Ave., Walt.
FR. 5-0049

Tires
Bay Tire Service, Inc.
Under New Management
Harold "Pat" Patterson
Complete Recapping Service
New Factory Blomishes
• Wheel Alignment
• Wheel Balancing
332 S. Sepulveda Blvd.
Manhattan Bch. FR. 2-5859

Aircraft School
Vern's Flying
"Learn to Fly. It's Easy!"
Flight Instruction
Aircraft Rental
Aerial Photography
Reasonable Rates
Personalized Instruction
3301 Pacific Coast Hwy.
At Torrance Airport
Phone DA. 6-4864

Blue Prints
Torrance-Gardena
Blue Print Co.
Featuring
A Complete Blue Print Service
Van Dykes - Brown Lines
Duplicate Tracing
Photostats
17830 So. Western Ave.
Gardena, Calif. DA. 3-4120

Draperies
J & E Draperies
Complete Interior Service
Drapes - Cornices
All Work Done In Our Own
Spacious Workrooms
Retail-Wholesale-Contracts
We Are Drapery Technicians
2417 Hawthorne
W. - LA. - FR 8-4551
2716 Redondo Beach Blvd.
Redondo Beach - FR 9-6044

Lumber
Airport Lumber Co., Inc.
Open 7 Days A Week
Fencing
Redwood-Block Wall-Chain Link
Building Materials
Hardware - Paint
Licensed General Contractor
4274 Redondo Beach Blvd.,
Torrance
FR. 2-2133 OR. 8-1571

Paint and Hardware
Gregory's Remodeling
Supplies
• Pittsburgh Paint
• Plywood
• Plywood Paneling
• Hardware
• Electrical Supplies
• Floor Tile
• Wall Tile
714 W. Carson St.
Between Fig. & Vermont
FA. 8-7533

Restaurant
Huff's Restaurant
Open 24 Hours
Breakfast - Lunch - Dinners
Sea Food
Shrimp - Scallops - Halibut
Try Our Combination Plate
Complete Fountain Service
2125 Torrance Blvd., Tor.
FAirfax 8-8463

Service Station
Ralph and Jim's
Major Service
Serve Yourself Station
(Ladies Excluded)
16 Pumps • Major Gas & Oil •
Lubrication - Tires - Batteries
Pick-up & Delivery
Open 5 a.m.-12 p.m.-7 Days
4102 Sepulveda, Torrance
FR. 5-9021

Upholstering
Hal's Upholstering
& Draperies
Harold Jacques, Prop.
Furniture Cleaning
Travis Rods - Slip Covers
Satisfaction Guaranteed
Free Estimates
2240 Redondo Beach Blvd.
Gardena DA. 3-2953

Air Taxi Service
Western Aero
Single & Multi Engine
Cargo - Ambulance
Oxygen & Stretcher Equipped
Hunting Expeditions
Business Trips
• Complete Rebuilding
3103 Pacific Coast Hwy.
DA. 6-7311
Municipal Airport, Tor.

Boats
Essaness Craft
Cruisers - Hulls - Utilities
Scott Atwater Outboards
Build Your Own Boat
Tools-Skilled Guidance-Engines
Restaurant-Shop-Playground
For Your Convenience
18900 So. Vermont,
Gardena
DA. 4-8306 - DA. 4-0731

Druggist
Medical Arts
Prescription Pharmacy
William Steinberg, Expert Pharm.
Complete Compounds Prescriptions
Exactly As Your Doctor Orders.
Free Delivery
9 A.M. - 6:30 P.M. Sat. till 8.
2406 Torrance Blvd.
FA. 8-1230

Druggist
Walter's Rexall Drug
Walter J. Michaelis
Self-Service Drug Store
Prescriptions
First Aid & Hospital Supplies
Greeting Cards - Sundries
Fine Cosmetics & Toiletries
17440 Crenshaw Blvd.
Torrance, Calif. DA. 3-3310

Equipment Rental
Walker
Equipment Rentals
Everything For
Contractors & Home Owners
By Day - Week - Month
Portable Tools
Light Machinery
1804 Redondo Beach Blvd.
Gardena
DA. 4-5401 or FA. 1-0977

Restaurant
Lanikai Chop Suey
Richard & Thelma Hu, Owners
Finest of Chinese Food
Specializing In
Take Out Orders
Featuring Island Style
Chop Suey
"Crisper & More Delicious"
Open Daily 11 a.m.-9 p.m.
3803 Pac. Coast Hwy.,
Walteria FR. 8-4708

Restaurant
Archies
Coffee Shop-Restaurant
"You Taste The Quality"
Breakfast - Lunch - Dinner
Short Orders
Food To Go
Specials for Children
Plenty of Parking
17430 Crenshaw Blvd.
DA. 3-3533

Upholstering
Custom Shop
Custom Upholstering
Furniture Custom Built - Rebuilt
Custom Draperies - Cornices
Valances
Free Home Decorating Service
Pick-up & Delivery
Moved to New Location in
Carson Plaza
1544 W. Carson St., Tor.
FA. 8-8818

Appliance Repair
D and B
Appliance Service
Refrigerators-Automatic Washers
Freezers-Dryers-Dish Washers
All Makes - All Models
One Trip Repair Service
Complete Stock on Trucks
1817 Sepulveda Blvd.
FR. 4-2954
Manhattan Beach

Antique Reproduction
Experts
The SUGAR HOUSE
Custom built Pine Furniture
• Movable Louvre Shutters
• Antique & Bric-a-Brac
• Refinishing and restoration
419 N. Pac. Coast Hwy.
Redondo - FR 6-2944

Escrow Companies
Heath Escrow
Quick - Efficient - Competent
Escrow Service
Free Loan Appraisal Service
1st & 2nd Trust Deed Financing
Buy & Sell 2nd T.D.'s
1524 Cravens Ave.
FA. 8-8353
24450 Hawthorne Blvd.
FR. 5-8558
Walteria, Calif.

Firewood
The Fireplace
John Corn, Prop.
"We Have Wood to Burn"
• Barbecue & Patio Equipment
• Fireplace Accessories
Charcoal - Briquets
Delivered & Stacked Free
2701 Redondo Beach Blvd.
Redondo Beach
FR. 9-2411, Res. FR. 4-2144

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Pride Hotel
Under New Management
All Rooms Newly Redecorated
By The
Day - Week - Month
Free Kitchen Privileges
Daily Maid Service
Free Parking Lot
1806 Cabrillo, Torrance
FA. 8-9947

Restaurant
Chan's
Fine Chinese Food To Take Out
Lunch, Dinner or A La Carte
No Tip - No Tax
Let Our Famous Hongkong Chef
Help Plan Your Parties
Daily 12 Noon to 9 p.m.
Closed Monday
1819 So. Catalina,
Redondo Beach
Save Time, Call FR. 5-1590

Service Station
Carson Tee Vee
All Makes Repaired
By Highly Skilled Technicians
Your Satisfaction Is Our
Guarantee
Authorized Hoffman Dealer
Easy Credit On Major Repairs
Call TE. 5-1672 for Service
21728 1/2 S. Avalon, Tor.

Upholstering
Womens' Wearing Apparel
Jan's Apparel
For All Your Dress Needs
In The Feminine Manner
Dressmaker Sweaters
And Matching Skirts
Matching Skirts In All
Wool Flannels And Tweeds
Open Fri. Eve. Till 9
804 Avalon, Wilmington
TE. 5-8810

Auto Repair
Fran & Al's Garage
General Automotive Repairing
on All Makes & Models
Specializing In
Complete Foreign Car Service
Brake Work - Tune Up
We Pick Up & Deliver
For Service Call FR. 6-8000
1410 Pier Ave., Redondo

Carpeting
Record Bros.
Carpet Co.
Specializing in Wall to Wall
Installation of Carpets
Mohawk • Lee Carpeting -
Lincroam - Asphalt Tile
All Leading Brands of Linoleum
16827 Hawthorne Blvd.
Lawndale, Calif. FR. 2-8481

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Milk
Palos Verdes Dairy
Cash & Carry Dairy Products
Drive In & Save
Milk - Eggs - Bread - Ice Cream
Milk Vacuum Processed
For Finer Flavor
Open 10 a.m. to 8 p.m.-6 Days
22845 Hawthorne Bl., Tor.
FR. 5-8615

Restaurant
Tico's Tacos
Featuring
Tico's Famous Tacos
Enchiladas - Tamales - Tacos
Spanish Dinners
Food To Go
Open 7 Days A Week
3764 Pacific Coast Hwy.,
Walteria FRontier 5-9098

TV Service
Comet TV
Chuck & Norine Crosby, Prop.
Service on All Makes
All Parts and Work Guaranteed
Sales & Service
Guarantee Reception in Any Area
Hi-Fi Albums - All Favorites
24210 Crenshaw at Lomita
Lomita DA. 6-8522

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Womens' Wearing Apparel
Just Gals
Specializing In
Teens & Sub-Teens
We Feature
Things That Are Seen
in Seventeen
Complete Selection of
Dresses and Blouses
935 Avalon, Wilmington
TE. 5-6010

Auto Repair
Magna Motors
Engine Rebuilding
Complete Brake Service
Motor Overhaul
Tune Up
Budget Terms
Courtesy Car-Towing Service
1670 W. Redondo Beach Bl.
Gardena, DA. 9-5381

Ceramic Studio
COUNTRY LANE
CERAMIC STUDIO
Della Zamar, Prop.
CERAMIC SUPPLIES
Clay - Glazes - Greenware - Porcelain
Molds - China Paints -
Instruction - Supplies - Firing
1443 Marcelina, Torrance
Call FA 8-9111

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935 Avalon, Wilmington
TE. 5-6010

Barber Shop
Sun Rise Barber Shop
All Hair Cuts \$1.25
Men & Boys Haircutting
6 Barbers - No Waiting
Open 7 Days 8:30 to 6:30
Sunday 8:30 to 4:30
Free Parking
20435 S. Hawthorne,
Torrance

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Free Parking Lot
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Palos Verdes Dairy
Cash & Carry Dairy Products
Drive In & Save
Milk - Eggs - Bread - Ice Cream
Milk Vacuum Processed
For Finer Flavor
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Lomita DA. 6-8522

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Just Gals
Specializing In
Teens & Sub-Teens
We Feature
Things That Are Seen
in Seventeen
Complete Selection of
Dresses and Blouses
935 Avalon, Wilmington
TE. 5-6010

Beauty Shop
Jon's Carriage Trade
Beauty Salon
Mr. Jon is assisted by a competent staff of stylists who are ready to serve you with the latest in coiffures.
Open 9 a.m.-4 p.m. & Thur. Eve.
26941 Rolling Hills Road
Rolling Hills, FR. 7-1616

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Della Zamar, Prop.
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Molds - China Paints -
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Call FA 8-9111

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John Corn, Prop.
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935 Avalon, Wilmington
TE. 5-6010

Beauty Shop
Du Bunne
Style Salon
Complete Beauty Care
Hair Styling by Mr. Duke & Staff
Open 9 a.m. to 5:30 p.m., 6 Days
Tues., Thurs., Eve. by Appt.
24215 Hawthorne Blvd.
FR. 5-7518
One Block South of
Pac. Coast Hwy., Walteria

Ceramic Studio
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CERAMIC STUDIO
Della Zamar, Prop.
CERAMIC SUPPLIES
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Molds - China Paints -
Instruction - Supplies - Firing
1443 Marcelina, Torrance
Call FA 8-9111

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Beauty Shops
Romero's-Hair Styles
Complete Beauty Service
• Individual Styling
• Hair Tinting
• Scalp Treatment
• Manicuring
• Evenings by Appointment
17234 So. Crenshaw Blvd.
Torrance DA. 4-8998

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FR. 5-8615

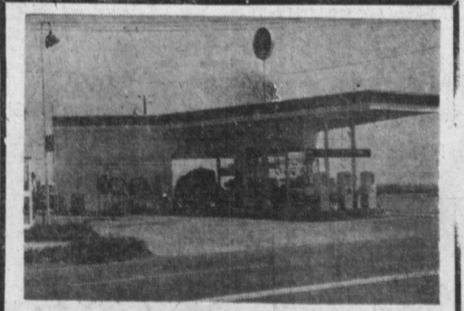
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TE. 5-6010



Spring is the time when every woman's fancy turns to thoughts of brightening up her home. Custom Shop, 1544 W. Carson, offers excellent help in custom draperies and upholstery to make the interior look as fresh as spring outdoors. Cornice and valances will be made by Custom Shop to give any room a tailored, finished look. For the bedroom, add a custom-made bedspread, and that fresh, clean look of spring is complete. All of these improvements are possible with just one call to the Custom Shop. Owners Jerry Banach and Bill Kester offer advice and help in making decisions which will enhance any setting. Their decorating service extends to all phases of home decoration. Free estimates are gladly given, and easy financing can be arranged. Banach and Kester started their business in April, 1956, and it has grown so rapidly that they were able to move to a new location in a new building last week. Their two trucks make it possible for them to service the entire harbor area. The Custom Shop is open six days a week from 9 a. m. to 5:30 p. m. They will welcome your call. The number is FA 8-8818.



Beautiful weather is with us again, the time when we all yearn for the open road. To be able to take off when the fancy strikes, one must be sure the car is in excellent condition. Tires and brakes are of utmost importance for safety and comfort. Don's Union Service, 1201 W. Anaheim, Harbor City, is offering Firestone tires on a special sale at savings of as much as 40%. At savings such as these it would be foolish not to check and be sure the car is running on safe tires. Don Armour, owner of Don's Union Service, specializes in brake service and lubrication, so at this one stop brakes and tires can be made safe. Armour and his staff of five also do wheel balancing and minor motor repairs. They carry the