

ILLUSTRATED BUSINESS INDEX



CLEVELAND WRECKING

Branches of Cleveland Wrecking Co., the nation's leading demolition contractor, stretch from coast to coast. One of the 21 branches is located in Torrance at 21932 Avalon Blvd. At Cleveland Wrecking in Torrance is to be found everything in the building materials lines for both interior and exterior. It is quite easy to make substantial savings with every purchase, because Cleveland Wrecking carries both new and used building materials, as well as government surplus. FHA and Bank of America yard are lumber, sash, doors, windows, brick, pipe and plumbing fixtures. Irwin Wenger, branch manager, and his staff of 30 make shopping for materials easy and quick. A financing is available. Among the many materials found in the huge showroo and fleet of trucks completes deliveries all over the state. Cleveland Wrecking is open from 8 a.m. to 5 p.m. five days a week, and from 8 a.m. to 1 p.m. on Saturdays. It is located just south of Carson at 21932 Avalon Blvd., or call TE 5-3152.



HARBOR BEAUTY COLLEGE

Young men and women planning their futures would do well to consider the many advantages and satisfactions offered by a career in cosmetology. Not only can one be creative, but there is also the possibility of going into business for oneself. Harbor Beauty College, 465 W. 7th St., San Pedro, has been training people for careers in this field for 21 years. They offer a complete beauty course, including practical work and theory. It is a franchised school teaching the Comer and Doran method of hair styling, and is the only school of its kind in the South Bay area. Alice Nichols and Alfred Lowenthal, owners since July, 1956, are proud of their students and make sure that each student receives the individual attention necessary to insure success. They also offer brush up courses. Graduates receive free lifetime placement. Tuition fees are nominal, and budget terms can be arranged. The school is approved for GI's. For more information call Harbor Beauty College, TE 2-1606.



ART'S SAW N' MOWER SHOP

Sixteen years ago Art Wechlo, owner of Art's Saw N' Mower Shop, 22133 S. Vermont, was serving aboard the carrier Enterprise, "The Big E." He went through the worst of the Pacific fighting, including such well-remembered battles as Midway. Because of the wounds he received during these battles, he was unable to continue his work as a plasterer. Five years ago he opened his Saw N' Mower Shop. He is now in the process of building a new addition to the store for the display of bicycles and lawn mowers. In his shop, Art sharpens saws, both circular and hand; sells, services and repairs lawn mowers, power and hand; and sells, services and repairs bicycles. In addition to these main services, Art rents lawn mowers, sells fertilizer and garden supplies, and does light welding and brazing. His shop, at 22133 S. Vermont, is open from 8 a.m. until 5 p.m. six days a week, or he can be reached by telephone at FA 0-0710.

ADVERTISING—SIGNS

ACME SIGN & NEON COMPANY
"A Complete Sign Service"
In Wilmington Since 1946
Trucks — Walls — Store Fronts
Bulletin Boards, Windows — Gold & Silver
Leaf, Wood & Metal Letters — Banners
Show Cards — Posters
New Neon Signs, Maintenance — Repairs
Repaints
1203 W. Anaheim St. — TE 4-6977 — Wilmington

AIR CONDITIONING

AL YOUNG HEATING CO.
AIR CONDITIONING
SALES & SERVICE
* HOME
* OFFICE
* FACTORY
Free Survey — Estimates
FHA TERMS ARRANGED
1931 W. Redondo Beach Blvd.—DA 9-3728
Gardena

AIRCRAFT & RADIO

BILL & DAVE'S RADIO
Aircraft Radio Repairing & Installation
Authorized Dealer for
ROVATEC INC.
SALES — INSTALLATION — REPAIR
Torrance Municipal Airport
Business — DA 6-0606
Res. — Bill, FR 9-3507 — Dave, FR 2-5187

AUTO MOTOR REBUILDING

HOMER BRINLEE GARAGE
Motors Rebuilt & Exchanged
Wholesaler — Retail
Cracked Blocks Welded
Pin Fitting — Reboring
Cylinder Head Resurfacing
Automotive Machine Work
20330 S. Normandie, Torrance—DA 3-7999
Residence — FA 8-4713

AUTO PAINTING

DON WALZ PAINT & BODY SHOP
Expert on:
* Body & Fender Work
* Custom Painting
* Foreign Car Specialists
ALL WORK GUARANTEED
Free Estimates
1825 W. Redondo Beach Blvd.
Gardena — Faculty 1-0735

AUTO PARTS—USED

BUD'S AUTO WRECKING
Bud Hamilton — Owner
Motors — Transmissions — Rear Ends
Bodies — Fenders — Hoods
6 & 12 Volt Rebuilt Batteries
Free Estimates
Cars Bought — Any Year
928 E. Carson — TE 5-3496 — Torrance

AUTO TRANSMISSION SERVICE

FRED'S AUTOMATIC TRANSMISSION SERVICE
Specializing in Auto Transmissions
COMPLETE MOTOR SERVICE
* Motor Reboring
* Motor Rebuilding
* Motor Exchange
* Brake Service
* Tune-Up Service
1401 W. Carson, Torrance
FA 8-4673

AUTO WASHING & POLISHING

CAMINO CAR WASH
DOUBLE WASH
30 ON with this Ad
WASHING — POLISHING
ALL NEW & MODERN EQUIPMENT
Largest Washed Patio
CRENSHAW at 14th St.

BEAUTY SHOP

ART DE LA COIFFURE
For Feminine Beauty
39413 S. Western Ave — TE 1-3313
(Across from Bay & Western)
SAN PEDRO

COSMETIQUE BEAUTY SALON

"Beauty is Women's Duty"
* A Brief Cut
* A New Permanent
* Complete Individual Service
Open 9 a.m. Daily — DA 4-4438
15504 Gardena

MAR-EVE BEAUTY SALON

Mary Davis — Eva Dombrowski
SPECIALIZING IN PROBLEM HAIR
COMPLETE BEAUTY SERVICE
Personalized Permanent Waving
Tinting — Bleaching — Cutting
Open 9 a.m.-6 Thurs. 9 a.m. 9 Eve by Appt.
17544 Cabrillo — FA 8-6606

WILIE'S BEAUTY SHOP

COMPLETE BEAUTY CARE
Specializing in
* Permanent
* Hair Styling
* Tinting
Open 8 a.m. to 11 p.m. Mon.-Sat.
1405 Crenshaw Blvd. — FA 8-3313

BOATS

FRED KEN SPORTING GOODS
Boat Center for the Harbor Area
Featuring
FIBERGLASS BOATS
Sales — Service — Parts
Complete Line of Marine Hardware
824 W. Pacific Coast Hwy — TE 4-3396
Wilmington

BODY SHOP

CHUCK'S BODY SHOP
Complete Body & Fender Work
Specializing in CUSTOMIZING
Insurance Estimates
Direct Mail Buying
Pick Up & Delivery
4019 W. 182nd St., Torrance
Cor. 182nd & Prairie
FR 2-0331 or Res. DA 4-8588

BLUE PRINTS

LOMITA BLUE PRINT SERVICE
Chester A. Bean Sr., Prop.
* Drafting Room Supplies
* Engineering Supplies
* Architectural Supplies
* Photo Copying
Bluetex Tracing Paper
Pick Up & Delivery Service
3573 Pacific Coast Hwy. DA 4-7696 Lomita

BUILDING MATERIAL

WILMINGTON LUMBER & PLYWOOD COMPANY
Roofing — Material
NOVATEC INC.
Hardwood Paneling — Marine Plywood
Hardware — Screens — Sash & Doors
Windows — Finished Lumber — Moldings
OPEN SUNDAYS 9 a.m. 'Til 3 p.m.
645 N. Lagoon — TE 5-5350 — Wilmington

BURGER BAR

RUSSEL'S FROSTY BURGER BAR
Delicious Hamburgers
Hot Dogs — Chili Dogs
Thick Melts — Floats — Freezes
ALL FOOD PACKAGED TO TAKE OUT
Drive-In Service
1737 W. Lomita Blvd. Lomita
CALL DA 3-0794

BOWLING SUPPLIES

SAKATA'S BOWLING SUPPLIES
BALLS PLUGGED AND REDRILLED
* BAGS
* SHOES
* BALLS
1640 Redondo Beach Blvd.
Between Normandie & Western, Gardena
DA 9-7818 — DA 4-1659

CATERING

BEN POLLACK'S
Weddings — Receptions — Cocktail Parties
SERVING THE HARBOR AREA
In Your Home or Your Church
Featuring
Hors D'oeuvres — Chicken — Corned Beef
Turkey — BBQ Meats — Steaks
Come in and Get Free Estimate
531 W. 7th, TE 1-1125 — San Pedro

CLEANERS

B & N CLEANERS
Personalized Service — Member CDA
Serving the South Bay Area
We Operate
OUR OWN PLANT
PICK UP & DELIVERY
3 Trucks to Serve You
3729 E. Carson Dominguez
TE 4-7940

EDWARDS CLEANERS

Cleaning — Pressing — Alterations
EXPERT KNIT BLOCKING
Blanets, Dresses
COMPLETE LAUNDRY SERVICE
Free Pick-up & Delivery
SAME DAY SERVICE
3847 Pacific Coast Hwy.
Walteria — Call FR 8-6568

CONCRETE—READY MIXED

READY MIXED CONCRETE
FROM A YARD TO A YARDPLOT
CONTRACTORS — HOME OWNERS
Immediate Delivery
For Free Estimates FR 8-2216
GREEN'S READY-MIXED CONCRETE CO.
2042 Hawthorne Ave., Torrance

CONTRACTORS—BUILDING

JAHN CONSTRUCTION CO.
General Contractor
"YOU SPECIFY — WE SATISFY"
* Residential
* Commercial
* Industrial
"On Your Lot or Contract"
100 Financing
34306 Crenshaw Blvd. — DA 6-9600

CONTRACTOR—PAVING

ANDY PAVING CO.
ASPHALT DRIVEWAYS OUR SPECIALTY
* Roads & Streets
* Parking Lots
* Seal Coating
* Resurfacing
Licensed & Insured
316 McDonald Ave. — TE 5-3877
Wilmington

CONTRACTOR—SEWER

PARKER—SMITH CONSTRUCTION CO.
RESIDENTIAL * COMMERCIAL
* Sewers
* Trenching
* Cesspools
* Septic Tanks
1408 HICKORY AVE., TORRANCE
FA 8-0133 or FR 3-0319

DOORS—GARAGE

FRED'S OVERHEAD GARAGE DOOR SERVICE
Overhead Garage Doors
New or Old Garages
Redwood — Aluminum — Plywood Etc.
All Work Guaranteed
1 Do My Own Work
Repairs & Adjustments
FR 4-1896 or PL 3-1619

DRAPERIES

Custom Draperies
Decorating Service
Furniture
Roommaker Fabrics
Direct Mail Buying
* Upholstery * Carpeting * Slip Covers
E-Z Terms — Free Estimates
M & M DRAPERIES
16134 So. Western — Gardena — DA 9-7878

ELECTRICAL—CONTRACTORS

FRANK MCGINLEY ELECTRIC CO.
Industrial — Commercial — Residential
Maintenance Contracts
Lighting Fixtures
Fluorescent — Incandescent
Serving Entire Harbor Area
24 Hr. Service — TE 4-1442
121 West E — Wilmington

ESCROW COMPANIES

HEATH ESCROW CO.
Quick — Efficient — Competent
Escrow Service
Free Loan Appraisal Service
1st and 2nd Trust Deed Financing
Buy & Sell 2nd TD's
All Employees Bonded
Notary Public
1528 Cravens — Torrance
Call FA 8-5332

FENCES

ATLAS FABRICATED FENCES
Industrial — Residential
* REDWOOD
* BLOCK
* FHA TERMS
100% Galvanized Chain Link Fences
No Rust — No Painting — No Up Keep
For Free Estimates — TE 4-4493

FERTILIZER

GARDENA FERTILIZER CO.
F. H. Franco, Prop.
16 Years in Torrance
STEER & DAIRY FERTILIZER
GROUND OR ROUGH
3 Bags \$1.00 (2 cu. ft. bags)
Delivery or Pickup by Yard or Sack
1922 S. Normandie — DA 4-7406

FLOOR SERVICE

MASTER FLOOR CO.
New Floors Installed
Old Floors Refinished
Flooring — Levelling — Sanding
Linoleum & Carpet
Venetian Blinds — Shades
Free Estimates — DA 3-2973
15202 S. Western — Gardena

FLORIST

FLOWERLAND
LIL VAUGHN and JOYCE
Since 1934
Artistic
* FUNERAL FLOWERS
* CHARGE IT
We Wire Flowers Anywhere
Free Delivery
Open 7 Days a Week 'Til 8 p.m.
16510 Crenshaw — DA 3-0174 — Torrance

GIFTS—GLASSWARE

L&M VELICKY—IMPORTERS
of Art Crystal & Ceramic
Glasses — Vases — Bowls — Trays
Lamps — Candle Holders — Ash Trays
Having a Wedding or Party?
We Rent Table Accessories
Free Gift Wrapping & Delivery
10% Discount with this Ad
1417 1/2 Cabrillo Ave — FA 8-8256 — Torrance

GIFT SHOP

PLAZA GIFT SHOP
Glassware — Figurines
Ceramic — Copperware — Clocks
COSTUME JEWELRY
GREETING CARDS
FREE GIFT WRAPPING
Drive-In Parking
1836 W. Carson — FA 8-9440 — Torrance

HEATING & AIR CONDITIONING

REID HEATING & AIR CONDITIONING CO.
Residential — Commercial — Industrial
Equipment — All Types
Heating & Air Conditioning for
New & Existing Buildings
3418 REDONDO BEACH BLVD.
Torrance — DA 3-2707

HEALTH FOOD

Are you tired, overweight or under-weight? Have you a diet problem? Low sodium Sugar-free? Fat free?
TRY THE HEALTH FOOD WAY
THE NATURAL WAY
GARDENA HEALTH FOOD CENTER
14407 S. New Hampshire Ave.
Gardena — DAVIS 3-5177

INSURANCE

FARMER'S INSURANCE GROUP
Floyd Lee — B. B. (Red) Bowden
Auto — Life — Fire — Truck
General Insurance
Fast, Fair Claims Payment
Friendly, Courteous, Helpful Agents
1705 S. Elana St. — FR 8-1533
Hollywood Riviera

JEWELERS

HOWARD JEWELERS
Serving Torrance and the Harbor Area Since 1928
Omega Watches
ELGIN BULOVA CROTON
Orange Blossom Diamonds
Special Design & Setting
Black Hills Gold Jewelry
S&H GREEN STAMPS
1503 Cabrillo Ave. — FA 8-7124

LETTEF & ADDRESSING SERVICE

SOUTH BAY MAILING SERVICE
Complete Mailing Service
* Direct Mail
* Private List Maintenance
* Industrial Lists
* Inserting
* Enclosing — Sealing
For Information Call
FA 8-1724
1733 Border — Torrance

LUBRICATION—COMMERCIAL

WALT'S LUBE MOBILE
PORTABLE LUBRICATION
Six-Clean Products
Complete Lubrication of All GAS — DIESEL TRUCKS
Sat. and Sun. Lubrication
1923 Burgess Dr. Torrance
FRonter 9-1045

LUMBER

BURKO
23831 Hawthorne Blvd. — Torrance
* Plywood
* Hard & Soft Moldings
* Select Hardwood Lumber
* Cabinet Hardware
* Sherwin-Williams Paints
* Wall Paneling
"Be a Handy Man — Do It Yourself!"
3 Bks. North of Pacific Cst. Hwy.—Walteria
FR 5-1566

LUMBER

CLEVELAND WRECKING CO.
"Coast to Coast"
NEW & USED BUILDING MATERIALS
Lumber — Sash — Doors
Windows — Brick — Pipe
Plumbing
Demolition Contractors
21922 S. Avalon Blvd.
Torrance — TE 4-1312
(1 Bk. So. of Carson)

MOTEL

EL RANCHO MOTEL
Al and Ross Starfield, Mgr.
QUIET & RESTFUL
* DELUXE UNITS
* FAMILIAR UNITS
* SINGLES & DOUBLES
Beautyful Beds
Free TV & Hi-Fi
Room Phones
3215 Pacific Coast Hwy.
DA 5-0350 — Torrance

MOTOR SCOOTERS

Ride the New LAMBRETTA
SALES & SERVICE 30 A.M.P.H.
Established 1943
Authorized Dealer for
CUSHMAN — MUSTANG
GLENN'S CYCLE SHOP
392 N. Pacific, Redondo Beach
FRonter 9-3988

PAINT

TORRANCE PAINT & FLOOR COVERING
Featuring
SPRED SATIN — GLIDDEN
FULLER PAINTS
Floor Covering — Window Shades
Wallpaper — Venetian Blinds
Brushes — Rollers — Supplies
FA 8-5240
1413 Cravens — Torrance

PLUMBING

BRACY'S PLUMBING SERVICE
Emergency Service
"QUALITY WORK ALWAYS"
Water Heaters — Bathroom Supplies
Kitchen Sinks — Budget Terms
Repairs & Remodeling
Sewer Drain Cleaning Equipment
20340 Hawthorne Ave. Torrance
FR 9-3311 or FR 9-2789

REFRIGERATION

ANDY'S REFRIGERATION
Serving South Bay Area Since 1948
24 HOUR EMERGENCY SERVICE
Commercial — Domestic
On All Makes and Models
ALL WORK GUARANTEED
2115 Torrance Blvd. — FA 8-3863
1444 Wilmington Blvd. — TE 5-2469

RESTAURANTS

FISH PEDDLERS
THE FINEST IN SEA FOODS
TAKE-OUT ONLY
* FRESH FISH
* FISH DINNERS
* SHORT ORDERS
CALL FR 8-2582 and
We Will Have It Ready to Go in 15 Minutes
1743 So. Elana Ave. — Hollywood Riviera

RESTAURANTS

HUFF'S COFFEE SHOPS
Open 24 Hours
Breakfast Lunch Dinners
FEATURING
SEA FOOD
Shrimp — Scallops — Halibut
Complete Fountain Service
2125 Torrance Blvd. — Torrance
FA 8-8463

PISCIOTTA RIZZA

Delicious Italian Food
Featuring
All Home-Made PIZZA
EAT HERE — TAKE OUT
Ravioli
Lasagna
Soppressito
Open 11-10, Fri. & Sat 'Til Midnight
Closed Tuesdays
1405 W. Carson — Torrance — FA 0-0031

THE POLYNESIAN

"Where Your Hawaiian Holiday is Only Minutes Away"
ISLAND SPECIALTIES
EXOTIC FOOD
TROPICAL DRINKS
ISLAND MUSIC
3081 Pacific Coast Hwy. — FR 8-1247
At the Foot of Pales Verdes Hills

RIOS CAFE

Pate & Emma Rios
MEXICAN FOOD AT IT'S BEST
* TACOS
* BEER
* FOOD TO GO
221 Harbor Drive
(North of Fox Redondo Theater)
Redondo Beach

CHAN'S CHINESE FOOD TO TAKE OUT

FINE CHINESE RESTAURANT
Lunch — Dinner or A La Carte
No Tip — No Tax
Let Our Famous Hong Kong Chef Help Plan Your Parties
Daily 12 Noon to 9 p.m.
Closed Monday
1819 S. Catalina — Redondo Beach
Save Time — Call FR 5-1590

RESTAURANT—CHINESE

YOUNG SING CHINESE RESTAURANT
Gardena's Newest and Most Modern Chinese Restaurant
Featuring
THE FINEST CANTONESE FOOD
"Order to Take Out"
16312 South Vermont Ave.
Gardena — DA 4-4061

ROOFING

SOUTHBAY ROOFING CO.
Residential — Commercial
* SHINGLES
ALL TYPES AND BRANDS
Composition — Shingle — Flat
Wood Shingle & Shake
Built-up Roofs — Rock
Siding — Insulation — Tile
Reasonable Prices — Guaranteed
2410 Crenshaw Blvd. — DA 5-2840 — Torrance

RUG & CARPET CLEANING

BURCHFIELD CARPET WORKS
Established 1943
* RUGS AND CARPETS
Cleaned — Dyed — Stain — Bound
Each Rug Individually Serviced
* UPHOLSTERY
Cleaned — Color Restored
"We Invite Your Most Careful Inspection"
1971 Torrance Blvd. FA 8-2673

SAWS

ART'S SAW & MOWER SHOP
CIRCLE SAWS — HAND SAWS
Machine Sharpened
LAWN MOWERS — HAND OR POWER
SALES — SERVICE
Large Selection of Bicycles
GARDEN SUPPLIES
22133 So. Vermont — Torrance
FA 0-0710

SCHOOL—BEAUTY CULTURE

HARBOR BEAUTY COLLEGE
Teacher Training
FULLY BEAUTY COURSE
Franchised to teach the
COMER and DORAN method of hair styling
Nominal Tuition — Budget Terms
FREE LIFETIME PLACEMENT IN SHOPS
Complete Beauty Service — Public
465 W. 7th San Pedro — TE 2-1606

SCHOOL—FLIGHT

MARKS AVIATION FLIGHT SCHOOL & AIR TAXI SERVICE
* PERSONALIZED INSTRUCTION
* EASY TERMS
Rentals — Scenic Rides
3103 Pacific Coast Hwy. — Torrance

SCREENS

ROSE WEATHERSTRIP & SCREEN CO.
DOORS & WINDOWS
Fiberglass Wire
Aluminum Frames
CREDIT TERMS
Free Estimates
4411 Redondo Beach Blvd.
Lawndale — FR 4-3007

SERVICE STATIONS

C & W SIGNAL STATION
Complete Service on American
& Foreign Cars & Truck Service
* MOTOR TUNE UP
* BRAKE ADJUSTMENT
* MAJOR OVERHAUL
* COMPLETE ACCESSORIES
Free Loan Cars
Free Pick Up & Delivery
3890 Redondo Beach Blvd. — DA 3-2897

SERVICE STATIONS

TRIO SERVICE
With This Ad
LUBRICATION 40c
Tune-ups — Brake Service
Expert Lubrication
Battery & Starter Work
Tire Rentals
Pick-up & Delivery
807 Border — Torrance
FA 8-9887

SPORTING RESERVATIONS

B & H OUTING & SPORTING RESERVATIONS SPAUR
HUNTING * FISHING * VACATIONS
U.S.A. — Canada — Mexico — Alaska
Guides — Pack Animals — Maps — Supplies
WE MAKE RESERVATIONS AND ALL OTHER ARRANGEMENTS
At No Additional Cost to You
Want RESULTS on Your Next Trip?
Call E. B. Ingram Jr. FR 8-4443

TELEVISION

MARTIN'S ATOMIC TV SERVICE
DISCOVER NEW VALUES
Authorized Dealer
* PACKARD-BELL * ZENITH * G.E.
Service on All Makes
We Service What We Sell
Same Day Service — Call Before 4 p.m.
22782 Hawthorne Blvd. — Torrance
FR 3-5077 or FR 5-6996

THEATER—DRIVE-IN

HARBOR DRIVE-IN THEATER
Les Weststead, Mgr.
THE PLACE TO TAKE
THE FAMILY
No Baby-Sitting Problem Here
2332 So. Vermont — Torrance
Vermont at Sepulveda — TE 4-5501

TIRES

BAY TIRE SERVICE
Les Elmer, Mgr.
COMPLETE RECAPPING SERVICE
RECAPPING — VULCANIZING
New & Used Tires for
Trucks & Passenger Cars
ONE DAY SERVICE
Factory Seconds
333 S. Sepulveda Blvd.
FR 2-5859 — Manhattan Beach

TRAILERS

MATHEWS TRAILER SALES
New and Used
FLAMINGO — SHASTA — MAYFLOWER
Butane Service — Insurance Service
CLEAN USED TRAILERS
BANK FINANCING
2142 Pacific Coast Hwy. — Lomita
DA 8-2200

TRAVEL SERVICE

TORRANCE INTERNATIONAL TRAVEL SERVICE
—Complete Travel Service—
Call FAIRFAX 8-3462
For Handier Travel Days
Reservations — Information — Hotels
Airline & Steamship Lines
Tours — Cruises — Buses
1625 Cabrillo Ave. — Torrance

TRUCK RENTAL