

# ILLUSTRATED BUSINESS INDEX



### B&H SPORTING RESERVATIONS BUREAU

Finding just the right location for a vacation, hunting, fishing or deep sea fishing trip is an important but worrisome task. B&H Sporting Reservations Bureau has located the best places in California, Alaska, the rest of the United States, Canada, and Mexico for any type of sporting or vacation trip. They make reservations and all other arrangements for you; guides, pack animals, maps, equipment, supplies, etc., at the spot which fits your needs and desires best. For all of this, there is no charge! For help with your next trip, be sure to call B&H Sporting Reservations Bureau, FR 5-2463, between 10 a.m. and 4 p.m. or 5 p.m. and 8 p.m., or stop in to see them at 4150 Pacific Coast Hwy., Torrance. Incidentally, you might be interested in seeing their new lines of Weatherby rifles and Evinrude outboard motors, too. The officers of the organization are: Paul Bursley Jr., president; Dana B. Lemler, vice president; Roland C. Pitzer, secretary-treasurer; and E. B. Ingram Jr., reservations manager.



### GARDENA HEALTH FOOD CENTER

Are you tired, peppy, over-weight or underweight? Have you a diet problem, low sodium, sugar-free or fat-free? Try the health food way, the natural way, to solve your problem. Gardena Health Food Center, 16407 South New Hampshire Ave., Gardena, carries a complete stock of the most wanted and needed health foods. They have healthful breads, fruits, tea, cereals, juices, oils, grains, flours, candies, protein foods and reducing aids. Any item not in stock will be ordered for you immediately. Mrs. Anna Frederick started the Gardena Health Food Center in 1957 because she had to travel to Compton or Los Angeles for health foods for her child. The store has evidently fulfilled a real need for the community, for it has grown steadily. With the foods you need in a convenient location, it is easy to try the health food way. Gardena Health Food Center is located between 164th St. and Gardena Blvd. at 16407 South New Hampshire. You may call DA 3-5117 to order.



### FRED KEN BOAT SALES

A business which grows from "rusty fish hooks and driftwood" into one of the largest small boat dealers in Southern California must be based on sound value to their customers. Ken Sessions and Fred Murin, owners of Fred Ken Boat Sales, 824 West Pacific Coast Hwy., Wilmington, have the largest selection of small boat marine goods and hardware on the West Coast, and they carry paint, resin and fiberglass. They have outboard motors, and build their own boats, too. Ken and Fred can truthfully say that their prices are lower than regular retail prices. An example is their 15-ft. sports runabout. It is all glass, complete with well, windshield, steering gear, chrome hardware, extra heavy duty trailer with dual springs and a 1959 h. p. Scott motor. Normal price is \$1595, but at Fred Ken Boat Sales, the price is just \$1095. They can arrange financing from \$50 up. They are open from 8:30 a. m. to 6 p. m. daily, and 9 a. m. to 5 p. m. on Sunday.

#### ACCOUNTANTS

**J. Don Cowger** — DA 6-2212  
28 Years' Experience  
Formerly Federal and State Auditor  
\* INCOME TAX SERVICE  
\* Public Accountant  
\* Bookkeeping Service  
\* Reasonable Rates  
\* Fully Trained in New Tax Laws  
Open All Year — Even! DA 5-0528  
1891 Pacific Coast Hwy., Lomita

#### ADVERTISING—SIGNS

**AGME SIGN & NEON COMPANY**  
"A Complete Sign Service"  
NOVA-TECH, INC.  
Established Since 1946  
Trucks — Walls — Store Fronts  
Bulletin Boards, Windows — Gold & Silver  
Leaf, Wood & Metal Letters — Banners  
Show Cards — Posters  
New Neon Signs — Maintenance — Repairs  
1088 W. Anaheim St. — TE 4-4507 — Wilmington

#### AIR CONDITIONING

**AL YOUNG HEATING CO.**  
AIR CONDITIONING  
SALES & SERVICE  
\* HOME  
\* OFFICE  
\* FACTORY  
Free Survey — Estimates  
P.H.A. TERMS ARRANGED  
1095 W. Redondo Beach Blvd. — DA 9-3728  
Gardena

#### AIRCRAFT & RADIO

**BILL & DAVE'S RADIO**  
Aircraft Radio Repairing & Installation  
Authorized Dealer for  
NOVA-TECH, INC.  
SALES — INSTALLATION — REPAIR  
Torrance Municipal Airport  
Business — DA 4-0006  
Res., Bill, FR 7-3807 — Dave, FR 2-5187

#### AUTO PAINTING

**DON WALZ**  
PAINT & BODY SHOP  
Expert on:  
\* Body & Fender Work  
\* Custom Painting  
\* Foreign Cars Specialists  
ALL WORK GUARANTEED  
Free Estimates  
1830 W. Carson, Torrance  
Gardena — Faculty 1-0735

#### AUTO PARTS—USED

**BUD'S AUTO WRECKING**  
Bud Hamilton — Owner  
Motors — Transmissions — Rear Ends  
\* Engines — Fenders — Hoods  
& 12 Volt Rebuild Batteries  
Free Pick-up & Delivery  
Cars Bought — Year  
928 E. Carson — TE 5-2494 — Torrance

#### AUTO TRANSMISSION SERVICE

**FRED'S AUTOMATIC TRANSMISSION SERVICE**  
Specializing in Auto Transmissions  
COMPLETE MOTOR SERVICE  
\* Motor Rebuilding  
\* Motor Rebuilding  
\* Motor Exchange  
\* Brake Service  
\* Tune-Up Service  
1601 W. Carson, Torrance  
FA 8-4673

#### AUTO WASHING & POLISHING

**CAMINO CAR WASH**  
Featuring the  
DOUBLE WASH  
25c Off with this Ad  
WASHING — POLISHING  
ALL NEW & MODERN EQUIPMENT  
Large Shades — Pat.  
CRENSHAW at 164th St.

#### AUTOMOTIVE SERVICE

**HOWARD'S AUTOMOTIVE COMPLETE AUTOMOTIVE SERVICE**  
Mechanical Repair  
Body Repair  
Painting  
ALL WORK GUARANTEED  
2301 Redondo Beach Blvd. Redondo  
FR 6-4664

#### BEAUTY SHOP

**ART DE LA COIFFURE**  
For Feminine Beauty  
2943 S. Western Ave. — TE 1-3313  
(Across from Park Western)  
SAN PEDRO

#### COSMETIQUE BEAUTY SALON

Our Platform  
"Beauty is Women's Duty"  
\* A Brief Cut  
\* A New Permanent  
\* Complete Individual Service  
Open 9 a.m. Daily — DA 4-6438  
15504 Crenshaw Blvd., Gardena

#### SUE'S BEAUTY SALON

Formerly the  
MAR-VE BEAUTY SALON  
SPECIALIZING IN PROBLEM HAIR  
COMPLETE BEAUTY SERVICE  
Personal Service by Mary Davis,  
Eve Dumbrouski and Sue Turnage  
Open 9 a.m. - 6 Thurs. 9 a.m. - 9 Eve by Appt.  
1754D Cabrillo — FA 9-0666

#### WILLIE'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 8-3513

#### 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 4-2350  
Wilmington

#### BODY SHOP

**CHUCK'S BODY SHOP**  
Complete Body & Fender Work  
Specializing in CUSTOMIZING  
Insurance Estimates  
No Warranties Since 1946  
Pick Up & Delivery  
4019 W. 122nd St., Torrance  
Cor. 162nd & Pacific  
FR 2-0351 or FR DA 4-8588

#### BLUE PRINTS

**LOMITA BLUE PRINT SERVICE**  
Chester A. Bean Sr., Prop.  
\* Drafting Room Supplies  
\* Engineering Supplies  
\* Architectural Supplies  
\* Photo Copying  
\* Blueprint Tracing Paper  
Pick Up & Delivery Service  
5375 Pacific Coast Hwy. DA 6-7496 Lomita

#### BUILDING MATERIAL

**WILMINGTON LUMBER & PLYWOOD COMPANY**  
Roofing — Material  
— PLWOODS —  
Hardwood Paneling — Marine Plywood  
Hardware — Screens — Sash & Doors  
Windows — Finished Lumber — Holdings  
OPEN SUNDAYS 9 a.m. 'Til 3 p.m.  
645 N. Lagoon — TE 5-5530 — Wilmington

#### BURGER BAR

**RUSSEL'S FROSTY BURGER BAR**  
Delicious Hamburgers  
Hot Dogs — Chili Dogs  
Thick Malt — Floats — Freezes  
ALL FOOD PACKAGED TO TAKE OUT  
Drive-In Service  
1737 W. Lomita Blvd., Lomita  
CALL DA 5-0394

#### 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 4-1629

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**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 a Free Estimate  
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#### CLEANERS

**B & N CLEANERS**  
Personalized Service — Member CDA  
Serving the South Bay Area  
We Operate  
OUR OWN PLANT  
PICK UP & DELIVERY  
5 Trucks to Serve You  
2729 E. Carson — Dominguez  
TE 4-7940

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EXPERT KNOT BLOCKING  
Blankets — Drapes  
COMPLETE LAUNDRY SERVICE  
Free Pick-up & Delivery  
SAME DAY SERVICE  
3647 Pacific Coast Hwy.  
Waltoria — Call FR 5-6588

#### CONCRETE—READY MIXED

**READY MIXED CONCRETE**  
FROM A YARD TO A YARDFUL  
CONTRACTORS & HOME OWNERS  
Immediate Delivery  
For Free Estimates FR 9-2216  
GREENE'S READY-MIXED CONCRETE CO.  
20407 Hawthorne Ave., Torrance

#### CONTRACTORS—BUILDING

**JAHN CONSTRUCTION CO.**  
General Contractor  
"YOU SPECIFY WE SATISFY"  
\* Residential  
\* Commercial  
\* Industrial  
"On Your List of Contract"  
150% Financing  
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#### CONTRACTOR—PAVING

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

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RESIDENTIAL & COMMERCIAL  
\* Sewers  
\* Trenching  
\* Cesspools  
\* Septic Tanks  
1406 HICKORY AVE., TORRANCE  
FA 8-0153 or FR 2-0319

#### DOORS—GARAGE

**FRED'S OVERHEAD GARAGE DOOR SERVICE**  
Overhead Garage Doors  
New or Old Garages  
Redwood — Aluminum — Plywood Etc.  
All Work Guaranteed  
I Do My Own Work  
Repairs & Adjustments  
FR 4-1896 or PL 3-1617

#### DRAPERIES

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

#### CUSTOM SHOP

Custom Made  
Draperies — Upholstery  
Re-Upholstering  
Free Estimates  
1544 W. Carson St. in the Carson Plaza  
Phone FA 8-8818

#### ELECTRICAL—CONTRACTORS

**FRANK MCGINLEY ELECTRIC CO.**  
Industrial — Commercial — Residential  
Maintenance Contracts  
Lighting Fixtures  
Fluorescent — Incandescent  
Serving Entire Harbor Area  
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**HEATH ESCROW CO.**  
Quick — Efficient — Competent  
Plywood  
Free Loan Appraisal Service  
1st and 2nd Trust Deed Financing  
Buy & Sell 2nd TD's  
All Employees Bonded  
Notary Public  
1828 Crenshaw — Torrance  
Call FA 8-8353

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**ATLAS FABRICATED FENCES**  
Industrial — Residential  
\* REDWOOD  
\* BLOCK  
\* P.H.A. TERMS  
100% Galvanized Chain Link Fences  
No Rust — No Painting — No Up Keep  
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New Floors Installed  
Old Floors Refinished  
Flooring — Laying — Sanding  
Lignum & Card's  
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**FLOWERLAND**  
LIL VAUGHN and JOYCE  
Since 1924  
Artistic  
FUNERAL FLOWERS  
CHRYSE  
We Wire Flowers Anywhere  
Free Delivery  
Open 7 Days a Week 'Til 8 p.m.  
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**L&M VELICKY—IMPORTERS**  
of Art Crystal & Ceramic  
Glasses — Vases — Bowls — Trays  
Lenses — Candle Holders — Ash Trays  
Having a Wedding or Party?  
We Rent Table Accessories  
Free Gift Wrapping & Delivery  
10% Discount with this Ad  
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**REID HEATING & AIR CONDITIONING CO.**  
Residential — Commercial — Industrial  
Heating & Air Conditioning  
for  
New & Existing Buildings  
3418 REDONDO BEACH BLVD.  
Torrance — DA 3-7207

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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  
16407 S. New Hampshire Ave.  
Gardena — Davis 3-5177

#### INSURANCE

**FARMER'S INSURANCE GROUP**  
Floyd Lee — B. B. (Red) Bowden  
Auto — Life — Fire — Truck  
GENERAL LIABILITY  
Fast, Fair Claims Payment  
Friendly, Courteous, Helpful Agents  
1702 S. Elena St. — FR 8-1533  
Hollywood Riviera

#### JEWELERS

**HOWARD JEWELERS**  
Serving Torrance and the  
Harbor Area Since 1926  
Omega Watches — CROTON  
ELGIN — BULOVA — CROTON  
Orange Blossom Diamonds  
Special Design & Setting  
Black Hills Gold Jewelry  
S&H GREEN STAMPS  
1803 Cabrillo Ave. — FA 8-7124

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**SOUTH BAY MAILING SERVICE**  
Complete Mailing Service  
\* Direct Mail  
\* Private List Maintenance  
\* Industrial Lists  
\* Inserting  
\* Enclosing — Sealing  
For Information Call  
FA 8-1924  
1733 Border — Torrance

#### LUBRICATION—COMMERCIAL

**WALT'S LUBE MOBILE**  
PORTABLE LUBRICATION  
\* Featurig  
\* Sta-Clean Products  
Complete Lubrication of all  
GAS — DIESEL TRUCKS  
Sat. and Sun. Lubrication  
19433 Sturges Dr., Torrance  
FR 9-1065

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22631 Hawthorne Blvd. — Torrance  
\* Hard & Soft Moldings  
\* Select Hardwood Lumber  
\* Cabinet Hardware  
\* Sherwin-Williams Paints  
\* Wall Paneling  
"Be a Handy Man — Do It Yourself!"  
9 Blks. North of Pacific Ct. Hwy. — Waltoria  
FR 5-1566

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"Coast to Coast"  
NEW & USED BUILDING MATERIALS  
\* Windows — Doors  
\* Windows — Brick  
\* Plumbing Fixtures  
Demolition Contractors  
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Torrance — TE 5-3152  
(1 Blk. So. of Carson)

#### MAINTENANCE SERVICE

**SOUTH BAY MAINTENANCE**  
Windows, Floors, Walls, Rust  
Commercial Offices — Medical Buildings  
Licensed, Bonded, Insured  
24-Hour Service  
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**EL RANCHO MOTEL**  
At and Rest, Staffed, Mar.  
QUIET & RESTFUL  
\* DELUXE UNITS  
\* FAMILY SUITS  
\* SINGLES & DOUBLES  
Beautiful Beds  
Free TV & Hi-Fi  
Room Phones  
2315 Pacific Coast Hwy.  
DA 8-8530 — Torrance

#### MOTOR SCOOTERS

**LAMBRETTA**  
SALES & SERVICE  
Over 100 Miles Per Gal. Up to 30 M.P.H.  
Authorized Dealer for  
CUSHMAN MUSTANG  
GLENN'S CYCLE SHOP  
739 N. Pacific, Redondo Beach  
FR 9-3988

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**TORRANCE PAINT & FLOOR COVERING**  
Featuring  
SPREAD SATIN — GLIDDEN  
FULLER PAINTS  
Composition — Shingle Flat  
Wood Shingle & Shake  
Built-up Roofs — Rock  
Sliding — Insulation — Tile  
Reasonable Prices — Guaranteed  
24410 Crenshaw Blvd. — DA 6-3840 — Torrance

#### PAINTING AND DECORATING

There's No Place Like Home.  
Protect and Beautify It With  
PAINT AND PAPER  
Call us for free estimates on  
all your painting needs  
CARL SPURGEON  
DA 6-8181

#### PLUMBING

**BRACY'S PLUMBING SERVICE**  
Emergency Service  
"QUALITY WORK ALWAYS"  
Water Heaters — Bathroom Supplies  
\* FRESH FISH  
\* Repairs & Remodeling  
Sewer Drain Cleaning Equipment  
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FR 9-3311 or FR 9-2787

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**ANDY'S REFRIGERATION**  
Serving South Bay Area Since 1948  
24 HOUR EMERGENCY SERVICE  
Commercial — Domestic  
On All Makes and Models  
ALL WORK GUARANTEED  
2113 Torrance Blvd. — FA 8-3843  
SHORT ORDERS  
1644 Wilmington Blvd. — TE 5-2849

#### RESTAURANTS

**FISH PEDDLERS**  
THE FINEST IN SEA FOODS  
TAKE-OUT ONLY  
\* FRESH FISH  
\* FISH DINNERS  
\* SHORT ORDERS  
CALL FR 8-2862 and  
We Will Have It Ready to Go in 15 Minutes  
1763 So. Elena Ave. — Hollywood Riviera

#### HUFF'S COFFEE SHOPS

Open 24 Hours  
Breakfast — Lunch — Dinners  
FEATURING  
SEA FOOD  
Shrimp — Scallops — Halibut  
2125 Torrance Blvd. — Torrance  
FA 8-8463

#### PISCIOTTA PIZZA

Delicious Italian Food  
Featuring  
All Home-Made PIZZA  
EAT HERE — TAKE OUT  
Ravioli  
Lasagna  
Soppressetti  
Open 11-10, Fri. & Sat. 'Til Midnight  
Closed Tuesdays & 3  
1402 W. Carson — Torrance — FA 0-0031

#### EAT WITH CHARLEY

1625 CARRILLO, DOWNTOWN TORRANCE  
Is Only Minutes Away  
CHUCKWAGON DINNER  
PRIME RIBS OF BEEF  
FRIED CHICKEN  
BARBECUE SHORT RIBS  
SALADS GALORE  
ALL YOU CAN EAT . . . . \$1.78

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"Where Your Hawaiian Holiday  
Is Only Minutes Away"  
ISLAND SPECIALTIES  
EXOTIC FOOD  
TROPICAL DRINKS  
ISLAND MUSIC  
3901 Pacific Coast Hwy. — FR 8-1247  
At the Foot of Palms Verdes Hills

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Pete & 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

FINE CHINESE FOOD TO TAKE OUT  
Lunch, Dinner or a La Carte  
No Tip — No Tax  
Let Our Famous Hong Kone Chef  
Help Plan Your Parties  
Daily 12 Noon to 9 p.m.  
Closed Monday  
1819 S. Catalina Redondo Beach  
Save Time — Call FR 8-1590

#### RESTAURANT—CHINESE

**YOUNG SING CHINESE RESTAURANT**  
Gardena's Newest and Most  
Modern Chinese Restaurant  
Featuring  
THE FINEST CHINESE FOOD  
"Order to Take Out"  
1632 South Vermont Ave.  
Gardena — DA 4-0601

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Residential Commercial  
NEW — REPAIRS  
ALL TYPES AND BRANDS  
Composition — Shingle Flat  
Wood Shingle & Shake  
Built-up Roofs — Rock  
Sliding — Insulation — Tile  
Reasonable Prices — Guaranteed  
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**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"  
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CIRCLE SAWS — HAND SAWS  
Machine Sharpening  
LAWN MOWERS — HAND OR POWER  
SALES & SERVICE  
Large Selection of Bicycles  
GARDEN SUPPLIES  
21138 So. Vermont — Torrance  
FA 0-0710

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**HARBOR BEAUTY COLLEGE**  
Teacher Training  
Franchised to teach the  
FULL BEAUTY COURSE  
COMER AND DORAN method of hair styling  
Nominal Tuition — Budget Terms  
FREE LIFETIME PLACEMENT IN SHOPS  
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\* PERSONALIZED INSTRUCTION  
\* EASY TERMS  
Rentals — Scenic Rides  
DA 8-8550  
3102 Pacific Coast Hwy. — Torrance

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DOORS & WINDOWS  
SCREENS  
Fiberglass Wire  
Aluminum Frames  
CREDIT TERMS  
Free Estimates  
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Lawndale — FR 4-3607

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With This Ad 40c  
Tune-ups — Brake Service  
Expert Lubrication  
Battery & Starter Work  
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#### SPORTING RESERVATIONS

**B & H OUTING & SPORTING RESERVATIONS BUREAU**  
HUNTING \* FISHING \* VACATIONS  
U.S.A. — Canada — Mexico — Alaska  
Guides — Pack Animals — Insurance Service  
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 8-2463

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DISCOVER NEW VALUES  
Authorized Dealer  
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Service on All Makes  
We Service What We Sell  
Same Day Service — Call Before 4 p.m.  
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Les Westweld, Mgr.  
THE PLACE  
TO TAKE  
THE FAMILY  
No Baby-Sitting Problem Here  
2322 So. Vermont — Torrance  
Vermont at Sealbeach — TE 4-8501

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COMPLETE RECAPING SERVICE  
RECAPPING — VULCANIZING  
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ONE DAY SERVICE  
Factory Seconds  
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FR 2-5855 — Manhattan Beach

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