

ILLUSTRATED BUSINESS INDEX



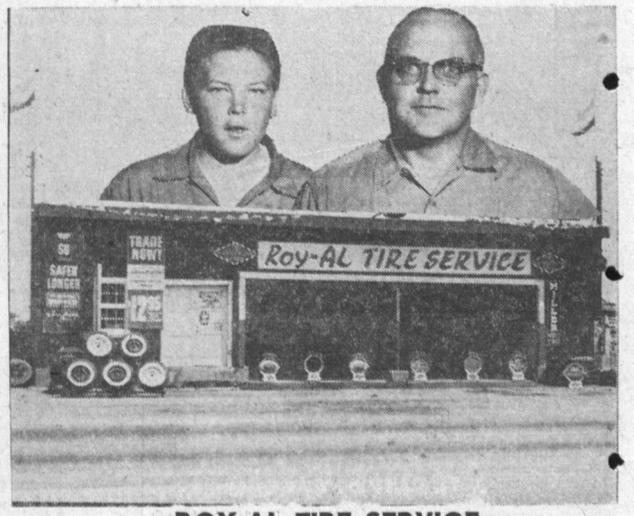
LENA'S PIZZERIA

The thought of rich simmering sauce and the aroma of a real Italian dinner is enough to make the family go out in search of a good Italian restaurant. But they needn't go far for anything they might desire in Italian cooking. Lena's Pizzeria, 1949 Pacific Coast Hwy., Lomita, serves everything in the Italian line from antipasta right down to espresso coffee and spumoni, and it is delicious! They serve spaghetti with a wide variety of sauces—meat sauce, mushroom sauce, sausage or clams. Then there is ravioli in all forms, and baked lasagna to make your mouth water. The pizza selection is out of this world—cheese, sausage, meat balls and cheese, anchovies and cheese, pepperoni and cheese, green peppers and cheese, mushrooms and cheese and many more. Pizza can be ordered to go. For lunch, they have special Italian sandwiches or any other short orders. Roland R. Newell and Nicholas Luciano are proud to announce that The Wonder Bar, specializing in cold draught beer in frosty glasses, is now open, right next to the dining room. Next time you yearn for some excellent Italian cooking, head for Lena's Pizzeria, 1949 Pacific Coast Hwy., Lomita.



AL SENTI LUBRICATION CENTER

A dependable service center for your car is extremely important in this area where we rely so heavily on our automobiles. Al Senti Lubrication Center, 5230 Sepulveda, Torrance, is equipped to do any kind of servicing which will keep your car in tip-top shape. They do lubrications and oil changes. They do tune-ups, service the brakes, and balance the wheels. To make it even easier, they offer free pick-up and delivery service, or if you get stuck out on the road some place in this area, Al Senti, owner of the service center, or one of his staff of four, will come out and help you on the spot. Of course, they have tires, tubes, batteries, and all of the other accessories you need. Al Senti offers fine Standard Oil products, Chevron gasoline and oil to keep your car purring contentedly. Al Senti's Lubrication Center is open from 6:30 a.m. to 9 p.m., seven days a week to serve you. Perhaps you have met Al at Little League games. He has sponsored the White Sox Little League team for three years now. Al Senti is a member of the Chamber of Commerce. Stop in today and get acquainted with him and his staff at 5230 Sepulveda. For special help, just call FR 5-7515.



ROY-AL TIRE SERVICE

Vacation trips, weekend jaunts, and picnic trips are almost behind us now, and the rainy season just ahead. Time to take a good look at the tires and see just which ones need replacing. Roy-Al Tire Service, 18320 S. Western Avenue, Gardena, is the place to go to replace those worn-out tires. Roy-Al Tire Service, owned by Roy Snow and David Snow, is an authorized Goodyear and Miller Tires dealership. Roy-Al stocks tires of all sizes for automobiles and light commercial. "Where there's the wholesale price" is the motto at Roy-Al, so remember the name and address even if you don't need tires right now. In addition to selling new tires, Roy-Al Tire Service does re-treading and re-capping, so maybe you can even salvage the tires you have now for some extra wear. Slicks and tubes for go-carts or small gas race cars are available now at Roy-Al. Exide batteries are available at Roy-Al, too. Keep this name and address in mind, Roy-Al Tires, 18320 S. Western Ave., Gardena, or call DA 4-7579.

Auto Body Shop

Casualty Auto Reconstruction

Complete Auto Collision Repairing
 • Expert Workmanship
 • Fast Service
 • Low Rates

Reliable Loan Cars • Free Estimates • Complete Auto Painting

3213 BORDER AVE., TORRANCE FA 8-3712

Blue Printers

Southwest Blue Print Co.

PHOTOGRAPHIC REPRODUCTIONS
 Direct Prints • Offset Printing
 Photostats
 Drafting and Engineering Supplies

1609 BORDER AVE., TORRANCE FA 8-5800

Certified Welding

Atom Precision Products

Certified by Air Force and Navy for
 • HELI-ARC
 • ARC WELDING
 • GAS WELDING
 • ASME PRESSURE VESSEL

1620 ENGRACIA AVENUE TORRANCE SP 5-1834

Gunsmiths

Whitney's Gun Shop

CUSTOM MADE GUNS
 Blueing • Repairing • Gunsmithing
 Unfinished Gun Stocks
 Sporting Goods • New and Used Guns

2645 EAST CARSON, LONG BEACH TE 5-2891

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
 1644 WILMINGTON BLVD. TE 5-2669

School

Calvary Baptist Elementary School

Your Child's Education Is His Future!
 Enroll Now
 1st—Through 6th Grade
 CALL DA 4-0253

2818 MANHATTAN BEACH BL., GARDENA

Torrance Auto Body Shop

(Formerly All-American Body Shop)
 • New, Modern, Up-to-Date Shop
 • Domestic and Sport Cars
 • Custom Painting
 • Complete Body Repairs
 • Free Estimates

Loan Cars Available Without Charge

1764 WEST CARSON, TORRANCE FA 8-9080

Boats

Curley's Boats

"THE HOME OF THE SAILBOAT"
 Specializing
 Custom-Built Outboards
 Ski Boats
 Marine Paint, Hardware and Parts

Largest Line of Sailboats in the Harbor Area

7812 HAWTHORNE BLVD., TORRANCE FR 2-5388

Cleaners

B & N Cleaners

Personalized Service—Member CDA
 Serving the South Bay Area
 WE OPERATE OUR OWN PLANT
 PICKUP AND DELIVERY
 5 Trucks to Serve You

2729 EAST CARSON, DOMINGUEZ TE 4-7940

Hardware

AA-1 Hardware

Your Friendly Neighborhood Hardware
 AA-1 HARDWARE

1530 WEST CARSON ST. TORRANCE FA 8-1884

Restaurant

Chan's

FINE CHINESE FOOD TO TAKE OUT
 Lunch—Dinner or A La Carte
 Let Our Famous Hong Kong Chef Help Plan Your Parties

Daily, 12 Noon to 9 p. m.—Closed Monday

1819 SOUTH CATALINA REDONDO BEACH
 Save Time—Call FR 5-1590

School—Beauty Culture

Flavio College of Beauty

For Beginners — Intermediates
 Seniors — Brush-Up
 Manicure
 • Advance Hair Styling
 • Tires — Batteries

1628 CRAVENS AVE., DOWNTOWN TORRANCE FA 8-0484

Auto—Foreign—Service

"The Pit"

John Harrison Frank McCully, Prop.
 For Personal Service
 Foreign and Domestic Car Clinic
 Repair by Skilled Licensed Mechanics
 Parts — Accessories — Lubrication

7004 MEYER LANE REDONDO BEACH FR 4-3997

Fred Ken Sporting Goods

Boat Center for the Harbor Area
 Featuring
 FIBERGLAS BOATS
 Sales — Service — Parts

Complete Line of Marine Hardware

824 WEST PACIFIC COAST HWY. WILMINGTON TE 4-2350

Contractor—Building

Hyde Park Construction Co.

Inc.
 All Types of Construction
 ON YOUR LOT BUILDERS
 RESIDENTIAL • COMMERCIAL

100% Financing (In Most Cases)—Free Estimates

18506 HAWTHORNE BLVD., TORRANCE FR 6-6066

Janitor Service

Quick 'N' Clean

MAINTENANCE SERVICE
 Licensed and Insured
 • GENERAL CLEANING
 • FLOOR MAINTENANCE
 • WINDOW CLEANING

By Day, Week or Month—Bonded and Insured
 CALL TE 4-5904

Restaurant & Cocktail Bar

Golden Arms

Your Host: The Mumpolo's
 New, Beautifully Decorated
 LUNCHEONS—DINNERS—COCKTAILS
 Bert Rawk Trio—Dancing Nightly
 Fashion Shows Monday Noon
 Entertainment Nightly—Banquet and Party Rooms

2450 CRENSHAW BLVD., TORRANCE DA 5-1191

Service Station

Civic Center Service

Under New Management
 Safety Check Lubrication
 F. H. "Bud" DOBINS, Prop.
 Tires — Batteries
 Gas — Oil
 Accessories

Courtesy to Commercial Accounts

3401 TORRANCE BLVD., TORRANCE FR 4-4384

Auto Repairs

R. C. Williams Garage

24-Hour Emergency Service
 • Auto and Truck Repairing
 • Towing
 • Transmissions, Etc.
 • Motor, Rebuilding
 • Welding

Radio Dispatched Wreckers

1465 BORDER AVE., TORRANCE FA 8-4174

Boat Builders

Schiada Boats

CUSTOM BOAT BUILDERS
 MANDELLA-TYPE
 15-ft. All-Mahogany Deck Outboard Ski Boat
 Only Grade AA Plywood Used
 Factory Direct to You
 Financing Available

17914 S. Hobart Ave. GARDENA DA 3-5280

Contractor—Masonry

B & H Masonry Contractors

Residential—Commercial
 • FIREPLACES
 • BLOCK WALLS
 • PATIOS

All Work Guaranteed—Free Estimates
 100% Financing

134 WEST CARSON ST., TORRANCE TE 5-9832

Medical Clinic

Hillside Medical Clinic

Doctor in Attendance 24 Hours
 MEDICAL — SURGICAL — MATERNITY
 Complete Emergency Service
 Pre-employment Physical Examinations
 Workman Compensation Cases
 X-Ray

26309 SOUTH WESTERN AVE. LOMITA PHONE DA 6-4625

Mufflers

Johnny's Custom Muffler Service

Exclusive Distributor for Mitchell Mufflers
 Sales—Service—Repairs for All Makes and Models
 15-MINUTE SERVICE
 Diets — Headers — Exhaust Pipes
 All Work Guaranteed

1213 ENGRACIA AVE., TORRANCE FA 8-5564

Swimming Pools

Sun-Lite Pools

NEW TYPE POOL CONSTRUCTION
 Requires One-fourth Normal Maintenance
 Permanent interior finish—never needs refinishing
 New heating unit cuts costs
 All sizes and shapes—beginning at \$1395
 Full Line of Accessory Equipment

244 EAST CARSON ST. TORRANCE TE 4-0024

Auto—Used Cars

King's Men Auto Sales

"Cars Fit for a King"
 HEADQUARTERS FOR SAFE BUY USED CARS
 B & G Values—Low Prices
 No Money Down on Approved Credit

23640 HAWTHORNE BLVD., TORRANCE FRONTIER 8-3020

Brakes

Virgel's Frame & Wheel Alignment Service

Brake Specialists
 Best Equipped Shop on the West Coast
 Brake Refining—Tire Truing—Wheel Alignment
 Drum Truing—Frame Straightening—Wheel Balancing
 Authorized Bear Service
 Completely Modern—No Waiting

1750 CARSON AVE., TORRANCE FA 8-6156

Doughnuts

The Golden Donut

Open 24 Hours Every Day
 22 VARIETIES • DELICIOUS DONUTS
 Highest Quality—Finest Ingredients
 Used in Our Special Process
 Catering:
 • Churches • Clubs • Schools
 on a Wholesale Basis

1959 WEST CARSON TORRANCE FA 8-9623

Music Instruction

Mel-o-Dee Music Center

SPECIALIZED GUITAR INSTRUCTION
 Spanish and Steel
 Slim Edwards, Instructor
 Also Violin, Piano and Others
 MUSICAL INSTRUMENTS OF ALL KINDS

21164 WESTERN AVE. TORRANCE PHONE FA 8-0915

Nursery

Ladera Garden Shop

COMPLETE GARDEN SUPPLIES
 Personalized Landscaping
 Sprinkler Systems Installed
 Closed Tuesdays
 Member California Association of Nurserymen

24234 CRENSHAW BLVD. TORRANCE DA 4-4116

Tires

Roy-Al Tire Service

GOODYEAR DEALER
 Passenger Car and Truck Tires
 Retreading and Recapping—New and Retread Tires
 Exide Batteries

18320 SOUTH WESTERN AVE. GARDENA DA 4-7579

Awnings

Kool Metal Awning & Canvas Co.

Residential—Commercial
 SCREEN DOORS • PATIO COVERS
 PATIO FURNITURE • TRAILER AWNINGS
 Free Estimates—No Obligation
 Canvas Work Done on Premises

1424 PACIFIC COAST HIGHWAY, HARBOR CITY PHONE DA 4-8957

Building Material

Avalon Builders Supply

WE HAVE MOVED
 Lumber • Hardware • Millwork
 Plumbing and Electrical Supplies
 Sand—Gravel—Cement

2521 EAST CARSON ST. (Across from Dominguez Water Co.) TORRANCE TE 4-5345—TE 4-3624

Fertilizer

Gardena Fertilizer Co.

F. H. Franco, Prop.
 16 Years in Torrance
 FINEST STEER AND DAIRY FERTILIZER
 3 Bags for \$1.00 (2 cu. ft. basis)
 Delivery or Pickup by Yard or Sack

19202 SOUTH NORMANDIE TORRANCE PHONE DA 4-7406

Nursery

Ladera Garden Shop

COMPLETE GARDEN SUPPLIES
 Personalized Landscaping
 Sprinkler Systems Installed
 Closed Tuesdays
 Member California Association of Nurserymen

24234 CRENSHAW BLVD. TORRANCE DA 4-4116

Rug Cleaners

Byrd Rug & Upholstery Cleaners

18 Years in South Bay Area
 • Serging and Binding
 • Sewing and Repairing
 • All Work Guaranteed

Specializing in Wall-to-Wall Carpet Cleaning
 Low Prices on Cash and Carry
 S&H Green Stamps

1931 WEST ARTESIA BLVD. GARDENA
 Pick-up and Delivery—FR 2-5163

Trailers

George Fry Trailer Sales

New and Used
 Mayflower — Plymouth — Kenkitt
 Traveler — Shasta
 CLEAN USED TRAILERS
 Bank Financing • Buane Service

3143 PACIFIC COAST HIGHWAY LOMITA PHONE DA 6-2380

Beauty Shop

Lovely Lady Beauty Salon

Expert Beauticians
 • Permanent Waves
 • Cold Waving
 • Hair Styling
 • Hair Tinting
 • Bleaching

206 TORRANCE BLVD. REDONDO BEACH
 1/2 Block West of Pacific Coast Hwy.—FR 2-2494

Torrance Building Materials

Do-It-Yourself Materials
 Plumbing and Electrical Supplies
 Masonry Tools • Lawn Curb • Flagstone
 Stepping Stones • Slate • Brick Wall Caps
 Concrete Blocks

20703 HAWTHORNE BLVD., TORRANCE FR 8-8813

Food—Drive-In

A & W Root Beer Drive-In

Featuring A&W Root Beer, Burgers, Hot Dogs,
 Pastami, Shrimp, Plate, Chili Dogs,
 Malts, Floats, Sundaes
 Drive-In Parking Available
 Open 11 a. m. to 12 p. m.
 Friday and Saturday, 11 a. m. to 2 a. m.

21721 WESTERN AVE. TORRANCE FA 8-9686

Organ—Pianos

Nikl Music Studios

Arnold R. Nikl, M. M., Director
 ORGANS—PIANOS
 Headquarters for Conn Organs
 GULBRANSEN PIANOS
 Free Lessons • No Obligation
 Easy Terms—36 Months to Pay

1019 SOUTH PACIFIC AVE. SAN PEDRO PHONE TE 1-3445

Sanitarium

Bay Crest Sanitarium and Convalescent Hospital

Post Operative — Geriatrics
 Cardia — Senile — Orthopaedic
 Convalescent Stroke Patients
 South Bay's Newest and Most Modern Sanitarium

3730 GARNET ST., HAWTHORNE BL. AT 266TH ST. TORRANCE. FR 2-8481

Transmissions

Gardena Service Center

AUTOMATIC TRANSMISSION SPECIALISTS
 Complete Auto Repairs—Complete Brake Service
 Welding and Lath Work
 FREE BRAKE CHECK AND ADJUSTMENT
 WITH THIS AD

14318 SOUTH WESTERN AVE. GARDENA PHONE DA 4-3782

Muryann's Beauty Cottage

COMPLETE BEAUTY SERVICE
 • Hair Cutting
 • Shampooing
 • Permanent Waving
 • Manicuring
 • Eyelash and Eyebrow Tinting

34051 OCEAN AVE., WALTERIA CALL FR 5-2895

Wilmington Lumber & Plywood Company

ROOFING MATERIAL—PLYWOOD
 Hardwood Paneling • Marine Plywood
 Hardware • Screens • Sash and Doors
 Windows • Finished Lumber • Moldings

OPEN SUNDAYS 9 A. M. 'TIL 3 P. M.
 645 NORTH LAGOON — TE 5-5530 — WILMINGTON

Floor Covering

K & W Floor Covering

Featuring Leading Brands
 • CARPETS • LINOLEUM • FORMICA
 • RUBBER • ASPHALT TILE
 Work Done by Experts
 Free Estimates

2150 PACIFIC COAST HIGHWAY LOMITA PHONE DA 6-7480

Plumbers

Willard J. Albert Plumbing

Residential • Commercial
 Repairing—Remodeling • Sales—Service
 All Makes of Water Heaters
 Plumbing Supplies
 Open 7 Days a Week

2217 BORDER AVE., TORRANCE FA 8-0950

Saw Sharpening

Ye Olde Saw & Mower Shop

"If It Cuts, We Sharpen It"
 3 and 4-Cycle Engine Repairs
 Grinding and Sharpening of All Types of Saws
 Lawnmower Sharpening
 APPLIANCE FIX-IT SHOP
 Lamps • Toasters • Irons

24532 HAWTHORNE BLVD. WALTERIA CALL FR 5-3337

Truck Rental

Avalon U Drive

LIFTGATES — VANS — PICKUPS
 STAKES—DUMPS
 Mostly All New • 1/2 to 10-Ton
 Dollies and Pads Available
 Rates: Hour—Day—Week or Month
 Special Out-of-State Rates

21425 SOUTH AVON BLVD. WILMINGTON TE 4-6657—Open Sundays

Royal Beauty Shoppe

Royal F. McDermott, Prop.
 COMPLETE BEAUTY CULTURE
 • Hair Cutting
 • Permanent Waving
 • Hair Styling
 • Manicuring

Call DA 4-4608 for Appointment
 18425 PACIFIC COAST HIGHWAY LOMITA

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 a Free Estimate

531 WEST 7TH ST., SAN PEDRO TE 1-1135

Gas Station

Al Senti Lubrication Center

FREE PICK-UP AND DELIVERY
 • Wheel Balancing
 • Road Service
 • Tune-ups
 • Brake Service

Lubrication—Tires—Batteries
 Open 6:30 a. m. to 9 p. m. 7 Days

5230 SEPULVEDA BLVD. TORRANCE FR 5-7515

Radiator Repair

Arv's Radiator Shop

Complete Radiator Service
 • Cleaned
 • Rod-outs
 • Repairing
 • Rebuilding
 • Recoring

18104 PRAIRIE AVE. TORRANCE PHONE FR 4-0430

Upholstery

Gossett Upholstery and Maple Shop

CUSTOM UPHOLSTERY AT REASONABLE PRICES
 We Do Expert Upholstering and Reupholstering
 BUDGET TERMS—FREE ESTIMATES

14525 SOUTH WESTERN AVE. GARDENA PHONE DA 3-1788

Upholstery

Gossett Upholstery and Maple Shop

CUSTOM UPHOLSTERY AT REASONABLE PRICES
 We Do Expert Upholstering and Reupholstering
 BUDGET TERMS—FREE ESTIMATES

14525 SOUTH WESTERN AVE. GARDENA PHONE DA 3-1788