

# Spotlight on Personalities

## Paramount Builder Supply Growing

Playing an active and progressive role in the growth of South Bay has been Paramount Builders Supply and Nursery whose store at 3437 Torrance Boulevard is stocked with a comprehensive selection of building materials.

Paramount supplies home owners and contractors alike and whether the need be a can of Pittsburgh paint or materials to build an entire house, the customer receives conscientious and accommodating service. The nursery department is equally well stocked and the resident with a "Green Thumb" will find he can meet all his needs by shopping at Paramount.

Business at Paramount Builders Supply & Nursery has been built gradually over the years on the precept of offering top quality

merchandise at competitive prices and in backing each transaction with integrity and honesty. Public acceptance of this creed is best seen in the large volume of business Paramount enjoys today.

Heading this firm up the ladder to leadership is Paramount's president, Jack Phillips. Mr. Phillips deserves praise for his business capabilities. Equally as important are the contributions he has made to the community. His activities in Chamber of Commerce work, with the Torrance Mounted Police, with civic and service groups and his many contributions to programs aimed toward benefiting the youth of Torrance mark him as an outstanding individual and important member of our community.



JACK PHILLIPS

## Maple Mirror Salton Gets Newer, Larger Quarters



SHIRLEY CRAWFORD

Recently relocated at new and larger quarters at 263 East Carson, Maple Mirror Beauty Salon is a good example of progressive Torrance business and professional growth.

Owner Shirley Crawford has tastefully decorated and furnished her new salon and by providing every convenience and comfort for her clients, it is expected that her patronage will continue its steady increase.

Shirley Crawford has long enjoyed a reputation as one of the Bay area's leading beauty technicians and has proved herself versatile in

styling the hair to best suit individual personality and facial characteristics.

Operators at Maple Mirror are adept in every phase of beauty work from styling to tinting and permanent waving.

Maple Mirror Beauty Salon has won its reputation and wide following through a policy aimed at complete customer satisfaction and accommodating service.

It is with pleasure that we salute Shirley Crawford and Maple Mirror as the prominent position that this beauty salon occupies in Torrance.

## Sovereign Development Add Tract

A development firm that has won approval as well as a wide degree of public laudation is Sovereign Development Company with offices at the site of their present project at 3300 Carson near the Del Amo Shopping Center. From a modest beginning five years ago, Sovereign has grown to become one of the more dynamic land developers in Southern California and has to its credit some very noteworthy residential and commercial structures. Their new Del Amo Pacific subdivision combines these years of outstanding planning to make this community of cooperatively owned apartments a classic example of modern luxury living. Each unit is well-planned with a variety of conveniences that can only be appreciated by a personal examination of the display models. Mrs. Mildred Kaunas, associate to Sovereign's president, R. D. Keillor, has been the project manager and coordinator of Del Amo Pacific, and has been doing an outstanding job in this capacity.

The presence of Sovereign Development in Torrance is of inestimable importance to the community, for as this firm continues to rise in stature, it is certain to continue

the many fine contributions toward better and more utilitarian and attractive housing. Keillor has demonstrated that he would take a back seat to no developer and in so doing has welded an outstanding land development firm that reflects much credit upon his capabilities. He is additionally a civic-minded citizen who may be depended on to contribute of his time and energies to anything of a worthwhile community betterment and as such has become one of the more valued members of the Torrance community. For these reasons we are pleased to single out R. D. Keillor and Sovereign Development Company for public tribute



R. D. KEILLOR

and to wish for a continued success for this outstanding developer.

## Kenny's Nursery Beautifies Garden

Enthusiasm, imagination, and a capacity for hard work are the ingredients that Kenny Uyeda has combined to make a success of Kenny's Nursery at 18335 S. Western Ave., during seven years of growth and progress.

Kenny's does a wholesale and retail business and is noted for the healthy nursery stock as well as for advice, guidance and plant planning services offered.

One of the major propagators and suppliers of nursery stock, Kenny's has done much to make the South Bay area the attractive metropolis that it is today and stands ever ready to aid in the embellishment of any garden, whether residential, commercial or industrial.

As the business has prospered, Mr. Uyeda has found more and more time to devote to community affairs, and he has become particularly active in Chamber of Commerce activities, having served as a director for that organization the past three years.

He has also served on the Planning Committee and has devoted much time to North Torrance Lions Club.

Kenny Uyeda has demonstrated qualities of leadership, both in business affairs and in the role of a private citizen.



KENNY UYEDA

# LEONARDS

# SALE

## 4 BIG THURSDAY-FRIDAY-S

**DELUXE ALUMINUM SCREEN DOORS**

Air cushion closer included along with all necessary hardware such as knob, latch, etc. Won't corrode or rust.

\$19.95 Value **\$7.77**

Housewares Dept.

**SPECIAL PURCHASE! CASUAL JACKETS**

Excellent quality men's casual jackets in a vast array of styles and colors to choose from. Sizes 34-44.

Values to \$22.95 **\$7.77**

MEN'S-BOYS' DEPT.

**MENS QUALITY SPORT SHIRTS**

Sport shirts by the hundred. Every color and style conceivable. Wash 'n' wear in part wool.

Values to \$29.95 **\$2.96**

MEN'S-BOYS' DEPT.

**DEPENDABLE ZIPPO LIGHTER**

Genuine Zippo lighters reduced to a fraction of the regular cost for this Sale. It's the most dependable lighter you can buy!

\$3.50 Value **\$1.88**

JEWELRY DEPT.

**MENS 8 1/2 OZ. WORK PANTS**

Your choice of khaki or gray in heavy duty Big, extra weight. Sanitized. Sizes 38-42 waist.

\$3.98 Value **\$2.99**

MEN'S-BOYS' DEPT.

**SKIN DIVERS SKUBA X WATCH**

At last! A watch designed especially for skin divers!

\$24.95 Value **\$10.88**

JEWELRY DEPT.

**FEATURING THE "LIVELY ONES" "SURFIN" L.P. Albums**

Your choice of "Surf Hits," "Surf City," "Surf Riders" and "Surf Drum." All popular surf hits reduced! (Mon.)

\$3.98 Value **\$1.87**

RECORD DEPT.

**"GLOW" JEWELRY CLEANER**

Just the "cleaner" in male that old jewelry took new again!

30c Value **11c**

JEWELRY DEPT.

**45 R.P.M. RECORD CARRY CASE**

Complete with index file, fields 87 records. Choose gold or silver.

\$1.98 Value **69c**

RECORD DEPT.

**OUT-THEY-GO! MENS DRESS SLACKS**

Unbeatable buy! Men's Steven's gabardine or flannel, Burlington poplin slacks in continental or pleated style. Cuffed or plain bottom. Black, olive, navy, charcoal. Sizes 28-38.

\$6.95 Value **\$3.00**

MEN'S-BOYS' DEPT.

**SHORT SLEEVE MENS DRESS SHIRTS**

Handsomely styled men's short sleeve dress shirts in the popular powder blue. Sanitized and wash 'n' wear. Slits with button down collar. Sizes 41 1/2 to 42 1/2.

\$2.95 Value **4 for \$5**

MEN'S-BOYS' DEPT. \$1.39 ea.

**MENS SPORT COATS**

Brand new spring '63 styling in all wool, wool & cotton blends in deep tones shades. Flared, chest, slits to choose from. Sizes 34-46.

Val. to \$45.00 **\$12**

MEN'S-BOYS' DEPT.

**15 CUP AUTOMATIC PERCOLATOR**

Extra large, 15 cup capacity automatic percolator with Westinghouse thermostat in simmering 24 ct. gold plate. Guaranteed.

\$16.95 Value **\$8.77**

HOUSEWARES DEPT.

**PROCTOR-SILEX IRONING BOARD**

Famous Proctor-Silex ironing board that is sturdy and can really take it! Don't confuse this with inexpensive ironing boards.

\$7.95 Value **\$4.77**

HOUSEWARES DEPT.

**MARY PROCTOR STEAM and DRY IRON**

Here is the world's most beautiful iron. Proven performance coupled with gold & white beauty. Plenty of steam vents.

\$16.95 Value **\$9.77**

HOUSEWARES DEPT.

**RIVAL ELECTRIC CAN OPENER**

Fully automatic, fully guaranteed Rival electric can opener that is smartly styled to fit into any kitchen decor!

\$12.95 Value **\$8.77**

HOUSEWARES DEPT.

**BOYS 2-PIECE SLACK SETS**

Handsomely styled boys' 2 piece slacks sets that will really give plenty of wear. Sizes 1-5.

\$2.99 Value **\$1.97**

LADIES-GIRLS' DEPT.

**LARGE SIZE THROW RUGS**

Discontinued patterns, but its quality throw rug in two popular sizes, 24" x 34" and 34" x 42". Cotton pile, foam back.

Values to \$1.79 **77c**

LINENS-DRAPERIES DEPT.

**300 COUNT-3 HOLE FILLER PAPER**

Nationally famous My-Tone 300 count, hole filler paper. A top quality paper.

98c Value **57c**

STATIONERY & LUGGAGE DEPT.

**"CASITE" MOTOR TUNE-UP**

For improved motor performance and easier starting. Speeds lubrication. Frees sticky valves and rings.

\$1.25 Value **42c** Pr.

AUTO DEPT.

**35 GALLON TRASH BARREL**

Sturdy, galvanized, 35 gallon trash barrel that can really take it! Ribbed for extra strength. Rustproof & waterproof.

\$6.95 Value **\$3.97**

GARDEN CENTER DEPT.

**WEED FREE STEER MANURE**

Rich Green Meadow Steer Manure that is absolutely weed free. The best deal in town. 1 cubic foot bags.

\$1.20 Value **3 Bags 88c**

GARDEN CENTER DEPT.

**TUBULAR STEEL HAND TRUCK**

Sturdy steel construction and easy rolling wheels makes this a hand truck that will give many years of service.

\$2.98 Value **\$1.97**

GARDEN CENTER DEPT.

**48" WIDE UPHOLSTERY LEATHERETTE**

Full rolls, first quality leatherette with jersey backing. Ideal for recovering chairs, sofas, pillows, etc. 48" wide. Colors.

\$1.79 Value **77c** yd.

LINENS-DRAPERIES DEPT.

**SPECIAL PURCHASE! 3 PC. LUGGAGE**

An unbeatable buy! Van City or Train Case, "Olive Case, Pullman Case. The most sensational luggage offer we have ever made!

per set \$21.50 Value **\$9.97**

STATIONERY & LUGGAGE DEPT.

**LAMP CLOSEOUT!**

Leonards has purchased the entire surplus stock of L.A.'s largest manufacturer. Van City lamps, pole lamps, swing lights, desk lamps, etc.

Values to \$99.50 **\$1** TO \$35 LAMP DEPT.

**CHAISE OR BEACH PADS**

Thick, comfortable chaise lounge or beach pads in gorgeous floral, stripe and assorted colors. Unbeatable buy!

\$5.95 Val. **\$2.67**

GARDEN CENTER DEPT.

## Nichols Co. Is Top Sheet Metal Firm

For over a quarter century, C. A. Nichols has been performing all types of sheet metal work, which takes in the range of commercial, residential and industrial applications.

During this period, Mr. Nichols has designed and fabricated everything in sheet metal from guttering and downspouts to the most sophisticated forms of air-conditioning.

A modern plant at 1724 Oak St. is staffed with artisans capable of solving any conceivable sheet metal problem and fabricating to

individual specifications or setting up for production work, as the case may be.

Thus it is that the Nichols organization has played a vital role in the accelerated building program in the South Bay and has been looked upon as one of the potent forces in our well balanced economy.

C. A. Nichols is a modest individual, unassuming in his successful business career, and a citizen of Torrance of the first order. He has done much to promote his home community and is a citizen whom we are proud to honor.



**DUPONT "501" BROADLOOM COMPLETELY INSTALLED**

Fabulous Dupont 501 broadloom completely installed over rubber or jute pad. 15 colors to choose from. 10 year wear guarantee.

\$9.99 SQ. YD. VALUE **\$7.44** sq. yd.

CARPET DEPT.

**NYLON "NYLOFT" BROADLOOM COMPLETELY INSTALLED**

100% Continuous filament nylon "Nyloft" by Firestone. Today's most wanted yard. Installed over your choice of sponge rubber or heavy jute pad. 12 colors. Guaranteed.

\$8.99 SQ. YD. VALUE **\$6.88** sq. yd.

CARPET DEPT.

**Famous Kirby Vacuum**

Rebuilt to factory specifications. Unconditionally guaranteed for 1 year.

ORIGINAL PRICE WHEN NEW — \$269.50 **\$58.88**

MURRY ONLY 24 AVAILABLE

**WAFFLE IRON & GRILL**

Super sized, fully automatic grill and waffle maker. Automatic controlled heat for waffle making, sandwich toasting, frying, grilling and table cooking.

\$21.95 VALUE **\$13.77**

Housewares Dept.

**ATTACHE CASE**

Fine quality attache cases that have smooth vinyl covering. Soil resistant and waterproof. Plastic straps in lid. Tough fibre lining. Brown or black.

\$6.00 VALUE **\$3.77** Plus Fed. Tax

Stationery and Luggage Dept.

**PRESTON BRAKE FLUID**

Surpasses S.A.E. specifications and conforms to federal specifications. Scientifically compounded to give "Safety-Plus."

\$2.30 QT. VALUE **79c** qt.

Auto Dept.