

★ BALLET
★ OPERA
★ CONCERTS

RESTAURANTS TO REMEMBER

BOB FLOURY, Editor

★ THEATERS
★ NIGHT LIFE
★ ENTERTAINMENT



STELLINO'S DELICATESSEN-RESTAURANT . . . Frank Stellino's popular delicatessen-restaurant is located at 2734 Pacific Coast Highway, Torrance. The elegantly furnished eatery features Italian cuisine, Chicken, steaks, seafoods, veal, plus a varied selec-

tion of beers and wines. Their ultra modern banquet facilities and unique European delicatessen has made it a favorite of the social and church group set. For reservations phone 323-1083.



LOUIE'S GARDEN . . . This charming "Oriental sleeper" is located at 1841 W. Pacific Coast Highway, Lomita. It features choice Cantonese cuisine, a huge banquet room that seats over 100, and a prompt and

courteous catering service. Owner Wing Lee Louie is proud of the fact that he can offer a complete dinner for \$1.75 and a lunch for \$1. The food is excellent. For reservations phone 326-9760.



ALL 'ROUND THE TOWN
With BOB FLOURY

YOUR EATING HABITS

Restaurants have huge potential although half the adults in the United States eat out once a week, they do so only because they have to. This is one of the findings of various restaurant industry and food company surveys reported on in a new book, "How To Promote Your Restaurant," prepared by the J. Walter Thompson Co., under the supervision of the National Restaurant Association. The book, according to Advertising Age, also points out that (1) Most families eat out on Friday, Saturday, or Sunday, despite all efforts to

induce them to dine out during the week. (2) Almost one in ten families report that they never eat out, about half say they dine out only a few times a year. (3) Only 40% eat a meal outside the home once a month or more, and only 10% eat out once a week. According to the book, one recent restaurant survey has found that 30% of all restaurants spend less than 1% of their sales on advertising, 35% spend 1 to 2%, 24% spend 2 to 3%, and 10% spend 3 to 5%. Restaurants which were winners in the National Restaurant Association's best promotional

MEATS High Prices Continue

A severe shortage of fed cattle (the type that produces the higher grades of carcass) is apparently causing the current high level of meat prices. It is forecasted that this shortage will probably exist for the next four or five months, at least, and some experts believe that high prices will prevail at least until December 1. A comparison of current beef prices with the prices prevailing one year ago shows that loins are 44% higher than in 1964, ribs are 46% higher than at this time last year, and hind quarters are 21% higher than this date in 1964. Pork loins are 47% higher today than they were a year ago. It should be pointed out that in 1964 retail beef prices

averaged the lowest in seven years, and retail pork prices were at an eight-year low, according to USDA figures. In addition to the fact that a shortage of heavier fed cattle is causing the higher prices, the rising cost of feed has helped to hold down beef and pork output, thus reducing the number of animals that come into market for slaughter. In addition, lamb prices continue high and even poultry prices are rising due to the higher prices of red meats. Only veal appears to be available at the same or lower prices than last year.

RESTAURANT OF THE WEEK

MILLIE'S SEAFOOD GROTTTO
The South Bay area has possibly the fastest growing gathering of people in the district of Southern California and newer and better restaurants are no exception. For one, Millie's Seafood Grotto in Redondo Beach is not new. In fact it has been in existence more than a

dozen years, yet people still marvel at the type of food, the fine service and the low cost, all while "overlooking the Ocean," which seems to be one of Millie's slogans.

Millie Riera's Seafood Grotto, known on the Pacific Coast as an exceptional seafood house lies along the Esplanade, about a mile and one half south of the central business district. For the uninitiated, the Esplanade is the top of a cliff divided by the wide road which overlooks the ocean. It also houses some of the most expensively maintained apartment houses in Los Angeles County.

One of the chief factors for Millie's fame other than the "overlooking the ocean" which is a fine place for "whale watching," more so than girl-watching on the sand—is Millie's famous "Cioppino" prepared by her chef—Brother Tony.

(Continued on Page C-11)



MILLIE'S SEAFOOD GROTTTO . . . Millie Riera's Seafood Grotto is undoubtedly one of the finest restaurants in Southern California. It's unique and varied selection of seafoods (including their famous Cioppino) has long been a conversation piece in the Redondo Beach and the entire Bay Area. Equalling the food is a breath taking view of the ocean, some of the finest domestic and imported liquors, and an interesting selection of Italian dishes. Make this one a must! Phone 375-1483.

HOTEL — RESTAURANT
CAESARS PRESENTS
★ ★ ★
PAUL NEW & CREW
★ ★ ★
DINE - DANCE - LAFF
BREAKFAST AFTER HOURS
LATE SPECIALS FROM 95c
10 P.M. - 4 A.M. FRIDAY AND SATURDAY
4111 PACIFIC COAST HWY., TORRANCE FR 8-8511

DINE OUT OVER THE SEA
SUNDAY BRUNCH
Yachtsman's Style
9 A.M. to 2 P.M.
Fri. & Sat. Nights
DANCING TO
BILLY GEE
COMBO
LUNCHEON • DINNER
• COCKTAILS
376-8885
For Reservations
golden hull
KING HARBOR'S FIRST MAJOR RESTAURANT
555 FISHERMAN'S WHARF • REDONDO BCH.
JIM SCOUFAS & AL HASE, Your Hosts

Louie's Garden
Families Welcome Also Food To-Go
Complete Lunch . . . from \$1.00
Complete Dinner . . . from \$1.75
Party Room Seating 100 • Wine & Beer
Open Every Day 11:30 A.M. to 11 Midnight
1841 W. Pacific Coast Hwy., Lomita
326-5440 or 326-9760

TERRY FISHER QUARTET **THE LUNA ROOM**
ENTERTAINING MONDAYS
THRU SATURDAYS
See The
DISCOTHEQUE DANCERS!
MAC & PAGE, your hosts
5117 Torrance Blvd. Torrance 371-1504

MY POP IS 'KING'!
AND
HE WILL BE IF
YOU GIVE HIM A \$100⁰⁰
GIFT CERTIFICATE
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Caesars MENS HEALTH CLUB
An ideal gift that includes an exclusive one-year membership in a club that has Sauna Bath - Steam Room - Workout Area - Heated Outdoor Pool - Expert Massour - Recreation Room . . . We Furnish Everything (All you have to do is bring Dad) Your Host — Ted Brown.
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Everything DOES!
A-GO-GO
AT THE
Cove Room
IN THE
Cove Bowl
ALLAN NEWMAN
PRESENTS
WOW
TE 5-8237
311 W. Pac. Cal.
Hwy., Wilmington
THE LOSERS
PLUS
BEAUTIFUL WATUSI
GIRLS — THURS. - SAT.

Announcing . . .
A New Specialty!
CARNE AZADA
Char-Broil Top Sirloin
Steaks Cut thin—Mexican
style, served with rice, sa-
fried beans, Guacamole
and Salad House dressing.
1 95
FINE MEXICAN FOOD
WITH THE OLD WORLD FLAVOR
"The essence
of culinary art
is TIME!"
CASA MARTIN
1650 W. Redondo Bch. Blvd.
1 Blk. E. of Western
Open Fri.-Sat. 11 a.m.-11 p.m.
CLOSED TUESDAYS

ALWAYS ON SUNDAY!
(Monday, Tuesday, Wednesday & Thursday, Too)
ALL YOU CAN EAT!
Monday thru Thursday
Served 11 A.M. - 9 P.M.
SOUTHERN FRIED CHICKEN
With Creamy, Whipped
Potatoes with Chicken
Gravy, Hot Rolls and
Butter . . . **CHILDREN'S PLATE, 65c**
Plus Regular & Children's Menu
Reservations Accepted
17544 Hawthorne Blvd.
Torrance • 370-3113
Open 6 A.M. to Midnight

Maddalone's 10th Anniversary
TO BE CELEBRATED JUNE 25-26-27
**REMEMBER! at MADDALONE'S
WE HAVE ALWAYS BEEN
SERVING A BONUS PIZZA!**
Our Large Pizza is 16" . . . NOT 14"
Our Small Pizza is 12" . . . NOT 10"
We Make 72 Types of PIZZA Combinations!
PIZZA
SERVICES: Walk-In, Take-Out, Dining, Call-Up, Plenty of FREE Parking
REMEMBER! We also serve Sanzetti, Lasagna, Navitol, Veal Parmigiana, Italian Beef Plate, Anti-pasto, Spaghetti Caruso, Salads & Sandwiches.
MADDALONE'S
ITALIAN RESTAURANT AND COCKTAIL LOUNGE
314 AVE. I, REDONDO BEACH — FR. 5-6391
Open Daily 8 P.M. to 1 A.M. Closed Mondays
Established 1956. Same Owner and Host, Fred J. Maddalone

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3901 PAC. COAST HWY.
WEST OF HAWTHORNE BLVD., TORRANCE
Discotheque