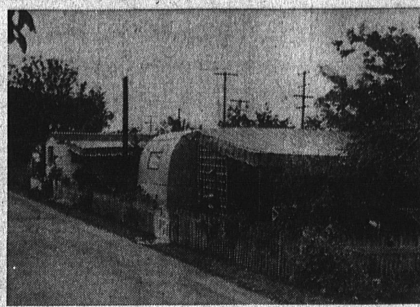


1953 TORRANCE BUSINESS REVIEW 1953



The National Paint and Wallpaper Store, located at 1424 Marcella Ave., is owned by "Mary," and folks, that's what her many customers affectionately call her. The National Paint and Wallpaper establishment is the oldest paint store in Torrance. Their motto "Top quality merchandise—personalized service" has endeared themselves to the residents of this district. A color consultant is always on the premises to help you with your paint problems, draperies, decorations, etc.

Emil Lorenz is the new owner of the Orchard Trailer Park, located at 25344 Pennsylvania Ave., Lomita. Taking over on May 7th, Mr. Lorenz brings 10 years' experience in this business to Lomita. The park is situated in a lemon grove where there is plenty of shade. Each lot has a cement patio and picket fence, underground wiring, and a playground for children. Understanding, considerate management assures the patrons of the Orchard Trailer Park of a pleasant environment.

Lawrence A. Batty and John C. Piekham opened The Westerner, Western Ave., at Torrance Blvd., August 14, 1952, having previously operated a restaurant in Texarkana, Ark. They feature chicken served in a basket, with French fries, salad, and toasted bun. You will enjoy their delicious fried shrimp served in a friendly atmosphere of their beautiful, modern building.

The Alter Realty & Insurance Company has its main office at 1496 Marcella Ave., Torrance. Gerald L. Alter, the President of this ever-growing and progressive institution, is a charter member of the Torrance Club as well as the Optimists. Starting with one office in Torrance in 1947, the firm has expanded during the past 6 years until today there are nine offices covering the whole Harbor Area. The firm handles general insurance on all classes of real estate.

ANTIQUES

COUNTRY STYLE ANTIQUE SHOP
Repairing - Refinishing - Hand Braided Rugs - Hand Leaned Rugs - Lamp Wiring - Specializing in Early American Furniture
10 a.m.-5:30 p.m. Daily 10-3 p.m. Fri. Closed Mondays
2504 PACIFIC COAST HWY Lomita Davenport 6-6491

AUTO REPAIR

101 BEAR SERVICE
Members Calif. Assn. Brake & Wheel Specialists Inc. Brake, Wheel & Frame Service Motor Tune-Up Free Estimates
25555 SOUTH VERMONT Near 101 Hwy. DA. 6-0636

Building Materials

H. & H. BUILDING MATERIALS
"Servicing the Harbor Area" Rock - Sand - Cement - Brick Flagstone - Concrete Blocks Stepping Stones Barbecue Supplies
22208 SOUTH VERMONT FAIRFAX 8-4845

DAIRY

VERBURG DAIRY
Producers and Distributors of Quality Milk & Dairy Products
2093 W. 174th St.-Gardena 18158 Crenshaw Blvd.-Torrance Menlo 8-1911
"Buy Cash & Carry and Save"

GLASS CO.

DANDY GLASS CO.
Specializing in AUTO GLASS Desk Tops, Mirrors, Window and Plate Glass
2221 - 235th St. Torrance Davenport 6-1880

New & Used CARS

FRED BRIGGS
CHRYSLER - PLYMOUTH
1885 TORRANCE BLVD. FAIRFAX 8-2040
Complete Automotive Service All Makes of Cars

PLUMBING

DOYLE BROS. INC.
SHANTY RESTAURANT
24-Hour Service
REPAIRS - REMODELING
F.H.A.-Bank of America Terms
FAIRFAX 8-5690
22203 SOUTH VERMONT F.R. 8-2926

Seafood Restaurant

SMITH BROS. FISH SHANTY RESTAURANT
Great Lakes Fish & Sea Food Luncheon & Dinners Served in a Distinctive Marine Setting
Open 11:30 A.M. to 9:30 P.M. Closed Mondays
Banquet Facilities
4024 PACIFIC COAST HWY. 1/2 mi. W. of Hawthorne Ave. (101 Altamonte) F.R. 8-2926

TRAILERS

KING'S TRAILER CO.
Custom-built for Those who are Ready for the Best
14, 16, 18 and 20 foot
437 E. CARSON ST. TE. 4-9229 TORRANCE

APPLIANCES

NATIONAL HOME APPLIANCE CO.
Harry M. Abramson
Serve Gas Refrigerators Gas Ranges - Radios - Heaters - Gifts - Sewing Machines - "Friendly Credit"
1827 SARTORI AVE. FA. 8-1953 Torrance

AUTO REPAIR

VIRGEL'S FRAME & WHEEL ALIGNMENT
The Best Equipped Authorized Service Station on the West Coast
Over 40,000 Tires Serviced Torrance for 9 Years
Alignment Jobs 1750 CARSON ST. TORRANCE FAIRFAX 8-6156

BICYCLES

SMITH'S CYCLE & KEY SHOP
Schwinn Bicycles - Martin Outboard Motors - Burcher's Bikes - Whizzer Motor Bikes Hand and Power Lawn Mowers
Visit Our Fishing Tackle Dept. "We Sell the Best & Repair the Rest"
1730 W. PACIFIC COAST HWY. Lomita DA. 6-0617

DAIRY

INGLEWOOD FARMS HOME DELIVERY
or MILK AVAILABLE AT CASH & CARRY
TORRANCE
Prices at Our Dairy Ranch
3400 DEL AMO FR. 4-8971

HEALTH FOODS

LOMITA HEALTH FOODS
Dietetic Foods and Supplements Hunza Bread - Fresh Juices
24820 NARBONNE AVE. Lomita DA. 6-2381

NURSERY

HILLCREST NURSERY GARDEN HARDWARE
Lawn Mower Sales & Service Flowers - Shrubs - Plants - Trees We Give S&H Green Stamps
1517 W. ANAHEIM HARBOUR CITY Davenport 8-2402

PLUMBING

TORRANCE PLUMBING COMPANY
PLUMBING
APPLIANCES - HEATING
1418 MARCELLA FA. 8-4444 & FA. 8-2854

SERVICE STATION

ORCHARD TRAILER PARK
Under New Management - Quiet - Clean - Handy - Cement Paved - Streets - Heated Utility Rooms - Individually P.O. Boxes - Children Welcome - Reasonable Rates
25344 PENNSYLVANIA AVE. Lomita DA. 6-3404

TRAILER PARK

WHITEWAY TRAILER PARK
Trailer Spaces - Trailers for Rent BETTY'S SANDWICH SHOP
21729 SO. FIGUEROA STREET Torrance, Calif. FAIRFAX 8-9946

AUTO DEALER

SOUTH SHORE MOTOR CO.
LINCOLN - MERCURY
Courteous, Dependable Auto Service
FINE USED CARS
2084 TORRANCE BLVD. FAIRFAX 8-1934

AUTO SALVAGE

SCHIMMICK BROS AUTO SALVAGE
Two Acres of Used Auto Parts Auto Glass Cut and Installed Air and Gas Welding USED CARS - We Carry Our Own Contracts - Small Down - 30 Day Delivery
22704 SOUTH NORMANDIE Torrance FA. 8-6476

CABINETS

BARNETT'S CABINET SHOP
Formica Sink Tops - Glass-Store Fixtures - Cabinets - Screens - Frames - Sash Doors
1115 BORDER AVENUE FAIRFAX 8-5832

DAY NURSERY

THE PLAY HOUSE LICENSED DAY NURSERY
Fully Insured Hot Balanced Diet Provided Registered Nurse in Charge
2747 CARRILLO AVE. FAIRFAX 8-5358

INSURANCE

STATE FARM INSURANCE CO.
LIFE - FIRE - AUTO
Jack Smith John Conshaff FA. 8-3903 FA. 8-3804
1308 SARTORI

Office Equipment

TORRANCE DESK & OFFICE EQUIPMENT CO.
Rentals - New & Used - Option To Purchase Standard & Portable Typewriters Executive Desks - Office Furniture Cash Registers - Adding Machines
2081 TORRANCE BLVD. FAIRFAX 8-7408

PLUMBING & HEATING

DAVID JACOBS
Plumbing & Heating
Franchise Dealer for Coleman & Heaters, Furnaces and Appliances
Free Pick-up and Delivery We Give S&H Green Stamps
"Repair Work is Not a Sideshow With Us"
1008 - 222nd St. FA. 8-2051

SERVICE STATION

RUEL'S TEXACO SERVICE
Gas & Oil - Lubrication - Tires Tubes - Batteries - Accessories
Minor Repairs
Free Pick-up and Delivery We Give S&H Green Stamps
23505 SO. WESTERN - DA. 6-6922

TRAILER PARK

ROYAL TRAILER PARK
Separate Service for Modern Trailers
Tile Showers - Pools - Lawns
24630 ESHELMAN AVE. JUST NORTH OF LOMITA LOMITA Davenport 6-1647

AUTO DEALER

"BUTLER BUICK BLOCK"
Serving the South Bay Area Guaranteed "ALL SQUARE" Used Cars
Authorized Distributor U. S. ROYAL TIRES
BUTLER BUICK
400 S. Sepulveda Blvd. Torrance 33964

AUTO SUPPLIES

Firestone
Complete Brake, Wheel Alignment and Tire Service Gasoline - Battery Service Lubrication - Appliances and Television
Bicycle & Auto Headquarters
1484 Marcella (cor. of Cravens) FAIRFAX 8-7921

CAFES

REED'S CAFE
Open Again Under Management of Dorothy Hill
DINNER STEAKS \$1.10
1550 WEST CARSON FAIRFAX 8-2531
Open Sundays from 12 to 8 p.m.

DAY NURSERY

GUYS & DOLLS DAY NURSERY
NURSE ON STAFF
Classes - Dancing - Painting and Music Appreciation
2815 ARLINGTON FAIRFAX 8-4486

IRON WORKS

JOHNNIE'S ORNAMENTAL IRON WORKS
Heil-Arc & Portable Welding Ornamental Iron Work & Blacksmithing
1815 W. 213th St. FA. 8-2823

OPTOMETRIST

DR. JAMES M. SOSS OPTOMETRIST
Modern, Scientific Eye Examination
Glasses Accurately Fitted
Contact Lenses or Monthly Cleanings
24-hr. Lens Duplication Service
1268 SARTORI AVE.

PRINTING

LEWELLEN PRESS
Social - Commercial Printing
26 YEARS' EXPERIENCE
Wedding Announcements - Cards Office Forms Booklets
All Salesmen Bonded
1615 GRAMERCY AVE. TORRANCE FA. 8-2807

SERVICE STATION

STEFFEN'S RICHFIELD SERVICE
COMPLETE SERVICE
Brakes Tune-Up
Capping Trailers for Rent
1529 CRAVENS. FA. 8-3305

TRAILER PARK

NICOLA'S T.V. & APPLIANCE
Refrigerators - Washers Ironers - Radios - Small Appliances - Record Players TV & Appliance Parts & Service G.E. Hotpoint - R.C.A. Hoffman, etc.
1875 W. CARSON - TORRANCE FAIRFAX 8-7025

AUTOMOTIVE SPECIALIST

BENBOW BRAKE & WHEEL ALIGNMENT
Wheels Aligned & Balanced Drums Turned Shock Absorber Service
25804 S. WESTERN AVE. Harbor City DA. 6-4782

Auto Upholstering

C. YEAMAN
AUTO TOP & SEAT COVER SHOP
Complete Auto Upholstering
2518 TORRANCE BLVD. (Near Crenshaw) FAIRFAX 8-4464

CARPETS

BURCHFIELD CARPET WORKS
Rug & Upholstery Cleaning Carpet Laying - Getting Sewing & Binding
1971 TORRANCE BLVD. FAIRFAX 8-2672

Children & Infants

SQUIRE STYLE SHOP FOR CHILDREN
Infants' & Children's Wear Nursery Furniture - Toys - We Give S & H Green Stamps
1313 SARTORI AVE. FA. 8-1975

Electric Motor Serv.

M & W ELECTRIC SERVICE
Motor Repairs and Rewinding Portable & Electric Tools Sales and Service
1730 W. CARSON ST. - Torrance FAIRFAX 8-7477

PAINTS

PITTSBURGH PAINTS
Manufactured by PITTSBURGH PLATE GLASS CO.
465 Crenshaw FA. 8-7260
-MORGAN PAINT & WALL-PAPER-1632 CRAVENS -PARAMOUNT BUILDERS SUPPLY-3401 Torrance Blvd.

PLYWOOD

PLYWOOD, LTD.
"if it's Plywood, We Have It!"
HARDWOOD - SOFTWOOD Marine Plywood - Calotex Moulding - Doors - Sash Hardboard - DeWalt Radial Saws
25422 NARBONNE AVE. Lomita DA. 6-3183

REALTORS

ALTER REALTY & INSURANCE
"Opposite the Post Office" Conveniently Located Offices All Salesmen Bonded
Main Office: 1436 MARCELLA AVE. TORRANCE FA. 8-0373 NE. 6-3450

SHOE REPAIRING

KENNY'S SHOE REBUILDING
Comfortable Worn Shoes Rebuilt Like New for a Fraction of their Former Cost
Finest Materials - Skilled Craftsmanship
A Complete Modern Shop Arch Supports - Shoe Accessories
1878 SARTORI FA. 8-3278

AUTOS-NEW

PONTIAC
Hohman & Hadenfeldt, Inc.
505 PACIFIC COAST HWY Hermosa Beach FR. 4-8987 OR. 8-5286
"The Most Beautiful Thing On Wheels"

AUTOS-USED

PACIFIC SALES CO.
HIGH QUALITY AUTOMOBILES
400 PACIFIC COAST HWY HERMOSA BEACH FRONTIER 8-3811

CHINCHILLAS

CHERRY'S CHINCHILLA RANCH
Guaranteed Breeding Stock Low Down Payment Easy Terms on Balance
Visitors Welcome
2121 W. Davenport 6-0134 Lomita

Electric Service

TWO MACKS ELECTRIC
OIL FIELD - INDUSTRIAL COMMERCIAL
RESIDENTIAL WIRING
2223 BORDER AVE. FA. 8-3800 and FA. 8-8071

Machine Shop

F. A. LINCOLN, SR. MACHINE SHOP
Precision Machine Work of ALL KINDS
Experimental Work Tool & Die Making
1823 BORDER AVE. FAIRFAX 8-6426

Paint & Wallpaper

NATIONAL PAINT & WALLPAPER STORE
Distributor of DuPont Paints Torrance's Largest Selection of Wallpapers, and Fabrics to match We specialize in Mixing Custom and Decorative Colors
Also Automobile Paints Mixed Decorative Services - Polishers, Sanders, Spray Equipment (Free to our Customers)
149 MARCELLA FA. 8-5007

PAINTING CONTRACTOR

A. W. STRAND & SON PAINTING CONTRACTORS
Licensed & Insured
Public Liability & Property Damage - \$50,000 & \$100,000
"Quality is Our Motto"
1639 WEST 220TH STREET FAIRFAX 8-8601

REFRIGERATION

HEATH REFRIGERATION
SALES & SERVICE
Commercial - Domestic
24 Hour Emergency Service
1730 W. CARSON ST. FAIRFAX 8-2764
(If no answer TE. 3-6777)

RESTAURANT

DING HOW RESTAURANT
American & Chinese Food
Food To Take Out Private Banquet Room
1650-1652 CARRILLO AVE. (Corner of Cravens) FA. 8-5001

AUTO PARTS

DUNHAM'S AUTO PARTS
Complete Machine Shop Service Heating & Seal Power Piston Rings Chicago Pneumatics Air Tools Baylators Brake Lining
1407 W. CARSON - TORRANCE FA. 8-2294 NE. 6-3197

AUTO WASH

TORRANCE AUTO LAUNDRY
3 MINUTE CAR WASH Thorough Efficient - Safe - ONLY 99c
Week Days - Sat., Sun., & Holidays, \$1.25
1724 WEST CARSON ST. (at Western Ave.) FA. 8-2544

CHINCHILLAS

LAWLER CHINCHILLA RANCH
Warranted Breeding Pairs THE FRIENDLY RANCH
Visitors Welcome
1113 FIAT ST., TORRANCE FAIRFAX 8-6810

Employment Agency

TORRANCE PERSONNEL AGENCY
The Job to Fit the Person - The Person to Fit the Job
1628 GRAMERCY AVE. (Next to Curries) FAIRFAX 8-8368

MARKET

KEYSTONE MARKET
Warm Room Frozen Food LOCKERS FOR RENT
We Wholesale and Retail Frozen Foods and Meats
See Us About Processing Your Home Raised Stock
22015 SOUTH MAIN STREET

MARKET

SHOESTRING MARKET
Groceries - Fresh Vegetables Frozen Foods
"Make Your Dollar Count"
Open Every Day (including Holidays) 7:00 A.M. to 10:00 P.M.
1552 W. CARSON FA. 8-4478

RESTAURANT

GRAND CAFE
Under the Management of VELMA & NORMA Home Cooked Foods - Breakfast All Day Lunch Dinner - Hours 6 A.M. to 7 P.M. Fridays 9:00 P.M.
1225 EL PRADO FA. 8-9987

RESTAURANT

MOM and DON'S 1975 TORRANCE BLVD. TORRANCE FA. 8-5688
Home of Old Fashioned Wood Cooked Meats, Featuring Big Sandwiches - Ham, Beef, Pork Dinners, Our own Bar-B-Q Sauce and Salad Dressing
Our Complete Line can be Packed to Take Out Also Bar-B-Q meat sold by pound

RESTAURANT

HI-LO CLUB
Restaurant & Tavern
Featuring Steaks, French Dips Ham 'n' Eggs
Bottled & Tap Beer
Restaurant Open 24 Hours
1778 W. CARSON ST. FAIRFAX 8-9775

STADDER MOTOR PARTS

Complete Stock for All Automotive Needs
Authorized Distributor for Duro & Dulux Auto Paints
All Auto Refinishing Supplies
1601 GRAMERCY AVE. FAIRFAX 8-3434

BAKERY

HAFNER'S BAKERY
Wedding - Birthday Special Decorated Cakes
Home Made Breads - Coffee Cakes Assorted Pies and Cookies
Variety Cakes
1341 EL PRADO FA. 8-1735

CHINESE CAFE

MADAME CAFE
Chinese & American Foods
Motor Lee, Proprietor
1321 SOUTH PACIFIC AVENUE SAN PEDRO, CALIFORNIA Terminal 3-1478

FURNITURE - APPLIANCES

FRED'S TV - Appliances - Furniture
All Major Brands - New or Used "The Little Store With the Big Deal!"
Open 8:30 a.m. to 8:30 p.m. Daily
1321 E. PACIFIC COAST HWY. Wilmington TE. 4-4855

MOTEL

COLONY MOTEL
With or Without T.V. New - Quiet - Comfortable MODERN
Moderate Rates - Owner Mgr. (Member United Motor Courts)
1929 W. PACIFIC COAST HWY. Davenport 6-8664

PLASTERERS

OPERATIVE PLASTERERS & CEMENT MASONS INTERNATIONAL ASSN.
LOCAL NO. 638
D. L. "JOE" BEID PAUL FA. 8-3400
522 CARSON

PLASTERING

GEORGE H. WARE PLUMBING
New - Remodeling - Repairs "LET GEORGE DO IT"
1871 PLAZA DEL AMO FAIRFAX 8-7991

PLASTERERS

BROWN'S GARAGE
Body Shop - Auto Painting Location: On Maple Street Between Normandie and Vermont
COMPLETE PAINT JOB \$35
1017 MAPLE ST. Menlo 4-4272

PLASTERERS

BETTY THOMAS STUDIO
Specializing in Accordion
All Types of Music & Dancing
17 Teachers to Serve You
1215 CRENSHAW BLVD. FAIRFAX 8-6312

AUTO REPAIR

R. C. WILLIAMS GARAGE
Towing - Welding - Tune-Up Clutch & Brake - Ignition Carburetion - Transmission
1406 BORDER AVE. FA. 8-4174

BEAUTY SALON

COLENE'S BEAUTY SALON
COLD WAVES MACHINESLESS Hair Styling
Two OPERATORS Expert Hair Cutting
2215 LOMITA BLVD. Lomita Davenport 6-1823

CHIROPRACTOR

DR. ARVOL P. SMITH, D.C.
General Practice - X-Ray Oxygen Therapy for Sinusitis - Bronchitis - Asthma
2510 TORRANCE BLVD. FAIRFAX 8-3128

CLEANERS

ELITE CLEANERS
Dependable Dry Cleaning Fine Laundering - Expert Dyeing We Give S&H Green Stamps
2168 TORRANCE BLVD. FAIRFAX 8-2533

GARAGE

BROWN'S GARAGE
Body Shop - Auto Painting Location: On Maple Street Between Normandie and Vermont
COMPLETE PAINT JOB \$35
1017 MAPLE ST. Menlo 4-4272

MUSIC & DANCING

BETTY THOMAS STUDIO
Specializing in Accordion
All Types of Music & Dancing
17 Teachers to Serve You
1215 CRENSHAW BLVD. FAIRFAX 8-6312

RESTAURANT

MOM and DON'S 1975 TORRANCE BLVD. TORRANCE FA. 8-5688
Home of Old Fashioned Wood Cooked Meats, Featuring Big Sandwiches - Ham, Beef, Pork Dinners, Our own Bar-B-Q Sauce and Salad Dressing
Our Complete Line can be Packed to Take Out Also Bar-B-Q meat sold by pound

RESTAURANT

THE GLOBE TROTTERS
FLOR. 2-3535
Airline - Bus - Steamship Rail - Hotels - Resorts
Tours - Cruises
201 S. Pacific Coast Highway Redondo Beach

RESTAURANT

MEL'S T.V. SERVICE
ALL WORK GUARANTEED
2055 PACIFIC COAST HWY LOMITA Davenport 6-3145

AUTO REPAIR

PACIFIC WATER CRAFT
Custom Built Outboards Ocean or River
12 - 14 and 16 Foot V-bottom - Wide Beam Safe - Easy To Handle
Non-Pop Hull - Easy Planing
1609 BORDER AVE. FA. 8-7024

BOWLING

TORRANCE BOWL "The House of Action"
8 ALL MAPLE LANES
Open Bowling Every Evening - Phone Calls for Reservations
1953 CARSON FA. 8-6864

TELEVISION

MEL'S T.V. SERVICE
ALL WORK GUARANTEED
2055 PACIFIC COAST HWY LOMITA Davenport 6-3145

TRAVEL AGENTS

THE GLOBE TROTTERS
FLOR. 2-3535
Airline - Bus - Steamship Rail - Hotels - Resorts
Tours - Cruises
201 S. Pacific Coast Highway Redondo Beach

WEDDINGS

GREENWICH WEDDING CHAPEL
Complete Wedding Service With or Without Reception
"Your Wedding Just the Way You Want It"
Mr. and Mrs. L. C. Doan
5870 E. SECOND ST. Long Beach Long Beach 8-6886 - Res. 8-3592

WATER TAXI

H-10 WATER TAXI CO., Ltd.
First Street Landing - Berth 98
HARBOR and EDUCATIONAL TOURS
CATALINA CHARTER SERVICE
Continuous 24-Hour Service

WATER TAXI

H-10 WATER TAXI CO., Ltd.
First Street Landing - Berth 98
HARBOR and EDUCATIONAL TOURS
CATALINA CHARTER SERVICE
Continuous 24-Hour Service

WATER TAXI