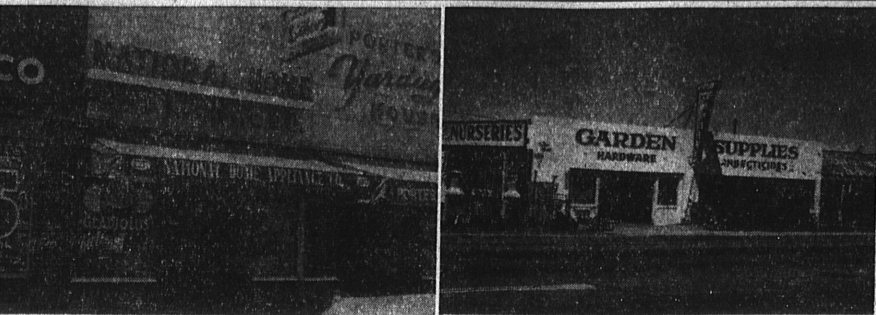


1953 TORRANCE BUSINESS REVIEW 1953



Chinchillas speak for themselves, "Take care of them today and they will provide Retirement Income for you tomorrow," according to Fred L. Cherry, owner of Cherry's Chinchilla Ranch, 2121 W. 240th Street, Lomita. Mr. Cherry has been in this business for 3 years, 1 year at present location. Chinchilla fur is the most valuable in the world and as they are vegetarians their entire feed bill for one year is usually less than \$3.00.



National Home Appliance Co. recently celebrated 18 continuous years at 1267 Sartori Ave. under the same ownership of Harry M. Abramson who achieved this record by offering courteous and friendly service. He handles National Home Appliance Co. ranges and washing machines and Servel refrigerators. He also carries a lot of gift items as well as silversware, radios, small appliances, and luggage. The wonder Pfaff sewing machine you hear so much about, can be purchased at National Home Appliance Co. as well as your next T.V. set.

Mr. S. Morriss, who has been located in Harbor City for 16 years, is the owner and operator of Hillcrest Nursery, 1517 W. Anaheim, here he carries a very large selection of all kinds of flowers, shrubs, and shade trees. S & H Green Stamps are given with each purchase and free delivery is made on any nursery item upon request. Mr. Morriss also handles a large selection of garden supplies, hardware, and insecticides. Fruit trees of many varieties and information on the proper planting time for trees and shrubs are also available. Hillcrest Nursery uses and recommends Liquinol Liquid Fertilizer.

Serving Torrance for a quarter of a century, Schmick Bros. Auto Salvage, 22704 S. Normandie, has been owned and operated by Bob Schmick with the assistance of Rudolph and Emil. Their service personnel consists of Winston Campbell and Red Arnel; Red is a hard top race driver from Culver City. A good variety of all years and makes of used parts and used autos, anything in the auto line, is available any time Monday through Saturday from 8 a.m. to 6 p.m. At the present time they have 370 autos from which you can select the parts you need.

ANTIQUES

COUNTRY STYLE ANTIQUE SHOP
Refinishing
Hand Braided Rugs - Hand
Loomed Rugs - Framing
Specializing in Early American
Furniture
10 a.m.-5:30 p.m. Fri.
Closed Mondays
2504 PACIFIC COAST HWY
Lomita Davenport 6-9491

APPLIANCES

NATIONAL HOME APPLIANCE CO.
Harry M. Abramson
Servel Gas Refrigerators
Gas Ranges - Washers - Heaters
...Gifts - Sewing Machines...
"Friendly Credit"
1267 SARTORI AVE. FA. 8-1953
Torrance

APPLIANCES & TV

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

AUTO DEALER

SOUTH SHORE MOTOR CO.
LINCOLN - MERCURY
Courteous, Dependable Auto
FINE USED CARS
2084 TORRANCE BLVD.
FAIRfax 8-1954

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 FB. 4-8964
Manhattan Beach

AUTOMOTIVE SPECIALIST

BENBOW BRAKE & WHEEL ALIGNMENT
Wheels Aligned & Balanced
Drums Turned
Shock Absorber Service
2504 S. WESTERN AVE. DA. 6-4752
Harbor City

AUTOS-NEW

PONTIAC
Moham & Hadenfeldt, Inc.
805 PACIFIC COAST HWY
Hermosa Beach
FR. 4-8987 OR. 8-5285
"The Most Beautiful Thing
On Wheels!"

AUTO PARTS

DUNHAM'S AUTO PARTS
Complete Machine Shop Service
Hastings & Sealed Power
Piston
Chicago Pneumatic Air Tools
Raybestos Brake Lining
1407 W. CARSON - TORRANCE
FA. 8-2204 NE. 8-3127

AUTO PARTS

STADDEN MOTOR PARTS
Complete Stock for
All Automotive Needs
Authorized Distributor for
Duco & Dulux Auto Paints
All Auto Refinishing Supplies
1601 GRAMERCY AVE.
FAIRfax 8-3455

AUTO REPAIR

PENNSYLVANIA AUTOMOTIVE SALES AND SERVICE
Work Guaranteed
Complete Motor Rebuilding
24-Hour Towing Service
So. Calif. Auto Club Service
All Major Oil Co. Cards Honored
2515 PENNSYLVANIA AVE.
Lomita DA. 6-2674

AUTO REPAIR

THOMPSON'S GARAGE
Front Wheel Alignment
Balancing - Brake Service
15 Months To Pay
CARSON ST. AT FIGUEROA
FAIRfax 8-1923

AUTO REPAIR

R. C. WILLIAMS GARAGE
Towing - Welding - Tune-Up
Clutch & Brake - Ignition
Carburetion - Transmission
1405 BORDER AVE. FA. 8-4174

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

AUTO REPAIR

VIRGEL'S FRAME & WHEEL ALIGNMENT
The Best Equipped Authorized
Bear Service Station on the
West Coast
Serving Torrance for 9 Years
Over 40,000 Top-Notch
Alignments
1750 CARSON - TORRANCE
FAIRfax 8-3155

AUTO SALVAGE

SCHMICK BROS. AUTO SALVAGE
Two Acres of Used Auto Parts
Auto Glass Cut and Installed
Arc and Gas Welding
USED CARS - We Carry Our
Own Contracts - Small Down
Small Weekly Payments
(Near Gramercy)
22704 SOUTH NORMANIE
TORRANCE FA. 8-8478

AUTO SUPPLIES

Firestone
Complete Brake, Wheel Alignment
and Tire Service
Gasoline - Battery Service
Lubrication - Appliances and
Auto Repairs
1454 Marcelina (cor. of Cravens)
Lomita FAIRfax 8-7981

Auto Upholstering

C. YEAMAN
AUTO TOP &
SEAT COVER SHOP
Complete Auto Upholstering
Sewing & Binding
2518 TORRANCE BLVD.
FAIRfax 8-4464

AUTOS-USED

PACIFIC SALES CO.
HIGH QUALITY
AUTOMOBILES
400 PACIFIC COAST HWY
HERMOOSA BEACH
FRONTIER 8-9111

AUTO WASH

TORRANCE AUTO LAUNDRY
3 MINUTE CAR WASH
Through Efficient - Safe
ONLY 80c
Week Days - Sat., Sun., and
Holidays, \$1.25
1724 WEST CARSON ST.
(at Western Ave.) FA. 8-2544

BAKERY

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

BEAUTY SALON

COLENE'S BEAUTY SALON
COLD WAVES MACHINELESS
Hair Styling
TWO OPERATORS
Expert Hair Cutting
2215 LOMITA BLVD.
Lomita Davenport 8-1523

BOATS

PACIFIC WATER CRAFT
Custom Built Outboards
Ocean or River
12, 14 and 16 Foot
V-Bottom - Wide Beam
Safe - Easy To Handle
Non-Pound 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 Ernie for Reservations
1053 CARSON FA. 8-9664

Building Materials

H. & H. BUILDING MATERIALS
"Serving the Harbor Area"
Rock - Sand - Cement Brick
Flagstone - Concrete Blocks
Stepping Stones
Barbecue Supplies
2220S SOUTH VERMONT
TORRANCE FA. 8-4945

BICYCLES

SMITH'S CYCLE & KEY SHOP
Schwinn Bicycles - Martin
Outboard Motors - Birchcraft
Boats - Whizzer Motor Bikes
Hand and Power Lawn Mowers
Visit Our Fishing Tackle Dept.
"We Sell the Best & Repair
the Best"
1730 W. PACIFIC COAST HWY.
Lomita DA. 6-0917

CABINETS

BARNETT'S CABINET SHOP
Formica Sink Tops - Glass-
Store Fixtures - Cabinets
Screens - Frames - Sash
Doors
1115 BORDER AVENUE
FAIRfax 8-9832

CAFES

BAUDIN'S CAFE
AND PARKING LOT
1311 CABRILLO AVE.
FAIRfax 8-7025
Special Noon Lunch
Best Only in Town
Coldest Beer in Town

CARPETS

BURCHFIELD CARPET WORKS
Rug & Upholstery Cleaning
Carpet Laying - Cutting
Sewing & Binding
1971 TORRANCE BLVD.
FAIRfax 8-9272

Children & Infants

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

CHINCHILLAS

CHERRY'S CHINCHILLA RANCH
Guaranteed Breeding Stock
Low Down Payment
Easy Terms on Balance
Visitors Welcome
2121 W. 240th St. Lomita
Davenport 6-9134

CHINCHILLAS

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

CHINESE CAFE

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

CHIROPRACTOR

DR. ARVOL P. SMITH, D.C.
General Practice - X-Ray
Oxygen Therapy for
Sinusitis - Bronchitis - Asthma
2519 TORRANCE BLVD.
FAIRfax 8-5128

CLEANERS

ELITE CLEANERS
Dependable Dry Cleaning
Fine Laundering - Expert Dyeing
We Give S&H Green Stamps
-Phone Ernie for Reservations
2168 TORRANCE BLVD.
TORRANCE FA. 8-2233

DAIRY

VERBURG DAIRY
Producers and Distributors of
Quality Milk & Dairy Products
2095 W. 174th St. - Gardena
18158 Cranshaw Blvd. - Torrance
MEnlo 9-1191
"Buy Cash & Carry and Save"

DAIRY

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

DAY NURSERY

THE PLAY HOUSE
LICENSED DAY NURSERY
Fully Insured
Hot Balanced Diet Provided
Registered Nurse in Charge
2747 CABRILLO AVE.
TORRANCE
FAIRfax 8-5398

DAY NURSERY

GUY'S & DOLLS DAY NURSERY
NURSE ON STAFF
Classes - Dancing - Painting
and Music Appreciation
2815 ARLINGTON
TORRANCE FA. 8-4868

DAY NURSERY

HAPPY HOME DAY NURSERY
803 AMAPOLA AVE.
FA. 8-5341
Everything your child needs
No Vacancies at Present
Licenses Fully Insured
Ages 2 thru 4

Drive-In Restaurant

THE WESTERNER DRIVE-IN
CHICKEN-IN-A-BASKET
FRIED SHRIMP
MERCHANT'S LUNCH DAILY
Western Ave. at Torrance Blvd.
FAIRfax 8-7018

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

Electric Service

TWO MAÇS ELECTRIC
OIL FIELD - INDUSTRIAL
COMMERCIAL
RESIDENTIAL WIRING
2223 BORDER AVE.
FA. 8-3800 and FA. 8-2071

Employment Agcy.

TORRANCE PERSONNEL AGENCY
The Job to Fit the Person -
The Person to Fit the Job
1628 GRAMERCY AVE.
(Next to Curries)
FAIRfax 8-5568

FISH MARKET

DINKEY FISH MARKET
FRESH - SALTED
SMOKED - CURED
Specializing in BONELESS FISH
30 Years This Location
23003 ARLINGTON AVE.
Davenport 8-3177

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 TEL. 4-6862

GARAGE

BROWN'S GARAGE
Body Shop - Auto Painting
Location: On Maple Street Be-
tween Normandie and Vermont
COMPLETE PAINT JOB \$35
1917 MAPLE ST. MEnlo 4-4272

GLASS CO.

DANDY GLASS CO.
Specializing in AUTO GLASS
Desk Tops, Mirrors, Window
and Plate Glass
2221 - 23th St. Torrance
Davenport 6-1880

HEALTH FOODS

LOMITA HEALTH FOODS
Dietetic Foods and Supplements
Hünza Bread - Fresh Juices
24820 NARBONNE AVE. DA. 6-2281

IRON WORKS

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

JEWELRY

LAWSON'S JEWELERS
1317 DEL PRADO
FA. 8-4519
DIAMONDS - WATCHES
Appliances - Silverware
EASY CREDIT
Never an Interest or Carrying
Charge
Watch & Jewelry Repairing

LUMBER

TORRANCE LUMBER CO.
Lumber - Sash - Doors
Mill Work - Building Materials
1732 BORDER AVE., Torrance
FAIRfax 8-2704

MACHINE SHOP

F. A. LINCOLN, SR. MACHINE SHOP
Precision Machine Work of
ALL KINDS
Experimental Work
Tool & Die Making
1823 BORDER AVE.
FAIRfax 8-6428

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

SHOESTRONG MARKET
Groceries - Fresh Vegetables
Frozen Foods
"Make Your Dollars Count"
Open Every Day (including
Holidays) 7:00 A.M. to 10:00 P.M.
1552 W. CARSON FA. 8-4418

MOTEL

COLONY MOTEL
With or Without T.V.
New - Quiet - Comfortable
MODERN
Moderate Rates - Owner Mgr.
(Member United Motor Courts)
1629 W. PACIFIC COAST HWY.
Davenport 8-3864

New & Used CARS

FRED BRIGGS
CHRYSLER - PLYMOUTH
1588 TORRANCE BLVD.
FAIRfax 8-2040
Completes Automotive Service
All Makes of Cars
NURSERY

HILLCREST NURSERY

GARDEN HARDWARE
Lawn Mower Sales & Service
Flowers - Shrubs - Plants - Trees
We Give S&H Green Stamps
1517 W. ANAHEIM Harbor City
Davenport 6-5492

Office Equipment

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

OPTOMETRIST

DR. JAMES M. SOSS
OPTOMETRIST
Modern Scientific Eye
Glasses Accurately Fitted
Contact Lenses - Booklets
CREDIT TERMS
24-hr. Lens Department Service
1288 SARTORI AVE.

PAINTS

PITTSBURGH PAINTS
Manufactured by
PITTSBURGH PLATE GLASS CO.
465 Cranshaw FA. 8-7260
Sold Locally by -
"GARDEN PAINT WALL-
PAPER - CRAYONS -
PARAQUOT BUILDERS
SUPPLY-3401 Torrance Blvd.

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A. W. STRAND & SON
PAINTING CONTRACTORS
Licensed & Insured
Public Liability & Property
Damage - \$50,000 & \$100,000
"Quality Work at Our Motto"
1638 WEST 220TH STREET
FAIRfax 8-6601

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 Enamel Finishes,
Sandars, Spray Equipment
(1424 MARCELINA FA. 8-5907)

Paving Contractor

WARREN SOUTHWEST, Inc.
Paving Fashioned for Easy Job
Hot Mix Asphalt Pavement is
Ready for Use the Day it is Laid
20934 South Normandie Ave.
FAIRfax 8-1185 Torrance

Picture Framing

COLONIAL ART SHOP
CUSTOM & STOCK FRAMES
Original Oils and Prints
Metal Lifting - Compo. Work
Mounting
Wholesale & Retail
125 HERMOOSA AVE. FR. 4-5875
HERMOOSA BEACH

PLASTERERS

OPERATIVE PLASTERERS & CEMENT MASONS INTERNATIONAL ASSN.
LOCAL NO. 83
D. L. "JOE" REID, J. AXELSON
522 CARSON PAUL J. FA. 8-3400

PLUMBING

GEORGE H. WARE PLUMBING
New - Remodelling - Repairs
"LET US DO IT!"
1971 PLAZA DEL AMO
FAIRfax 8-7591

PLUMBING

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

Plumbing & Heating

DAVID JACOBS
Plumbing & Heating
Franchise Dealer for
Coleman Water Heaters,
Furnaces and Appliances
HOV Water Heaters
Electric Sewer & Drain Eqt.
"No Job Too Small or Difficult
With Us"
1908 - 222nd St. FA. 8-2051

PRINTING

LEVELLEN PRESS
Social - Commercial Printing
26 YEARS' EXPERIENCE
Wedding Announcements - Cards
Office - Booklets
Rubber Stamps
1815 GRAMERCY AVE.
Torrance FA. 8-2807

PLYWOOD

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

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ALTER REALTY & INSURANCE
"Opposite the Post Office"
Conveniently Located Offices
All Salesmen Bonded
Main Office:
1438 MARCELINA AVE.
FA. 8-0373 Torrance NE. 6-3450

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HEATH REFRIGERATION
SALES & SERVICE
Commercial - Domestic
24 Hour Emergency Service
1730 W. CARSON ST.
FAIRfax 8-2754
(If no answer TE. 8-5777)

RESTAURANT

DING HOW RESTAURANT
American & Chinese Food
Food To Take Out
Private Banquet Room
1650-1652 CABRILLO AVE.
(Corner of Carson) FA. 8-2001

RESTAURANT

MOM AND DON'S RESTAURANT
1975 TORRANCE BLVD.
TORRANCE, CALIF.
FAIRfax 8-5885
Home of Old Fashioned Wood
Cooked Meats, Featuring Big
Sandwiches - Ham, Beef,
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

</