

# YOU CAN'T FOOL THE PUBLIC!

The Price tag doesn't sell the house. People look at every part of it and they're looking for value every inch of the way... That's exactly what La May builders had in mind when they planned the "HOME OF RUSTIC CHARM"... you get every dollar's worth... You'll see a home with modern up-to-date practicability and also a home that has an atmosphere of warmth and charm.

**"DODIE" DID THE  
PLUMBING ON  
THIS HOME**

Featuring  
**AMERICAN  
STANDARD  
PRODUCTS**



H. C. DODENHOFF

**H. C. DODENHOFF**

Plumbing Contractor  
141 Eucalyptus Dr.

EL SEGUNDO Ph. El Segundo 1930



MR. MCGINNIS

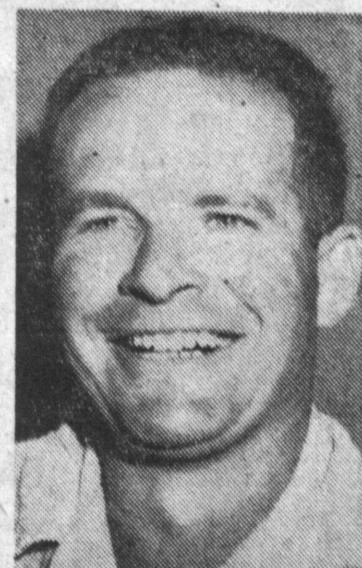
**BILLY MCGINNIS**

Plastering Contractor  
FREE ESTIMATES

706 Pine Drive

**WE DID THE PLASTERING  
WORK ON THIS  
MODEL HOME**

WE MAKE SURE OUR  
CUSTOMERS ARE  
COMPLETELY  
SATISFIED



JOSEPH A. SAITTA

**LET  
"JOE  
SHAKE  
IT"**

Wood Roofs - Composition Sidewalls  
Of All Types

**J. A. SAITTA ROOFING CO.**

656 S. Irena

REDONDO BEACH

FR. 4-4938

**OVER  
\$1,000,000**

Loaned During 1953  
To Home Owners And  
Builders of the City of

**TORRANCE**

Watch for Announcement of Opening  
of First Federal's new Lomita branch  
at corner of Lomita Blvd. & Allene.  
The Home of Rustic Charm financed by

*First*

**FEDERAL SAVINGS**

AND LOAN ASSOCIATION OF SAN PEDRO

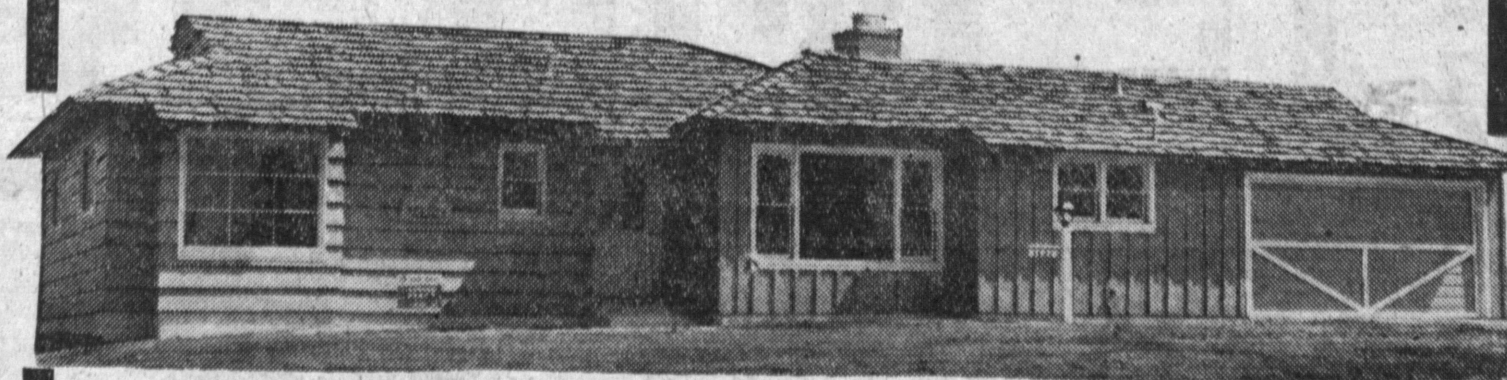


556 W. NINTH ST.  
SAN PEDRO  
Terminal 3-4401

556 W. Ninth St.  
SAN PEDRO  
Terminal 3-4401

## NOW OPEN FOR INSPECTION...

- 1604 FLOWER ST. CORNER OF FLOWER & SONOMA AVE. IN TORRANCE
- HOURS: 1 to 5 P.M. ON SAT. & SUNDAY
- You Are Cordially Invited To Inspect Our Model Home This Week - End



THE LONG LOW LINES OF THIS HOME MARK ITS DISTINCTLY RUSTIC STYLE WITH A PROVINCIAL LOOK! THE DESIGNS FEATURE THREE BEDROOMS AND A COMBINATION DINING ROOM AND RECREATION AREA. COME OUT AND SEE FOR YOURSELF THE FEATURES YOU'VE BEEN WANTING.

- Large Entry Hall
- Spacious Dining Room
- Sliding Glass Doors
- Patio
- 1 1/2 Baths
- Heavy Shake Roofs
- Built-In Western-Holly Oven and Range
- Copper Vent-A-Hood for Kitchen
- Imported Italian Quarry Tile
- Custom Made Natural Knotty Cedar Cabinets
- Stall Shower
- Forced Air Heating with Thermostat
- Service Porch
- 2-Car Garage
- Painted & Wallpapered Walls & Ceilings
- Breakfast Bar in Kitchen
- American Standard Fixtures

People That Own La May Homes Are Our Best Salesmen

**WE FURNISH THE  
BUILDING MATERIALS**

**WE'RE THE  
General Contractors**



"DUTCH" HORLANDER



JACK PHILLIPS



PAUL F. MAYER



O. A. L'AMOREAUX

**PARAMOUNT  
CENTER**

Corner of Madrona  
& Torrance Blvd.  
FR. 4-3428

**HOWARD J. PERCY  
INVESTMENT CORP.**  
2224 TORRANCE BLVD.  
"Insurance and  
Real Estate  
Counselors"  
FA. 8-4636

**We Are  
The Exclusive  
AGENTS  
For La May  
Builders**

We Have 15 Lots  
to Build New Houses.  
See Us for Your  
Contracts. We  
Handle Financing  
and Plans



Are Featured  
In This  
"Home of  
Rustic Charm"



MILT ISBELL

**LIBERTY  
Home Appliance  
Company**

1623

CRAVENS AVE.

TORRANCE

FA. 8-5410

**"Homes of Rustic Charm"—by La May Builders**

MODEL HOME LOCATED AT 1604 FLOWER ST. (NEAR SONOMA) PHONE: FR. 4-4718 or FA. 8-4636—EL SEGUNDO 1698M