

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.
Ph. El Segundo 1930

EL SEGUNDO



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

We have everything you need for your home. We are open Sundays for convenience of week-end carpenters.

**PARAMOUNT
CENTER**
Corner of Madrona
& Torrance Blvd.
FR. 4-3428



HOWARD J. PERCY

**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

We have faith in Torrance and believe that the home buyer wants a home that is equal to the quality of those found in Palos Verdes and Rolling Hills. We've built such homes and the people of Torrance are buying them.

"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