ILLUSTRATED BUSINESS INDEX



REID HEATING & AIR CONDITIONING

No matter whether the weather is too hot or too cold for comfort, modern science and engineering have devised ways we can actually change it and create an enjoyable year round climate in our homes and offices. Carl Reid, owner of Reid Heating and Air Conditioning, 3418 Redondo Beach Blvd., Torrance, is an expert in this field of weather adjusting. He does all types of heating and air conditioning work. He is equipped to handle residential, commercial and industrial contracts of small or large proportions. He can build weather conditioning into your existing building, or plan and execute a complete heating and air conditioning system for a brand new building. He is an authorized dealer for several manufacturers of heating and air conditioning equipment, Fedders, Payne, Holly and Fraser-Johnston, but if you prefer some other make, Reid can obtain and install it for you. Reid, his staff of eight, and three trucks are at your service after a simple phone call from you. Just dial DA 3-7202, or



BUD'S AUTO WRECKING

Ever tried to find a door handle for a 1948 Plymouth, or an automatic transmission for a 1951 Studebaker? Personalized service and help is offered every customer of Bud's Auto Wrecking, 928 E. Carson, Torrance, two blocks east of Avalon on Carson. Owner, Bud Hamilton, and his staff of four, do everything in their power to assure the satisfaction of each customer. Whatever your need in the auto parts line, Bud's either has it or will find it for you. Their huge 21/2 acre lot holds a stock of 350 cars dating from 1931 to 1954. They have on hand: grills, fenders, windshields, radios, heaters, motors, doors, rear ends, re-built batteries. They also install parts. Bud's Auto Wrecking buys cars of any year. As a matter of fact, they offer free pick-up on cars to be sold, and free pick up and delivery on parts, too. Just call TE 5-3496 or SPruce 5-1985.



FRED'S OVERHEAD GARAGE DOOR SERVICE

Making repairs or remodeling when necessary adds to the value of your property. and keeps you feeling proud of its attractive appearance. Often the remodeling of repairing is something as relatively minor as straightening the garage door. Fred Me Garcia, owner of Fred's Overhead Garage Poor Service, has specialized in repairing and installing garage doors. He can repair or adjust your garage door, install a new door in your old garage, or install a new door in a new garage. He offers a variety of materials for new doors, such as redwood, plywood, and aluminum. Garcia does all of is own work, so your satisfaction is guaranteed. He is licensed and fully insured. He started his business in 1950, and serves the entire South Bay area. Whether you are building a new home, or just sprucing up the one you have now, call Fred's Overhead Garage Door Service, FR 4-1896 or PL 3-1619, to be sure that you have the very best in garage door installation or repair.

ACCOUNTANTS

J. Don Cowger - DA 6-2212 20 Years' Experience
Formerly Federal and State Auditor

X INCOME TAX SERVICE
Public Accountant
Bookkeping Service
Reasonable Rafes
Fully Trained in New Tax Laws
Open All Year — Eves DA 5-0528
1801 Pacific Coast Hwy., Lomita

ADYERTISING-SIGNS ACME SIGN & NEON COMPANY

"A Complete Sign Service"
in Wilmington Since 1946.
Trucks — Walls — Store Fronts
Bulletin Boards, Windows — Gold & Silver
Leaf, Wood & Metal Letters — Banners
Show Cards — Posters
New Neon Signs — Maintenance —Repairs
Repaints
1203 W. Anahelm St. —TE 4-4507 — Wilmington

AIR CONDITIONING AL YOUNG HEATING CO.

AIR CONDITIONING SALES & SERVICE ☆ HOME ☆ OFFICE ☆ FACTORY Free Survey — Estimates FHA TERMS ARRANGED

AIRCRAFT & RADIO BILL & DAVE'S RADIO

Alrcraft Radio Repairing & Installation
Authorized Dealer for
NOVA-TECH INC.

\$ALES — INSTALLATION — REPAIR
Torrance Municipal Airport
Business — DA 6-0060

Res., Bill, FR 9-3507 — Dave, FR 2-5187

AUTO PAINTING PAINT & BODY SHOP

☆ Body & Fender Work ☆ Custom Painting ☆ Foreign Car Specialists LL WORK GUARANTEED Free Estimates 1830 W. Redondo Beach Blvd. Gardena — FAculty 1-0735

AUTO PARTS-USED

BUD'S AUTO WRECKING

Bud Hamilton — Owner

Motors — Transmissions — Rear Ends
Bodies — Fenders — Hoods
6 & 12 Voit Rebuilt Batteries
Free Pick-up & Delivery

Cars Bought — Any Year

988 E. Carson — TE 5-3496 — Torrance

AUTO TRANSMISSION SERVICE FRED'S AUTOMATIC TRANSMISSION SERVICE

☆ Motor Rebuilding
☆ Motor Rebuilding
☆ Motor Exchange
☆ Brake Service
☆ Tune-Up Service
1601 W. Carson, Torrance
FA 8-4673

AUTO WASHING & POLISHING CAMINO CAR WASH

Featuring the
DOUBLE WASH
25c Off with this Ad
WASHING — POLISHING
ALL NEW & MODERN EQUIPMENT
Large Shaded Patio
CRENSHAW at 164th St.

AUTOMOTIVE SERVICE HOWARD'S AUTOMOTIVE

COMPLETE AUTOMOTIVE SERVICE
Mechanical Repair
Body Repair
Painting
ALL WORK GUARANTEED
Redondo Beach Bivd. Red

BEAUTY SHOP

ART DE

COIFFURE

COSMETIQUE BEAUTY SALON "Beauty Is Woman's Duty"

A Brief Cut

A New Permanent

Complete Individual Service

Deen 9 a.m. Dally — DA 4-6438

15504 Crenshaw Blvd.

Gardena

MAR-EVE BEAUTY SALON Mary Davis — Eva Dombrowski SPECIALIZING IN PROBLEM HAIR COMPLETE BEAUTY SERVICE Personalized Permanent Waving Tinting — Bleaching — Cutting Open 9 a.m. 6 Thurs. 9 a.m. 9, Eve by Appt. 1754D Cabrillo — FA 0-0606

COMPLETE BEAUTY CARE Specializing in

Permanents

Hair Styling

Tinting

Open 8 a.m. to 11 p.m., Mon.-Sat,

1405 Crenshaw Blvd. — FA 8-3513

FRED KEN SPORTING GOODS Boat Center for the Harbor Area Featuring FIBERGLASS BOATS Sales — Service — Parts Simplete Line of Marine Hardware W. Pacific Coast Hwy — TE 4-2350 Wilmington

BODY SHOP CHUCK'S BODY SHOP Complete Body & Fender Work Specializing in CUSTOMIZING Insurance Estimates All Work Guaranteed Pick Up & Delivery 4019 W. 182nd 5f., Torrance Cor. 182nd & Prairie FR 2-0351 or Res. DA 4-8588

LOMITA BLUE PRINT SERVICE

Chester A. Been Sr., Prop

☆ Drafting Room Supplies

☆ Engineering Supplies

☆ Architectural Supplies

☆ Photo Copying

Bluetex Tracing Paper

Pick Up & Delivery Service

2373 Pacific Coast Hwy. DA 6-7496 Lomita

BUILDING MATERIAL WILMINGTON LUMBER & PLYWOOD COMPANY

Hardwood Paneling — Marine Plywood Hardware — Screens — Sash & Doors Windows — Finished Lumber — Moldings OPEN SUNDAYS 9 a.m. 'Till 3 p.m. 645 N. Lagoon — TE 5-5530 — Wilmington

BURGER BAR

RUSSEL'S FROSTY BURGER BAR Delicious Hamburgers
Hot Dogs — Chill Dogs
Thick Maits — Floats — Freezes
ALL FOOD PACKAGED TO TAKE OUT
Drive-in Service
1737 W. Lomita Blvd., Lomita
CALL DA 5-0394

BOWLING SUPPLIES

SAKATA'S BOWLING SUPPLIES
BALLS PLUGGED AND REDRILLED
BAGS
SHOES
BALLS
1640 Redondo Beach Blvd.
Beween Normandle & Western, Gardena
DA 9-7818 — DA 4-1659

BEN POLLACK'S Weddings — Receptions — Cocktail Parkes
SERVING THE HARBOR AREA
In Your Home or Your Church
Featuring
Hors D'oeuvres — Chicken — Corned Beef
Turkey — BBQ Meets — Steaks
Come in and Get a Free Estimate
\$31 W. 7th, TE 1-1125 — San Pedre

CLEANERS

B & N CLEANERS Personalized Service — Member CDA
Serving the South Bay Area
We Operate
OUR OWN PLANT
PICK UP & DELIVERY
5 Trucks to Serve You
2729 E. Carson — Dominguez
TE 4-7940

EDWARDS CLEANERS

Cleaning — Pressing — Alterations EXPERT KNIT BLOCKING Blankets — Drapes

GOMPLETE LAUNDRY SERVICE
Free Pick-up & Delivery
SAME DAY SERVICE

3847 Pacific Coast Hwy.
Walteria — Call FR 5-6598

CONCRETE-READY MIXED READY MIXED CONCRETE FROM A YARD TO A YARDFUL CONTRACTORS TO HOME OWNERS Immediate Delivery For Free Estimates FR 9-2216 GREENE'S READY-MIXED CONCRETE CO. 20427 Hawthorne Ave., Torrance

CONTRACTORS-BUILDING

JAHN CONSTRUCTION CO. General Contractor "YOU SPECIFY — WE SATISFY" Residential Commercial Industrial "On Your Lot of Contract" 100% Financing 24206 Crenshaw Blvd. — DA 6-2600

CONTRACTOR-PAVING ANDY PAVING CO. ASPHALT DRIVEWAYS OUR SPECIALTY

Roads & Streets

Parking Lots
Seal Coating
Resurfacing
Licensed & Insured

McDonald Ave. — TE 5-3877

Wilmington

CONTRACTOR—SEWER

PARKER—SMITH

CONSTRUCTION CO.

RESIDENTIAL & COMMERCIAL

& Sewers

Trenching

Cesspools

Septic Tanks

1608 HICKORY AVE., TORRANCE

FA 8-0153 or FR 2-0319

DOORS-GARAGE

FRED'S OVERHEAD GARAGE DOOR SERVICE Overhead Garage Doors
New or Old Garages
dwood — Aluminum — Plywood Etc.
All Work Guaranteed
I Do My Own Work
Repairs & Adlustments
FR 4-1896 or PL 3-1619

DRAPERIES

M & M DRAPERIES

ELECTRICAL—CONTRATORS

FRANK McGINLEY ELECTRIC CO. Maintenance Contracts
Lighting Fixtures Fluorescent — Incandescent Serving Entire Harbor Area 24 Hr. Service — TE 4-1442 121 West E — Wilmington

ESCROW COMPANIES

HEATH ESCROW CO. Quick — Efficient — Competent
Escrow Service
Free Loan Appraisal Service
lat and 2nd Trust Deed Financine
Buy & Sell 2nd TD's
All Employees Bonded
Notary Public 1528 Cravens — Torrance Call FA 8-8353

FENCES

ATLAS FABRICATED FENCES Industrial — 会 BLOCK 会 FHA TERMS 100% Galvanized Chain Link Fences Rust — No Painting — No Up Keep For Free Estimates — TE 4-4493

FLOOR SERVICE MASTER FLOOR CO. R FLOOR CO.

New Floors Installed
Old Floors Refinished
Flooring — Laying — Sanding
Linoleum & Carpet'
Venetian Blinds — Shades
Free Estimates — DA 3-2973
15202 S. Western — Gardena

FLORIST OWERLAND
LIL. VAUGHN and JOYCE
Since 1934
Artistic
FUNERAL FLOWERS
CHARGE IT
We Wire Flowers Anywhere
/ Free Delivery
Open 7 Days a Week 'Til 8 p.m.
16510 Crenshaw — DA 3-0174 — Torrance

GIFTS-GLASSWARE L&M VELICKY-IMPORTERS L&M VELICKY—IMPORTERS
of Art Crystal & Ceramic
Glasses — Vases — Bowls — Trays
Lamps — Candle Holders — Ash Trays
Having a Wedding or Perty?
We Rent Table Accessories
Free Gift Wrapping & Delivery
10% Discount with This Ad
1617½ Cabrillo Ave — FA 8-8256 — Torrasce

PLAZA GIFT SHOP Glasware — Figurines
Ceramic — Copperware — Clocks
COSTUME JEWELRY
GREETING CARDS
FREE GIFT WRAPPING
Drive-in Parking
1536 W. Garson — FA 8-9440 — Torrance

HEA' ING & AIR CONDITIONING REID HEATING & AIR CONDITIONING CO. sidential — Commercial — Industrial All Types
Heating & Air Conditioning
For State Conditioning
New & Existing Buildings
3418 REDONDO BEACH BLVD.
Torrance — DA 3-7207

HEALTH FOOD

Are you fired, overweight or under-weight? Have you a diet problem? Low sodium Sugar-free? Fat free?

TRY THE HEALTH FOOD WAY THE NATURAL WAY

GARDENA HEALTH FOOD CENTER

FARMER'S INSURANCE GROUP Floyd Lee — B. B. (Red) Bowde Auto — Life — Fire — Truck GENERAL LIABILITY Fast, Fair Claims Payment Friendly, Courteous, Helpful Agents 1702 S. Elena St. — FR 8-1533 Hollywood Riviera

HOWARD JEWELERS Serving Torrance and the
Harbor Area Since 1926
Omega Watches
ELGIN - BULOVA - CROTON
Orange Blossom Diamonds
Special Design & Setting
Black Hills Gold Jewelry
S&H GREEN STAMPS
1503 Cabrillo Ave. - FA 8-7124

LETTEF & ADDRESSING SERVICE

SOUTH BAY MAILING SERVICE BAY MAILING SERV
Complete Mailing Service

↑ Direct Mail
Private List Maintenance
↑ Industrial Lists
↑ Inserting
Enclosing — Sealing
For Information Call
FA 8-1924
1733 Border — Torrance

LUBRICATION-COMMERCIAL WALT'S LUBE MOBILE

PORTABLE LUBRICATION FORTABLE LUBRICATION
. Featuring
Sta-Clean Products
Complete Lubrication of all
GAS — DIESEL TRUCKS
Saf. and Sun. Lubrication
W433 Sturgess Dr., Torranca
FRontier 9-1065

LUMBER

23831 Hawthorne Blvd. — Torrance

☆ Plywood

☆ Hard & Soft Moldings

☆ Select Hardwood Lumber

☆ Cabinet Hardware

☆ Sherwin-Williams Paints

☆ Wall Paneling

"Be a Handy Man — Do it Yourself"

liks. North of Pacific Cst. Hwy.—Walteria

FR 5-1566

LUMBER

CLEVELAND WRECKING CO. "Coast to Coast"

NEW & USED BUILDING MATERIALS
Lumber — Sash — Doors
Windows — Brick — Pipe
Plumbing Fixtures
Demolition Contractors
21932 S. Avaion Blvd.
Torrance — TE 5-3152
(1 Blk. So, of Carson)

MAINTENANCE SERVICE

SOUTH BAY MAINTENANCE Windows, Floors, Walls, Rugs Commercial Offices Medical Buildings Licensed, Bonded, Insured 24-Hour Service DA 6-3605 DA 6-0705

MOTEL

EL RANCHO MOTEL NCHO MOTEL

Al and Rose Stanfield, Mgr.
QUIET & RESTFUL

↑ DELUXE UNITS

FAMILY UNITS

★ SINGLES & DOUBLES

Beautyrest Beds

Free TV & Hi-Pi

Room Phones

3215 Pacific Coast Hwy.
DA 5-0550 — Torrence

MOTOR SCOOTERS

Ride the New
LAMBRETTA
SALES & SERVICE
Over 100 Miles Per Gal. Up to 50 M.P.H.
Authorized Dealer for
CUSHMAN — MUSTANG
GLENN'S CYCLE SHOP
782 N. Pacific, Redondo Beach
FRontier 9-3988

TORRANCE PAINT & FLOOR COVERING

Featuring SPRED SATIN — GLIDDEN FULLER PAINTS Floor Covering — Window Shades Wallpaper — Venetian Blinds Brushes — Rollers — Supplies FA 8-3260 1413 Crevens — Torrance

BRACY'S PLUMBING SERVICE Emergency Service

"QUALITY WORK ALWAYS"

Water Heaters — Bathroom Suppli Kitchen Equipment
Repairs & Remodeling
Sewer Drain Cleaning Equipment
20360 Hawthorne Ave. — Torrance
FR 9-2311 or FR 9-2789

ANDY'S REFRIGERATION
Serving South Bay Area Since 1948
24 HOUR EMERGENCY SERVICE
Commercial — Domestic
On All Makes and Models
ALL WORK GUARANTEED
2115 Torrance Blvd — FA 8-3863
1644 Wilmington Blvd. — TE 5-2669

RESTAURANTS

FISH PEDDLERS The FINEST IN SEA FOODS
TAKE-OUT ONLY
FRESH FISH
FISH DINNERS
SHORT ORDERS
CALL FR 8-2582 and We Will Have It Ready to Go in 15 Minutes 1763 So. Elena Ave — Hollywood Riviera

HUFF'S COFFEE SHOPS

Open 24 Hours
Open 24 Hours
Breakfast - Lunch - Dinners
FEATURING
SEA FOOD
Shrimp - Scallops - Halibut
Complete Fountain Service
2125 Torrance Blvd. - Torrance
FA 8-8463

PISCIOTTA PIZZA Delicious Italian Food Featuring All Home-Made PIZZA

BAT HERE - TAKE OUT Open 11-10, Fri. & Set 'Til Midnight'
Closed Tuesdays
1402 W. Carson — Torrence — FA 0-0031

THE POLYNESIAN "Where Your Haweiian Holiday Is Only Minutes Away" ISLAND SPECIALTIES EXOTIC FOOD TROPICAL DRINKS ISLAND MUSIC Pol Pacific Coast Hwy. — FR 8-1247 At the Foot of Palos Verdes Hills

RIOS CAFE

Pete & Emma Rica MEXICAN FOOD AT IT'S BEST ☆ TACOS 文 TACOS ☆ BEER ☆ FOOD TO GO ☆ POOD TO GO ☆ 221 Harbor Drive (North of Fox Redondo Theater) Redondo Beach

AN'S
FINE CHINESE FOOD TO TAKE OUT
Lunch — Dinner or A La Carte
No Tip — No Tax
Let Our Famous Hong Kong Chet
Help Plan Your Parties
Daily 12 Noon to 9 p.m.
Closed Monday
1819 S. Catalina — Redondo Beach
Save Time — Call FR 5-1590

RESTAURANT-CHINESE

YOUNG SING CHINESE RESTAURANT Gardena's Newst and Most
Modern Chinese Restaurant
Featuring
THE FINEST CANTONESE FOOD
"Order to Take Out"
16312 South Vermont Ave.
Gerdena — DA 4-4061

SOUTHBAY ROOFING CO. Residential — Commercial
NEW — REPAIRS
ALL TYPES AND BRANDS
Composition — Shingle — Fla Composition — Shingle — Flat
Wood Shingle & Shake
Built-up Roofs — Rock
Sliding — Insulation — Tile
Reasonable Prices — Guaranteed
24410 Grenshaw Blvd. — DA 6-3840 — Torrance

RUG & CARPET CLEANING BURCHFIELD CARPET WORKS

Established 1943

ARUGS AND CARPETS
Cleaned — Dyed — Sizes — Bound
Each Rus Individually Serviced

UPHOLSTERY
Cleaned — Color Restored
Invite Your Most Careful Inspection"
1971 Torrence Blvd. FA 8-2672 SAWS ART'S SAW & MOWER SHOP
CIRCLE SAWS — HAND SAWS
Machine Sharpened
LAWN MOWERS — HAND OR POWER
SALES — SERVICE
Large Selection of Bicycles
GARDEN SUPPLIES
22133 So. Vermont — Torrance
FA 0-0710

SCHOOL-BEAUTY CULTURE HARBOR BEAUTY COLLEGE Teacher Training
FULL BEAUTY COURSE
Franchised to teach the
COMER AND DORAN method of hair styling
Nominal Tultion -- Budget Terms
FREE LIFETIME PLACEMENT IN SHOPS
Complete Beauty Service to Public
465 W. 7th Sen Pedro -- TE 2-1606

SCHOOL-FLIGHT MARKS AVIATION FLIGHT SCHOOL

& AIR TAXI SERVICE ↑ PERSONALIZED INSTRUCTION
↑ EASY TERMS
Also
Rentals — Scenic Rides
DA 6-5050
3103 Pacific Coast Hwy. — Torrance

SCREENS

ROSE WEATHERSTRP & SCREEN CO. DOORS & WINDOWS SCREENS
Fiberglass Wire
Aluminum Frames
CREDIT TERMS
Free Estimates
4411 Redondo Beach Blvd.
Lawndale — FR 4-3607

SERVICE STATIONS

C & W SIGNAL STATION W SIGNAL STATION
Complete Service on American
Foreign Cars & Truck Service
MOTOR TUNE UP
BRAKE ADJUSTMENT
MAJOR OVERHAUL
COMPLETE ACCESSORIES
Free Pick Up & Delivery
Redonde Beach Blvd. — DA 3-2899

SERVICE STATIONS

TRIO SERVICE With This Ad
LUBRICATION 49c
Tune-ups — Brake Service
Expert Lubrication
Battery & Starter Work
Trailer Rentals
Pick-up & Delivery
807 Border — Torrance
FA 8-9887

SPORTING RESERVATIONS B & H OUTING & SPORTING

RESERVATIONS BUREAU
HUNTING & FISHING & VACATIONS
U.S.A. — Canada — Mexico — Alaska
Guides — Pack Animais — Maps — Supplies
WE MAKE RESERVATIONS AND
ALL OTHER ARRANGEMENTS
At No Additional Cost to You
Wan' RESULTS on Your Next Trip?
Call E. B. Ingram Jr., FR 5-2463

TELEVISION

ATOMIC TV SERVICE Authorized Dealer ☆ PACKARD-BELL ☆ ZENITH ☆ G.E. Service on All Makes We Service What We Sell Same Day Service — Call Before 4 p.m. 22782 Hawthorne Blvd. - Torrance FR 5-9577 or FR 5-6996

THEATER-DRIVE-IN HARBOR DRIVE-IN THEATER

Les Wusstewald, Mgr.
THE PLACE
TO TAKE
THE FAMILY
No Baby-Sitting Problem Here
23322 5o. Vermont - Torrance
Vermont at Sepulveda - TE 4-8501

BAY TIRE SERVICE

Les Ziemer, Mar.

COMPLETE RECAPPING SERVICE
RECAPPING - VULCANIZING
New & Used, Tires for
Trucks & Passenger Cars
ONE DAY SERVICE
Factory Seconds
332 S. Sepulveda Blvd.
FR 2-5859 - Manhattan Beach

TRAILERS

MATHEWS TRAILER SALES FLAMINGO — SHASTA — MAYFLOWER
Butane Service — Insurance Service
CLEAN USED TRAILERS
BANK FINANCING
2142 Pacific Coast Hwy. — Lemita
DA 6-2200

TRAVEL SERVICE

INTERNATIONAL TRAVEL SERVICE —Complete Travel Service—
Call FAIRFAX 8-3642
For Happier Travel Days
Reservations — Information — Ho
Airline & Steamship Lines
Tours — Cruiess — Buses
1625 Cabrillo Ave. — Torrance

TRUCK RENTAL CK RENTAL

AVALON U DRIVE

Liftgåtes — Vans — Pick-ups
STAKES — DUMPS

.Mestly All New — ½ to 10 Ten
Dollie & Pads Available
Rates

Hour — Day — Week or Month
Special out-of-state Rates

31625 S. Avalon Blvd. — Wilmington
TE 4-6657 — Open Sundaya