Thursday, June 23, 1960

TORRANCE PRESS

Alpert's to Feature Latest in Fine Furniture as New Store Opens Today

Eight years ago, a new | Lee Alpert believes, that ing you, Alperts is a long retail establishment, opened no business can grow suc- time member of the National in Torrance. It was owned cessfully without a personal- Academy of Decorative Arts and operated by a man with has this quality.

an idea. Today, that idea In the new and much larg- He is joined by Hal Little, takes form with the opening er building he is opening to- who spent many years sell-When first established day, much thought and plan- ing fine furniture in New of Alpert's new store.

eight years ago, it was the ning have gon'e before to It is, this writer's opinion, first store in the area to fea- make it a pleasant and after inspecting a most unture modern and contempo- unique place to shop for usual display of home furrary furniture and has set home furnishings. nishings, that a visit to this the pace for high styling ever One is impressed, even be store will prove to be a desince. fore entering, with an entry lightful experience.

One of the factors contri- that is preceded by a unique Alpert has advised us of buting greatly to the success planter and reflection pool a radical new price policyof this company was the filled with water lilies. This not discount prices he says, careful selection of merchan- delightful departure from but simply the lowest prices dise. Another, was the fine the conventional is carried anywhere, and he tells us decorator service for which out throughout the store. they will never have a sale it has become noted through- As to the background of -but will feature sale prices out the 'area.

the people you'll find serv- every day.

Torrance Executive

Army Assigns Local Soldier to Italian Force

VANS

Aluminum

Screens,

Doors and

Awnings

Wilmington

Gains FMC Position Private Kenneth P. Pillen.

an Task Force in Italy.

force's headquarters, entered company's Chemicals and keting areas of the plastics the army in July, 1958 and Plastics Division.

Wall to Wall Carpet

CUSTOM DRAPERIES

FORMICA

722 AVALON BLVD.

FREE ESTIMATES

"G" St. and Avalo

received basic training at Headquartered in Los An- engineering specialist at the Fort Ord.

And All Home Furnishing Needs

SHADES - LINQLEUM

TE 4-6405

ciety.

COMPLETE LINE OF FLOOR COVERINGS

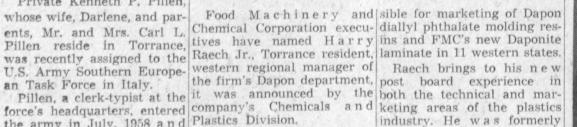
WINDOW SHADES, CUSTOM DRAPERIES

CARPETING, VEN. BLINDS & VERTICALS

Find It Fast

In The

Yellow Pages



geles, Raech will be respon- Norair Division of Northrop, where he headed plastics research and development for rockets, missiles, and airplanes.

> Prior to that time he had been vice president-engineer ing at North American Fiberglass and head of marketing and engineering for reinforced plastics at Dynakon Corporation. Raech has also been associ-

> ated with Allied Chemical Corporation and Atlantic Refining Company as a plant design engineer, and with Reichold Chemical, Inc. in charge of plastic laminates for automotive uses. A mechanical engineering graduate of Drexel Institute of Technology, Raech also pursued graduate studies in

business administration at

Western Reserve University

and Alexander Hamilton In-

stitute. He is a member of

the American Chemical So-



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be available to Torrance residents when Al-

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living, styling that

never grows old ...

this excellent ex-

tional design is

truly a wedding of

the best that is

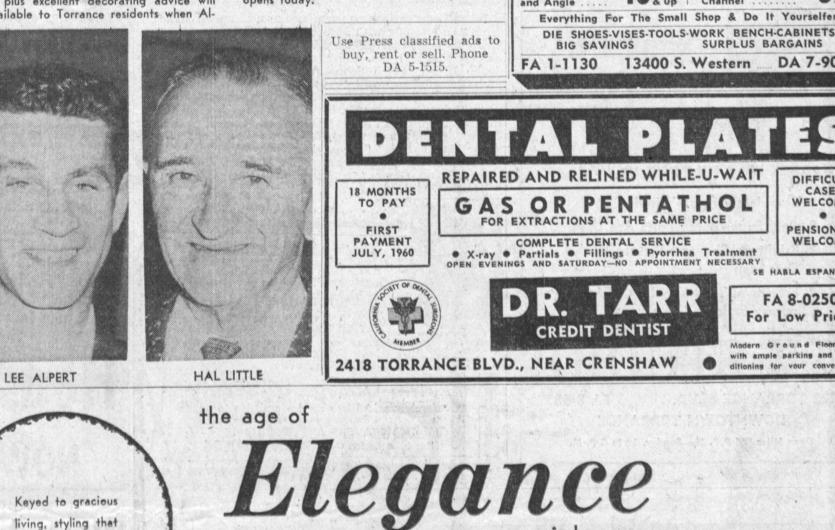
old and new. It

grace any

will

home.

of transi-



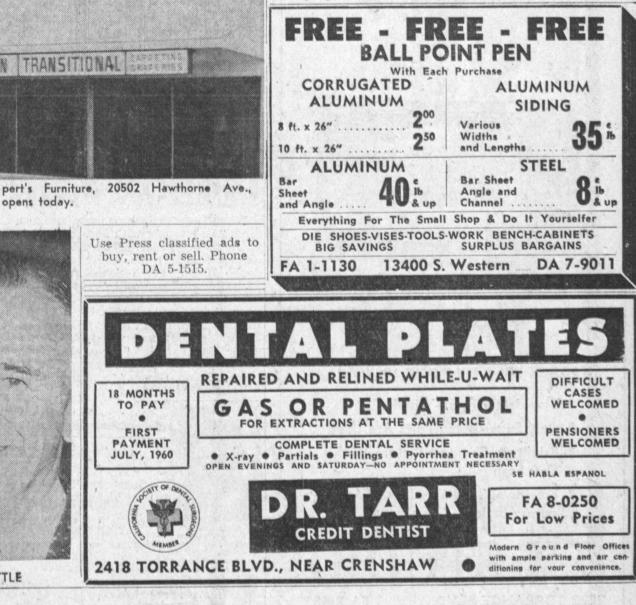


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Denn Engineering Co. Opens Offices in City

The Denn Company, En-|Denn and Maurice J. Denn. gineers, has opened its new Both are graduates of Redonoffices at 1122 Crenshaw do Beach High School and have been area residents Blvd., Torrance, announced since 1920.

the Chamber of Commerce The new firm had offices recently. at 443 Pier Ave. in Hermosa Owners of the firm, whose Beach since 1954. Chamber civil engineering, design, re- officials added that the Denn ports, building design and Company is its newest memsurveying, are Marin "Mike" ber.



is here

for the discriminating . . . a most gracious dining room featuring an antique white pillored base with magnificent inlaid chateau walnut top. An enduring design crafted in classic simplicity by masters of their art.

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20502 Hawthorne Blvd. (2 Blocks North of Torrance Blvd.) FR 2-1911 . . . Open Monday, Thursday and Friday Nights