

## Women Learn Home Arts

(Continued from Page B1)

**Men's Tailoring**  
A flair for design is a talent you can develop in the college's men's tailoring and fashion design classes. Pattern drafting and the actual making of men's trousers, vests, coats, and overcoats is the area of instruction offered in men's tailoring, while fashion design centers on teaching students to create original clothes for every occasion from sportswear to formals.

Owning and making a success of your own business is also the key work in the Culinary Arts Department's restaurant management curriculum. Here skills such as purchasing, personnel management, menu planning, public relations and advertising, sanitation, and even restaurant bookkeeping are taught to students who some day plan to own their own restaurants.

Training the modern cook is the task of Trade-Tech College's chef's training instructors who teach students how to whip up a short order or a cafeteria menu.

The tasty arts of this course are practiced by the students in the college's own faculty-student cafeteria where they receive the opportunity to make everything from salads and sandwiches to stews,

roasts, and puddings.

### New Careers

Mature women whose families have all grown up are finding a new career for themselves in an extra special art taught in the home catering classes.

In no time at all, they learn new twists that can turn an ordinary cake into a work of art just as pleasing to the eye as to the palate. And they also learn that their new abilities with a roast or salad are opening doors to jobs that can give them spare money or an independent income.

Weather conditions and seasonal trends that influence and effect other jobs don't bother the students in the commercial baking classes at Trade-Tech where temperatures and humidity are controlled in the college's stainless steel equipped bakery.

One cake or a hundred loaves of bread are specialties of the house for students studying ingredient processing, baking processes and procedures, and cake baking and decorating in this program.

If you have a special interest in any one of these specialized areas in the foods or fashion trades, registration is currently being conducted for these classes at Los Angeles Trade-Technical College, 400 West Washington Blvd.

## Palley's to Open 6th Store in Long Beach

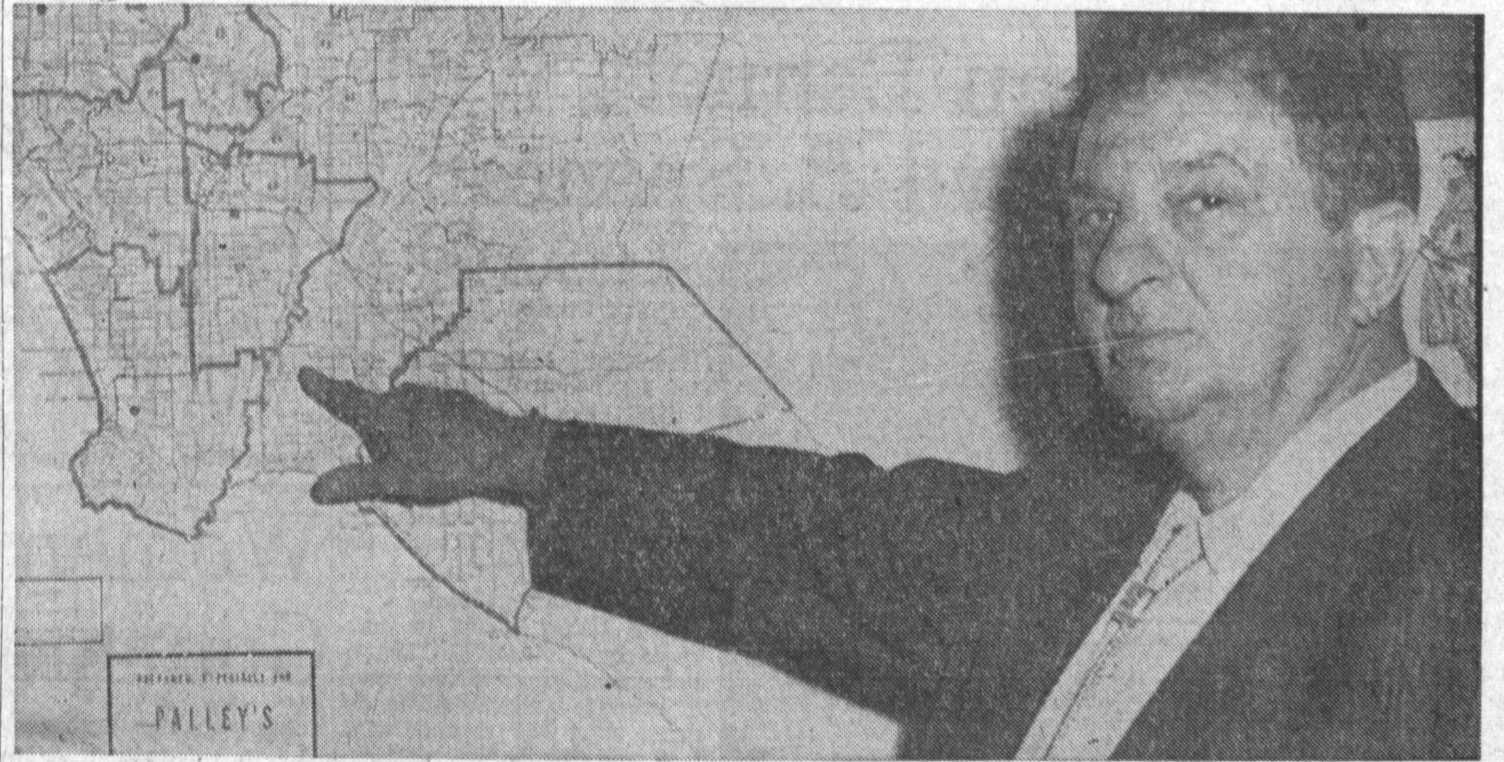
The 6th store in the Palley chain will open its doors on September 21st in North Long Beach. Guests, entertainment, displays and gifts will be gala features at the new store, located on the corner of Atlantic and Artesia. Fabulous grand opening specials still the occasion in all Palley stores.

Palley's Long Beach store will provide the latest in display and shopping convenience. The large parking lot will accommodate 250 cars and the store boasts the most modern wrought iron fixtures especially designed for easy self-service.

Duplicating the population growth of Southern California, the famed "Do It Yourself" chain began in a small way with the Glendale store in 1946. In quick succession, other stores were opened in Vernon, Anaheim, Van Nuys and Torrance. With the opening of this latest store in

Long Beach, the stores are evenly spaced 15 miles apart. Responsible for this remarkable success story is William Palley, founder and president. Originally, his plan was to sell Government surplus and building materials. Gradually, the variety of merchandise was expanded to include the electrical appliances, housewares, clothing, sporting goods, plants and garden supplies, tools and patio furniture its beautiful imports—brass, copper, wood, rattan and glass from exotic lands. The intention is to bring unique decor items to the general public at budget prices, so that any home can be key-noted with quality and distinction at low cost.

These unusual decor gift items are personally selected by Bill Palley, both from catalogues and buying trips to the Orient. Ably assisting him for the past seven years in this rapidly growing phase of



BILL PALLEY POINTS TO MAP SHOWING NEW STORE LOCATION

the Palley operation is Miss Eileen Schenck, especially trained and schooled for this role.

Other key personnel are Sam Palley, who has been with the organization since its inception and serves as vice president; Vinc Savano, sales manager; Lou Willis, head supervisor; Sid Simon, who buys clothing and nurs-

ery supplies; Jerry Oxman, director of purchasing, aircraft and surplus division; Ed Yarchever in charge of building materials; and Frances Snyder, mail order director.

The mail order aspect of Palley's is a nation wide scope with ads appearing in House Beautiful, Popular Mechanics, House and Garden

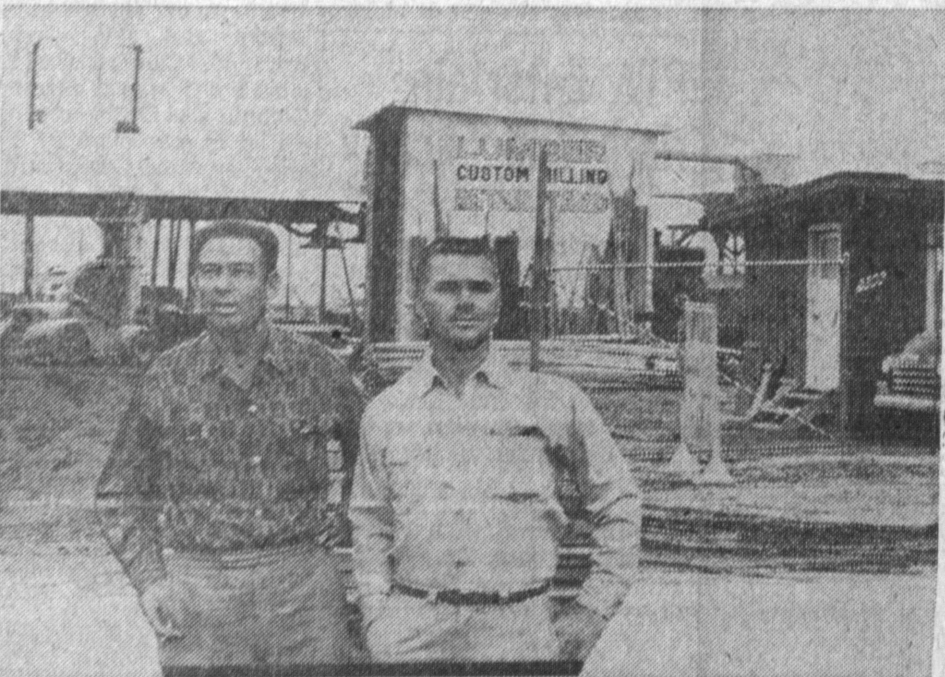
and many other National Magazines. The unusual items offered have attracted so much interest that many tourists coming to Southern California make Palley's one of the places to see, along with Disneyland and other famed meccas.

Newest executive on the Palley roster is Joe Abrams, manager of the new store in Long Beach. He and all other members of the Palley stores look forward to welcoming you during this new store celebration.

### SUNGLASSES

Direct and prolonged exposure to sun can injure eyes. When sun bathing, wear dark goggles or shield the eyes.

# "WHO'S WHO" BUSINESS INDEX



**SPECIALIZED WORK IN MAHOGANY** is a trademark of Lumber Custom Milling, located at 24850 Wilmington Avenue near Lomita Boulevard in Torrance. The shop has a staff of eight and is owned by Doyal and Cliff Gray, Steve Bush and Lloyd Curtis. The mill started in 1956 as a wholesale lumber outlet, but has since become a retail mill. Many types of wood are carried, although mahogany is the specialty. "We have lumber from mill ends to car loads," the owners say. In addition Lumber Custom Milling carries materials for fencing, moulding and hardware. Other supplies include roofing goods and wood for sash and doors. Wood will be cut to your specifications and delivered to your home or wherever you say, free of charge. Call TE 4-0282 for information.



**UNIQUE DESIGNING** in lamps and antiques can be found at B's Import Lamps, 1705 1/2 South Catalina, Hollywood Riviera, which is owned by Jack Bradshaw. B's Import Lamps is presently featuring a display of authentic antiques featured in jade and ivories, along with silver, bronze and porcelain. If you are looking for an item which is distinctive, unique and unusual, you should be sure not to miss the "one of a kind" custom designs available at B's. Some of the items to be found at the shop at 1705 1/2 South Catalina, of which Bradshaw is especially proud, are the Burmese Gong; a very old, only one of its kind Japanese bowl; a Chinese ginger jar, Swedish vase, and a Japanese incense burner. Jack Bradshaw opened his Import Lamps shop in December of 1960.



**LOOKING FOR A NEW PET** for your home? If so, Carson Pet Shop, located at 249 East Carson, Torrance, is the place to go for outstanding selection. The pet shop is owned by Lois H. Norfleet and was opened in February. You'll find tropical fish of all kinds, as well as dogs, cats and a variety of birds. In addition Carson Pet Shop carries a complete line of equipment for taking care of your new pet. Included are aquariums, pumps and plants to make your fish feel at home, food for animals and other pet needs. Carson pet shop also boards dogs, cats and birds while owners are away. The store is open Monday through Friday from noon until 8 p.m., Saturdays from 9 a.m. until 6 p.m. and closed Sunday. Lois Norfleet promises to give you an outstanding choice in pets. "We cater to amateur hobbyists," she says.

### APPAREL—WOMEN'S

#### DOREE-ANN STYLE SHOP

"Style Plus—Minus Prices." Everything in Ladies' Wear—Sports Wear, Dresses, Sweaters, Lingerie, Hosiery, Blouses. Custom Jewelry. Alterations.  
2607 Pacific Coast Highway, Rolling Hills Plaza DA 5-3133

### AUTO AIR CONDITIONING

#### PIERCE BROTHERS GARAGE

Mark IV and ARA dealer. Auto air conditioning sales and service. All makes of refrigerated units. Serving Harbor Area since 1947. Financing available.  
481 Tenth St. San Pedro Phone TE 2-8393

### AUTO BODY REPAIR

#### TORRANCE AUTO BODY

Sports Car Specialists — Featuring the Finest Workmanship on All Makes  
Custom Painting — Insurance Approved — Free Loan Cars  
1766 W. CARSON TORRANCE FA 8-9080

### BOATS

#### FRED & KEN SPORTING GOODS

Boat Center for the Harbor Area—Featuring FIBER GLASS BOATS  
Sales—Service—Parts—Complete Line of Marine Hardware and Accessories  
824 W. PACIFIC COAST HIGHWAY, WILMINGTON TE 4-2350

### BARBER SHOP

#### PARK BARBER SHOP

Open 7 Days — "Personalized Hair Styling" — Boys Under 12, \$1.05—Adults, \$1.50  
Saturday and Sunday, All Cuts \$1.50 — Two Locations  
2756 Sepulveda, Torrance — 23645 Arlington, Torrance—DA 6-9877—DA 6-9833

### CLEANER

#### BELFAIR DRY CLEANING SPECIALISTS

Dry Cleaning Specialists — We Specialize and Take Pride in our Quality Workmanship  
of Your Finest Attire—Try Us and Be Convinced  
2060 W. Carson Torrance FA 8-8041

#### THIS SPACE FOR RENT

CALL DA 5-1515

### COCKTAIL LOUNGE

#### SERENATA—YOUR NEIGHBORHOOD BAR

Cocktail Hour 5 p.m. to 8 p.m.—Dancing Nightly Until 2 a.m.  
Your Hosts Al and Bob Close  
1831 Pacific Coast Hwy—DA 6-9503—2 Blocks West of Western Ave., Lomita

### CONCRETE BLOCKS

#### FRED-LITE BLOCKS, INC.

Precision—Quality—Durability—Specializing Complete Line of Lightweight Precision  
Concrete Building Blocks—472 Different Sizes and Shapes in Pink, Gray, Tan.  
252 E. Redondo Beach Blvd., Gardena — FA 1-1481 — Wholesale to Dealer

### JEWELERS

#### SHEARER JEWELERS—Your Torrance Jewelers

Your Torrance Jewelers—Fine Jewelry—Watches—Diamonds—Featuring Omega,  
Tissot, Elgin, Longines—Diamond Mounting and Setting—Master Watchmaker  
2597 Pacific Coast Hwy., Torrance DA 5-3933

### KARTS—MOTORCYCLES

#### HANNA CYCLE SERVICE

Go-Karts—Motorcycles—McCulloch Dealer—Repairs—Service on All Makes & Models  
Small Engines Rebuilt—Open 9 a.m.—9 p.m. 7 Days a Week  
1931 W. Redondo Beach Blvd., Gardena DA 3-1883

### LAMPS

#### B'S IMPORT LAMPS

Lamps—Lamps—Lamps. We specialize in custom made lamps. Your choice of colors,  
material, and your price range. Small collection of one of a kind antiques.  
1705 1/2 S. Catalina, Redondo Beach FR 8-3093

### LUMBER

#### LUMBER—CUSTOM MILLING

From Mill Ends to Car Loads—Fencing Material—Mouldings—Hardware—Roofing  
Supply—Sash—Doors—Mahogany Cut to Size  
24850 Wilmington Ave., Near Lomita Blvd. TE 4-0282

### MARKET

#### NORLEY'S MARKET

Complete Line of Quality Meats, Groceries, Fruits and Vegetables, Beer and Wine  
Meat Cut and Wrapped for Freezers—Open 9-9 Mon. & Fri., 9-7 Tues., Wed., Thurs.  
1330 El Prado Downtown Torrance FA 0-3112

### MOTEL

#### DRIFTWOOD MOTEL—Heated Pool—Cabana

Complimentary Coffee and Paper—Kitchens—Television—Room Phones  
Lounge Suites—Modern—Tropical—Adjacent to Fine Restaurant  
3960 Pacific Coast Hwy., Torrance FR 5-0511

### MUFFLER SHOP

#### CARSON MUFFLER CENTER

Custom exhaust work—All makes and Models—Foreign Cars—Free Installation  
Stock and Duals—Shock Absorbers—Now Corvair Dual Exhaust Sets for '60 and '61  
415 E. Carson, Torrance TE 5-9156

### ORGANS—PIANOS

#### NIKL MUSIC STUDIOS

Headquarters for Conn Organs—Gulbransen Pianos—Easy Terms—36 Months to Pay  
See Our Mile o' Music for All Makes of Organs  
3820 Sepulveda, Torrance (Across from Sears) FR 5-2591

### PAINT

#### PUNT'S PAINT CRIB

FEATURING A COMPLETE LINE OF GLIDDEN PAINT  
CUSTOM MIXED COLORS WHILE YOU WAIT  
22841 South Figueroa Street, Torrance Phone TE 5-9525

### PET SHOP

#### CARSON PET SHOP

Tropical Fish and Aquariums—Pumps—Filters—Plants—Complete Line of Pet Food  
Dog Accessories—Dogs, Cats, Birds Boarded—We Cater to Amateur Hobbyists  
249 E. Carson, Torrance Open 12-8 Weekday, 9-6 Saturday TE 4-2915

### PLYWOOD

#### BOULEVARD PLYWOOD

Do It Yourself Materials—Custom Made Cabinets—Formica Counter Tops Made to  
Order—Aluminum Screens—Stains & Finishes—Hardware—"We Cut to Size"  
1924 W. Lomita Blvd., Lomita DA 6-1760

### RADIATOR SERVICE

#### WALTERIA RADIATOR SERVICE

Shaw Eggers, Owner—New and Used Radiators—Cleaning—Repairing—Recoring  
Free Pickup and Delivery  
24424 Hawthorne Blvd., Watteria FR 8-5085

### RADIATOR SERVICE

#### TORRANCE RADIATOR SERVICE

All Work Guaranteed—One Day Service—Repairs—Cleaned—Recored  
Free Estimates—Pickup and Delivery  
1601 W. Carson, Torrance Corner Carson and Harvard Blvd. FA 8-1702

### RESTAURANT

#### COUNTRY BURGERS—All Food Made to Take Home

Burgers (Our Own Special Sauce)—Only Special Cuts of Sirlion Used—Tacos—  
Tamales—Tostitos—Chili—Refried Beans—Coffee—Cold Drinks—Shakes  
Corner Torrance and Hawthorne Blvd., Torrance FR 1-9083

### RESTAURANT

#### DIXIE CAL'S STEAK AND BAR-B-Q HOUSE

Food to Go—Special T-Bone Steak, 1.95—Bar-B-Q Dinners from 2.00  
Lunches Daily, 1.05—Open Daily 11 to 11—Open Until 2 a.m. Weekends  
23814 Hawthorne Blvd., Torrance FR 8-5003

### RUG CLEANERS

#### BYRD RUG AND UPHOLSTERY CLEANERS

All Work Our Plant or Your Home—Our Specialty Wall-to-Wall Carpet Cleaning  
Serging and Binding—Sewing and Repairing — Tinting and Dyeing  
1931 W. Artesia, Gardena FR 2-5163 — DA 4-2403

### SERVICE STATION

#### BEN BENDA CHEVRON SERVICE STATION

Brake Service—Wheel Balancing—Road Service—Towing—Tires, Tubes, Batteries  
BEST BUYS IN USED CARS  
21703 S. Avalon, Torrance TE 4-7420

### SERVICE STATION

#### GEORGE PHILLIPS CHEVRON SERVICE

Service With a Smile—Tune Ups—Brake Service—Wheel Balancing—Electrical Service  
Free Pickup and Delivery  
4605 Torrance Blvd., Torrance FR 1-6901

### SERVICE STATION

#### CRAVENS ST. RICHFIELD SERVICE

J. W. Alcock, Proprietor — One Stop Service — Tune-up — Brake — Wheel Balancing  
Tire Service—Blue Chip Stamps  
1529 Cravens, Downtown Torrance FA 8-9670

### TELEPHONE ANSWERING SERVICE

#### BAY CITIES ANSWERING SERVICE

Margaret Marsh's 24-Hour Personalized Service—Business—Professional  
"Let Us Be Your Choice With a Smile in Our Voice"  
23912 Crenshaw Blvd., Lomita DA 5-4100

### THEATERS—DRIVE-IN

#### HARBOR DRIVE-IN THEATER

Lee Wuestwald, Mgr.—The Place to Take the Family—\$1.50 Per Car  
No Baby-Sitting Problem Here—Starts at Dusk—Open 7 Days a Week  
23322 So. Vermont Ave. Vermont at Sepulveda TE 4-8501

### TRAILERS

#### JORDAN TRAILER SALES

Ralph Jordan, Owner—New and Used Trailers—Dealer for Great Lakes—Viceroy  
Sell on Consignment — Storage Space  
2117 Pacific Coast Hwy., Lomita DA 5-1961

### TRANSMISSIONS

#### CROWN TRANSMISSION EXCHANGE

Wholesale Service to garages and gas stations—Repaired, Rebuilt, Exchanged—Any  
type, model or year. Complete line of new and used parts—Pickup and Delivery  
1838 W. Redondo Beach Blvd., Gardena DA 4-8346