

"WHO'S WHO" BUSINESS INDEX



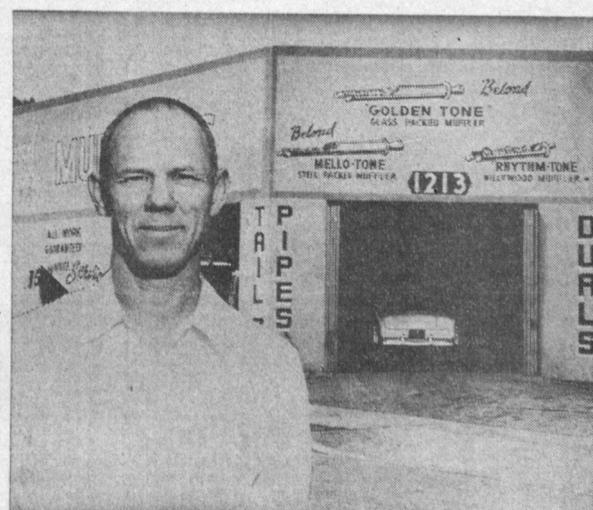
THE BOAT CENTER

Boating needs of southern Californians may be most satisfactorily filled at The Boat Center, 321 W. Pacific Coast Hwy., Long Beach. Owner Terry Wall and staff of five, offer sales and service and all sorts of boating and fishing information. There you will find outboards, Glasspar speed boats and cruisers, Javlyn and Flamingo speed boats, Mercury motors, and American, Kaer and Heco boat trailers. Also carried are water skis, boat hardware, parts, paint and accessories. "If it has to do with marine supply, we carry it," says sales manager Scotty Thompson. Thompson is a member of the Power Squadron and U.S. Coast Guard Auxiliary, and is well qualified for his role as navigator and fishing expert. He makes frequent demonstration runs to Catalina and elsewhere. Both he and Wall are dedicated to promote safety at sea and proper operating of boats. Hailed by his sales manager as a racing and mechanical genius who can get the most out of a motor, Wall handles that end of the business. Both men have spent years around the water with boats, they are thoroughly familiar with water sports and supplies. The Boat Center is open daily from 9:30 a.m.-6 p.m. and Mondays and Fridays until 9 p.m. It is an especially busy place on Sundays—the "big" shopping day for boats and supplies. That's when families join in the fun. For information call The Boat Center, HE 7-3508.



SANDY VITALE DANCE STUDIO

One of the most outstanding dance studios in the area is that of Sandy Vitale, 1807 W. 166 St., Gardena. Here students are instructed by competent and highly experienced teachers. Vitale received his own training over a period of years in other dance studios, and for several years operated his own studio in Salt Lake City, Utah. The Sandy Vitale Dance Studio specializes in all the American dances and the Latin—the cha cha, rumba, samba, mambo, and the tango. Instruction is given in the waltz, fox trot, jitterbug and swing. Now because of frequent requests, the studio will offer lessons in tap and ballet. Should you be interested in these, or other courses of dance instruction, call the Sandy Vitale Dance Studio at DA 3-8660. Offered on individual or term basis, lessons are offered privately, in classes, or in private group sessions. Classes are held on Fridays and Saturdays. A special teenagers class meets each Thursday from 7:30-8:30 p.m. The studio is open each evening from 7-11 p.m. Enroll now for a fun course at the Sandy Vitale Dance Studio. Rates are most reasonable and it is not necessary to sign a contract. You will find instruction of the highest quality. Acquire the dancing ability that will make you the sought-after dancing partner of other good dancers. Dancing is a social grace all can acquire.



JOHNNY'S MUFFLERS

LET'S KEEP IT QUIET! That noisy muffler is a sure symptom that it's time you had your car's muffler inspected. And there's no place more reliable than Johnny's Muffler Service to have this done. Johnny Ralf, of 1213 Engracia, Torrance, is a specialist in the sales, service and repair of all types and models of mufflers. The Mitchell Muffler—"Fiber Glass packed"—is featured. Johnny reminds us that "a leaky muffler can kill you." Fifteen minute service offered on mufflers and tail-pipes. In addition to all types of mufflers, Johnny also carries Duals, Headers, Exhaust Pipes, and is headquarters for all needed exhaust service. Call FA 8-5566 for free estimates. Immediate installation at low rates prevails at Johnny's—he believes in building good will and repeat customers for future progress. So if you have a noisy, leaky muffler on your car, do something about it. See Johnny Ralf.

ACCOUNTANTS

J. Don Cowger—DA 6-2212
30 YRS. EXPERIENCE
FORMERLY FEDERAL AND STATE AUDITOR
INCOME TAX SERVICE
BOOKKEEPING SERVICE
REASONABLE RATES
FULLY TRAINED IN NEW TAX LAWS
OPEN ALL YEAR
Evenings: DA 5-0528
25327 NARBONNE AVE. LOMITA

BICYCLES

Ten "W's" Bicycle Shop
Sales — Service
Custom Made Bicycles
AUTHORIZED SCHWINN DEALER
Lar. — 21. — 21. — Bikes
Foreign & American Racers
Cyclo-Simplex Derailers Units
Racing Gear Accessories
21919 SOUTH MAIN ST. TORRANCE
TE 4-7773

DELICATESSEN — ITALIAN

Trieste Italian Market
Finest — Service
HOT TORPEDO MEATBALL & SAUSAGE
SANDWICHES IMPORTED ITALIAN FOOD
PIZZA — PASTRIES
Complete Lines of Other Italian Products
Fast Delivery Service FREE!
CALL FA 8-4727
1519 WEST CARSON TORRANCE
Thurs. Fri., Sat. 9 to 12 — Sun., Mon., Tues. Wed. 9 to 9

GOLF

18217 S. Broadway
Gardena Golf & Turf
SOUTHLAND'S FINEST GOLF
Plus Western
PLUS FIRST CLASS
DRIVING RANGE
WELL LIT — 11 Tees
Terrific Balls
GOLF SHOP — COFFEE SHOP
1st Stop Light South of Artesia on Broadway

ORGAN — PIANOS

Niki Music Studios
Arnold R. Niki, M. M., Director
ORGANS—PIANOS
Headquarters for Conn Organs
GULBRANSEN PIANOS
Free — Lessons — No Obligation
Easy Terms — 24 Months to Pay
3820 Sepulveda (Across from Sears)
Torrance Phone FR 5-2591

TAILOR

Chubby Griffin
"PERSONALIZED TAILORING FOR THE MAN WHO CARES"
Specializing in
CUSTOM TAILORED SLACKS \$19.98
Alterations — Restyling — Repairing — Re-weaving
1505 S. Pacific Coast Hwy. FR 5-7689
Hollywood Riviera

AUTO BODY SHOP

Torrance Auto Body Shop
Peter Salzman, Owner
SPORT CAR SPECIALISTS
★ New, Modern, Up-to-Date Shop ★ Custom Painting
★ Domestic & Sports Cars ★ Complete Body Repairing
★ CARS & TRUCKS ★ Free Estimates
Loan Cars Available Without Charge
1766 W. CARSON, TORRANCE FA 8-9080

BOATS

The Boat Center
Sales & Service
Mercury Motors
GLASSPAR
JAVLYN
FLAMINGO
Hardware and Accessories
Boat Trailers
321 W. PACIFIC COAST HWY. HE 7-3508
LONG BEACH

DOUGHNUTS

The Golden Donut
Open 24 Hours Every Day
22 VARIETIES — DELICIOUS DONUTS
Highest Quality — Finest Ingredients
Used in Our Special Process
Catering:
Churches — Clubs — Schools
on a Wholesale Basis
1959 West Carson TORRANCE
FA 8-9623

Hi-Fi, Radio, TV Supplies

Torrance Electronics
★ STEREO PHONO CARTRIDGES
★ ALL TYPES OF DIAMOND NEEDLES
★ STEREO RECORD CHANGERS AND COMPONENTS
★ EICO HI-FI KITS—IN STOCK
Call us for your parts and needs
Open Sundays, 10 A. M. to 2:00 P. M.
1613 WEST CARSON TORRANCE
(1/2 Block East of Western) FA 8-2501

PLUMBERS

Willard J. Albert Plumbing
Residential — Commercial
Repairing—Remodeling
Sales—Service
All Makes of Water Heaters
Plumbing Supplies
Open 4 Days a Week
2217 Border Ave., Torrance FA 0-0950

TELEVISION

Black's TV & Radio Service
Expert Service on All Makes
AUTHORIZED ADMIRAL DEALER
SALES & SERVICE
ALL WORK GUARANTEED
Let Experience Save You Money
W. L. "BUDD" BLACK, PROP.
2109 REDONDO BEACH BLVD.
REDONDO BEACH FR 2-4460

AUTO MUFFLER SERVICE

Johnny's Custom Muffler Service
Exclusive Distributor for Mitchell Mufflers
Sales—Service—Repairs for All Makes and Models
15-MINUTE SERVICE
Dials — Headers — Exhaust Pipes
1213 Engracia Ave., Torrance FA 8-5566

BOATS

Fred Ken Sporting Goods
Boat Center for the Harbor Area
Featuring
FIBERGLAS BOATS
Sales — Service — Parts
Complete Line of Marine Hardware
824 W. Pacific Coast Hwy. Wilmington
TE 4-2350

FENCES

Afco Fence Co.
INSTALLATION — MATERIALS — REPAIRS
COMMERCIAL — RESIDENTIAL
Factories — Warehouse — Office Bldgs.
Yard Enclosures Swimming Pools
Gates — Field — Fences
Protection — Economy — Durability
FREE ESTIMATES — 3 YRS. TO PAY
24710 CRENSHAW BLVD. TORRANCE
DA 5-1141

JANITOR SERVICE

Lomita Maintenance Service
COMPLETE OFFICE — JANITORIAL WORK
Kitchen Floors Cleaned & Waxed
"AFTER A BUSY DAY, CLOSE THE
DOORS & LEAVE THE CLEANING TO US"
Licensed & Bonded
Reasonable Rates
23015 EVALYN LOMITA
FR 5-7733

REFRIGERATION

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

THEATER—DRIVE-IN

Harbor Drive-In Theater
Les Wuestwald, Mgr.
THE PLACE TO TAKE THE FAMILY
\$1.50 Per Car
No Baby Sitting Problem Here
23322 S. Western Ave. TE 4-8501
Vermont at Sepulveda

AUTO—USED CARS

"DISCOVER NEW VALUES"
Maynor Bros. Motors
MOST ALL MAKES & MODELS
CARS & TRUCKS
LOW PRICES — NO MONEY DOWN
ON APPROVED CREDIT
BANK TERMS
22782 HAWTHORNE AVE. TORRANCE
FR 8-4247

BOATS

Rumley's Boat Bargain Center
★ ARROWCRAFT ★ LARSON
★ DOT LINE ★ CLASSIC
★ ANTHONY ★ K&K
Motors: Mercury, Evinrude, Johnson
Trailers: Ace, Heco, Continental, Wallstrom
24-hour Boat and Auto Service
1261 N. Gaffey — TE 1-2444 — San Pedro

FLORISTS

GIBS FOR FLOWERS
ELITE FLORAL SERVICE
For Entire Harbor Area
★ WEDDINGS
★ CORSAGES
★ BOUQUETS
★ FUNERAL
★ POTTED PLANTS
FLOWERS FOR ALL OCCASIONS
24833 SO. WESTERN LOMITA
DA 6-0344 DA 6-0344 Nite

LAMPS AND SHADES

Vermont Lamp Shop
"We Make 'Em as You Like 'Em"
Lamps and Shades—Shades Made to Order
Over 1000 Lamps to Choose From
Lamps and Shades Wired
Use Your BankAmericard
Two Locations
13957 Van Ness — DA 3-4887 — Gardena
2447 W. Manchester Blvd., Inglewood
FA 1-1217

RESTAURANT

Chan's
FINE CHINESE FOOD TO TAKE OUT
Lunch—Dinner or A La Carte
Let Our Famous Hong Kong Chef Help
Plan Your Parties
Daily: 12 Noon to 9 p. m.—Closed Monday
1819 S. Catalina Redondo Beach
Save Time — Call FR 5-1590

TRAILERS

New and Used Trailers
Mobile Homes — Vacation Trailers
ALL MODELS & SIZES
Dealer for Flamingo, Shasta, Mayflower, Plymouth,
Kenshill, Traveler
DAVENPORT 6-2200
George W. Fry, Inc.
2142 Pacific Coast Hwy.

AWNINGS

All-American Awning Co.
Navaco Alum. or Rigid Vinyl Coatings
BEAUTY — COMFORT — PROTECTION AT LOW PRICES
NO RUST, ROT, RIP, NOR CHIP
★ FREE ESTIMATES
★ 24 MONTHS TO PAY
★ ALL WORK GUARANTEED
2346 WEST LOMITA BLVD. LOMITA
DA 6-5636

BUILDING MATERIALS

Herwood Building Supplies
NEW & USED
BUILDING MATERIALS
Rods — Sand — Cement
Lumber — Plywood Doors
Windows — Plumbing Fixtures
OPEN SAT. & SUN. ALL DAY
24500 S. NORMANDIE HARBOR CITY
DA 6-5146

FOOD—DRIVE-IN

A & W Root Beer Drive-In
Featuring A&W Root Beer, Burgers, Hot Dogs,
Pastrami, Shrimp Plate, Chili Dogs
Malts, Floats, Sundae
Drive-in Parking Available
Open 11 a. m. to 12 p. m.
Friday and Saturday, 11 a. m. to 2 a. m.
21721 Western Ave. TORRANCE
FA 8-9686

LUMBER

Liston Lumber
Free Delivery With Order Over \$10.00
Building Materials
REDWOOD FENCING
★ GRAPE STAKE
★ SPLIT RAIL
Fencing Cut to Size
Rock — Sand & Cement
Open Sat. & Sun. Free Estimates
24004 CRENSHAW TORRANCE
DA 5-1101

RESTAURANT

Huff's Coffee Shops
Open 24 Hours
BREAKFAST—LUNCH—DINNERS
FEATURING SEA FOOD
Shrimp — Scallops — Halibut
Complete Fountain Service
2125 Torrance Blvd. Torrance
Phone FA 8-8463

TV SERVICE

Ole's TV Service
REPAIRS ON ALL MAKES AND MODELS
HI-FI and Home Radios — Antenna Service
Photographs—Stereo
Prompt — Efficient — Courteous
Reasonable Charges
26336 S. Western, Lomita DA 6-2223

QUALITY ALUMINUM AWNING MFG. CO.

Serving the Entire Southwest Area
★ PATIOS ★ WINDOWS
★ TRAILERS ★ DOORS
Factory-to-You Service
Nothing Down—36 Months to Pay—Bank Terms
FREE ESTIMATES
21170 S. Western Ave., Torrance, FA 8-0835

CLEANERS

Perfection Cleaners and Launderers
Same Day Service
COMPLETE 1-STOP SERVICE
"PERFECTIONIZED" DRY CLEANING
Blankets, Drapes — Rub. Carpet Cleaning
Upholstery & Furniture Cleaned & Dyed
Fine Shoe Repairs
2060 WEST CARSON TORRANCE
FA 8-8041

FURNITURE

Bill's Furniture
New and Used Furniture and Appliances
We Buy and Sell
Refrigerators — Stoves — Furniture
Budget Terms
Open Monday Through Saturday, 9:30 a.m. to 4 p.m.
Pick-up and Delivery
1306 W. Lomita Blvd. DAVENPORT 6-3170
(Between Western and Normandie)

MOTEL

Colony Motel
COMFORTABLE AND CLEAN
12 All Type Modern Units WITH TV'S
Panel Ray Heat
Showers & Tubs
FAMILY ROOMS — KITCHENETS
CONNECTING ROOM
1629 WEST PACIFIC COAST HWY.
HARBOR CITY DA 6-0680

RUG CLEANERS

Wayfarer's Restaurant
Featuring
★ OREGON RAZOR CLAMS
★ STEAKS & CHOPS
★ FRESH CHINOOK SALMON
★ PRIME RIBS OF BEEF
★ HOME MADE PIES
Catering to Banquets & Parties
2230 PACIFIC COAST HWY. DA 5-1424
West of Narbonne and Lomita

UPHOLSTERY

Herman's Upholstery
Featuring
DO IT YOURSELF UPHOLSTERING
FREE INSTRUCTION
We Make Old Furniture Look Like New
Complete Rebuilding
Large Selection of Fine Materials
WE PICK UP & DELIVER
667 SOUTH LA BREA INGLEWOOD
OR 4-2922

BARBER SHOP

Charley's Barber Shop
CHARLEY BRIGHT, PROP.
SERVICE FOR THE ENTIRE FAMILY
MEN — LADIES — CHILDREN
ALL TYPES & STYLES
SPECIAL ATTENTION TO CHILDREN
ALSO HAIRCUTTING BY APPT.
OPEN 9 — 6 CLOSED SUN. & MON.
1754-G CARRILLO TORRANCE
FA 0-0234

CLEANING SERVICE

HOME CLEANING SERVICE
John R. Peltier, Prop.
Carpets Cleaned in Your Home
★ INTERIOR CLEANING
★ WINDOWS WASHED
★ FLOORS
945 11TH ST., SAN PEDRO
TE 1-4295

GLASS

Calvert's Glass
Add Gracious Indoor — Outdoor Living
To Your Home
INSTALL CALVERT'S
ALL ALUMINUM SLIDING GLASS DOORS
No Money Down
2 Years to Pay
As Low as \$7.99 Per Month
16607 SO. HALLDALE GARDENA
DA 4-1173

MUSIC INSTRUCTION

Mel-o-Dee Music Center
SPECIALIZED GUITAR INSTRUCTION
COMPLETE AUTO SERVICE
★ Motor Tune-ups
★ Motor Overhaul
★ Transmission Service
★ Brake
★ Carburetor & Ignition
★ TRAILER RENTALS
2200 WEST SEPULVEDA TORRANCE
DA 6-2812

SERVICE STATION

Eddie's Signal Service
Eddie Stracner, Prop.
★ MOTOR OIL TUNE-UPS
★ BRAKE SERVICE
★ ACCESSORIES
Tires — Tubes — Batteries
Lubrication
2761 CARRILLO AVE. TORRANCE
Corner Sepulveda—FA 8-4332

FOR INFORMATION REGARDING THIS PAGE CALL FA 8-2345

BEAUTY SHOP

Sahara Beauty Salon
Complete Beauty Service
SPECIALIZING
HAIR TINTING — HAIR STYLING
Air Conditioned Dryers
Open 9 to 6 Eve. By Appointment
4107 REDONDO BEACH BLVD. FR 4-2419
LAWDALE

DANCE STUDIO

Sandy Vitale Dance Studio
LEARN CHA-CHA-CHA—FOX TROT
JITTERBUG—WALTZ—RHUMBA—SWING
MAMBO—TANGO—SAMBA
Teenagers: Thursday Night, 7:30 to 8:30
Enroll Now for Ballet and Tap
1807 WEST 166TH ST. GARDENA
Corner of Western — DA 3-8660
Open Evenings from 7 'til 11 p.m. Mon. Thru Sat.

MUSIC INSTRUCTION

Mel-o-Dee Music Center
SPECIALIZED GUITAR INSTRUCTION
COMPLETE AUTO SERVICE
★ Motor Tune-ups
★ Motor Overhaul
★ Transmission Service
★ Brake
★ Carburetor & Ignition
★ TRAILER RENTALS
2200 WEST SEPULVEDA TORRANCE
DA 6-2812

MUSIC INSTRUCTION

Mel-o-Dee Music Center
SPECIALIZED GUITAR INSTRUCTION
COMPLETE AUTO SERVICE
★ Motor Tune-ups
★ Motor Overhaul
★ Transmission Service
★ Brake
★ Carburetor & Ignition
★ TRAILER RENTALS
2200 WEST SEPULVEDA TORRANCE
DA 6-2812

SERVICE STATION

Eddie's Signal Service
Eddie Stracner, Prop.
★ MOTOR OIL TUNE-UPS
★ BRAKE SERVICE
★ ACCESSORIES
Tires — Tubes — Batteries
Lubrication
2761 CARRILLO AVE. TORRANCE
Corner Sepulveda—FA 8-4332

FOR INFORMATION REGARDING THIS PAGE CALL FA 8-2345

BEAUTY SHOP

Shasta Beauty Nook
★ PERMANENT WAVING
★ HAIR STYLING
★ HAIRCUTTING
★ MANICURING
★ OPENING OF STREET PARKING
1641 TORRANCE BLVD. TORRANCE
FA 8-4880

DANCE STUDIO

Sandy Vitale Dance Studio
LEARN CHA-CHA-CHA—FOX TROT
JITTERBUG—WALTZ—RHUMBA—SWING
MAMBO—TANGO—SAMBA
Teenagers: Thursday Night, 7:30 to 8:30
Enroll Now for Ballet and Tap
1807 WEST 166TH ST. GARDENA
Corner of Western — DA 3-8660
Open Evenings from 7 'til 11 p.m. Mon. Thru Sat.

MUSIC INSTRUCTION

Mel-o-Dee Music Center
SPECIALIZED GUITAR INSTRUCTION
COMPLETE AUTO SERVICE
★ Motor Tune-ups
★ Motor Overhaul
★ Transmission Service
★ Brake
★ Carburetor & Ignition
★ TRAILER RENTALS
2200 WEST SEPULVEDA TORRANCE
DA 6-2812

MUSIC INSTRUCTION

Mel-o-Dee Music Center
SPECIALIZED GUITAR INSTRUCTION
COMPLETE AUTO SERVICE
★ Motor Tune-ups
★ Motor Overhaul
★ Transmission Service
★ Brake
★ Carburetor & Ignition
★ TRAILER RENTALS
2200 WEST SEPULVEDA TORRANCE
DA 6-2812

SERVICE STATION

Eddie's Signal Service
Eddie Stracner, Prop.
★ MOTOR OIL TUNE-UPS
★ BRAKE SERVICE
★ ACCESSORIES
Tires — Tubes — Batteries
Lubrication
2761 CARRILLO AVE. TORRANCE
Corner Sepulveda—FA 8-4332

FOR INFORMATION REGARDING THIS PAGE CALL FA 8-2345