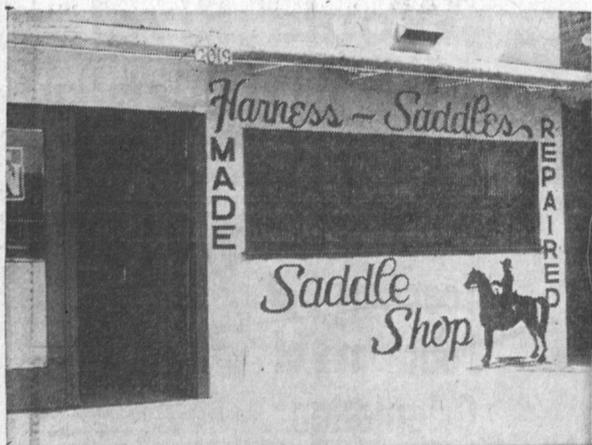
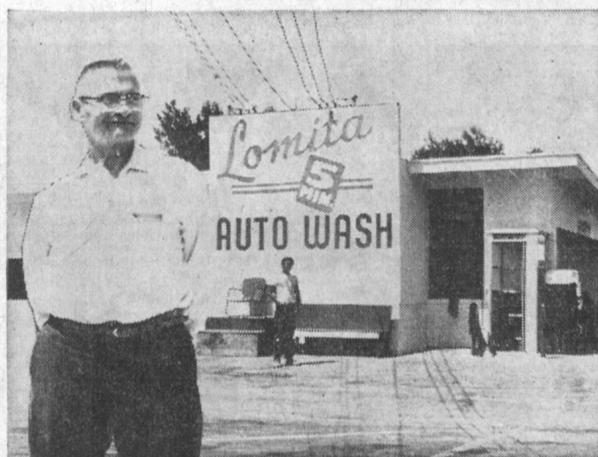


"WHO'S WHO" BUSINESS INDEX



W. C. WIESE, 2019 Pacific Coast Hwy., Lomita, owns and operates the Harness and Saddle Shop. This is a unique trade and one which requires a love of horses and people. 1910 is the origin of the owner's experience, when he started making harness for use in the trotting rings in an eastern state. Now he makes distinctive Custom Made Saddles, Gun Belts and Riding Equipment. Repairing is also a specialty. His many satisfied customers point with pride to the quality workmanship displayed in his handwork. If you are looking for something "better" than "best," drop in and see Walt Wiese. The saddlemaker is on hand to greet you from 9 a.m. to 5 p.m., Monday through Saturday. Remember, the bride trails will be calling this summer—be ready!



AT LOMITA AUTO WASH, George Kessler and his staff of 20 are devoted to their customers. "Extra Care for Your Car" is the motto of this car wash. Lomita Auto Wash was recently reconditioned and new equipment installed. In addition to fine car washing, they are experts at polishing and waxing, upholstery cleaning and motor steaming. If you are particular about your car and how it is cared for, try Lomita Car Wash and let them show how conscientious they are. They are open from 9 to 5 daily, from 8:30 to 9 Saturdays, and from 8:30 to 2 Sundays. Lomita Auto Wash is located at 25825 Narbonne at the corner of Pacific Coast Highway.



FALL'S COMING! Time for a new coiffure, and the Maple Mirror Beauty Salon, 21516 South Main St., is just the place to go. Shirley and Irma, formerly of Rose's Beauty Salon, have created their new salon with every comfort in mind, from air-conditioned dryers to cookies with your coffee. They offer complete beauty care, custom permanents, high styling, cutting and shaping, tinting and bleaching. You can have a completely new hairstyle. The shop is open 9 to 7:30 Wednesday through Friday and 9 to 5:30 Tuesdays and Saturdays. Wednesday, Thursday and Friday evenings they are open by appointment. Call TE 4-9991 for an appointment.

<p>ARTIFICIAL FLOWERS</p> <p>HEIDI FLORAL SHOPPE Marie S. Downen, Prop. Life Like Fabulous Selection — Finest Quality Tropical Plant Flowers — Fruits Free Expert Planning and Arranging Bring Planter or Dimensions 2601 Pacific Coast Hwy. 326-6781 Torrance</p>	<p>AUTO WASHING</p> <p>TORRANCE CAR WASH Featuring Cars — Small Boats — Diesels Steam Cleaning Expert Polishing — Waxing Save On Our Monthly Membership Rate Detailing for Car Lots 1888 Torrance Blvd. FA 8-9655 Torrance</p>	<p>COIN DEALERS</p> <p>WOODIE'S COIN SHOP Large Stock of U.S. Coins Mint Sets . . . Type Sets Coin Collections, Coin Books Coins Bought . . . Sold . . . Appraised Expert Appraisals Open 11-9 7 days, Sat. and Sun. 9 to 9 1114 So. Crenshaw Blvd. 328-3462 Torrance</p>	<p>LAWNMOWER REPAIRS</p> <p>Frank's Lawnmower Shop Sharpened — Repaired Power and Hand Lawnmowers Scissors — Knives — Pinking Shears Small Motor Repairs Pick-up and Delivery (Torrance Only) Open 7 to 6 — 6 Days 18154 Prairie Ave. 370-1055 At 182nd St. — Torrance</p>	<p>REAL ESTATE</p> <p>ROYALLE REALTY PHYLLIS WARD—LOU SMITH "Service with Confidence" Residential, Homes, Income, Lots Rentals Multiple Listing Members Before You List, Call Us 21184 Hawthorne Blvd. Torrance 371-3531</p>	<p>SWIMMING POOL SUPPLIES</p> <p>FLOWERS SWIM POOL SUPPLY Everything for the Pool Chemicals - Accessories - Service Maintenance - Chemical Specialists We Deliver Open Evenings and Sundays 1517 W. Carson FA 0-3922 Torrance</p>
<p>AUTO BODY SHOP</p> <p>B & D AUTO BODY Complete Body and Paint Shop Experts on Foreign Cars Insurance Claims Towing Service Loan Cars Free Estimates 2220 W. Sepulveda Blvd., Torrance DA 6-0071</p>	<p>BAKERIES</p> <p>RANCHO BAKERY Specializing in Complete Line of Bakery Goods Birthday . . . Anniversary Wedding Cakes Special Order Can Be Filled in One Day Open 9 a.m. to 10 p.m. 17222 Hawthorne Blvd., 371-9593 Torrance</p>	<p>WALTERIA COIN SHOP Mitch Vladimir, Proprietor Rare Coins Bought . . . Sold . . . Exchanged Gold . . . Silver . . . Copper Supplies Expert Appraisals 24433 Hawthorne Blvd. FR 8-8088 Torrance</p>	<p>MEAT</p> <p>H. N. STANEART MEATS (Located in Norley's Market) Custom Cutting for Daily Use Beef — Pork — Lamb Ham — Veal — Poultry Choice Meat Chus for Home Freezers Open 9 to 7 Tues., Wed. and Sat. 9 to 9 Monday, Thursday and Friday 10 to 2 Sundays 1330 El Prado FA 8-7422</p>	<p>RUG CLEANING</p> <p>BYRD RUG & UPHOLSTERY CLEANERS All Work Done in Our Plant or Your Home Specializing in Wall-to-Wall Carpet Cleaning, Serging, Binding, Sewing and Repairing—Tinting and Dyeing 1931 West Artesia Blvd. Gardena FR 2-5163—DA 4-2403</p>	<p>THEATERS—DRIVE-IN</p> <p>HARBOR DRIVE-IN THEATER Lee Wuestwald, Manager The Place to Take the Family \$1.50 per Car No Baby Sitting Problem Here Starts at Dusk Open 7 Days a Week 23322 South Vermont Ave. TE 4-8501 Vermont and Sepulveda</p>
<p>SLATER'S BODY SHOP Complete Body and Paint Work Autos and Trucks Color Matching Customizing Specializing in Insurance Work Free Estimates Loan Cars . . . Pickups and Delivery 1501 N. Avalon TE 4-1608 Wilmington</p>	<p>BEAUTY SHOP</p> <p>JANET'S HAIR STYLES "Your Loveliness is Our Business" Complete Beauty Care Permanent Waves Hair Coloring Manicures Eves. by Appointment Air-Conditioned 17234 So. Crenshaw Blvd., DA 4-4804 Torrance</p>	<p>CONCRETE . . . READY MIXED</p> <p>AZUSA ROCK & SAND Torrance Plant Crushed Rock Sand and Gravel Concrete in Color Commercial and Residential For Free Estimates Call FA 8-6705 1347 1/2 W. 208th Torrance</p>	<p>MIMEOGRAPHING</p> <p>GORDES MIMEOGRAPHING SERVICE Letter Addressing Service Mimeographing, Duplicating Rubber Stamps . . . Business Cards Calendars—Book Matches Color Work 23625 Arlington Ave. Torrance 325-3352</p>	<p>SADDLE SHOP</p> <p>W. C. WIESE SADDLE AND HARNESS MAKER Repairing Our Specialty Custom-made Saddles, Gun Belts, Harness and Riding Equipment Quality Workmanship 2019 Pacific Coast Hwy. Lomita DA 6-9603</p>	<p>TRAILERS</p> <p>GEO. W. FRY INC. NEW AND USED TRAILERS Distributors for Paramount - Angelus - Mayflower Double Wide Great Lakes, Ken-Skill, Travel-Ease, Shasta, Riviera Will Take Cars, Real Estate in Trade 2117 Pacific Coast Hwy. Lomita DA 6-2200</p>
<p>ART GALLERY</p> <p>THE GALLERYTZPF Original Oil Paintings Modern and Traditional Paintings by Talented, Professional Local Artists 24"x36" . . . \$29.95 Discount Framing—7-Day Trial Exchange 24216 Hawthorne Ave. Waltheria Phone 378-7533</p>	<p>MAPLE MIRROR BEAUTY SALON Complete Beauty Service Custom Permanents High Styling Cutting . . . Shaping Tinting . . . Bleaching Formerly of Rose's Beauty Salon 21516 S. Main TE 4-9991 1 Block North of Carson</p>	<p>DAIRY DRIVE-IN</p> <p>ROSE BUD DAIRY Herb Moen, Proprietor "Drive-In and Save" Milk—Butter—Eggs—Cheese Fruit Punch — Orange Drink Ice Cream—Soft Drinks Why Take Less Than The Best 18158 Crenshaw Blvd. DA 3-3225 Torrance</p>	<p>MUSIC INSTRUCTION</p> <p>MEL-O-DEE MUSIC CENTER Specialized Guitar Instruction Spanish and Steel Slim Edwards, Instructor Also Violin, Piano, Accordion, Drums Musical Instruments of All Kinds Open 10 a.m. to 9 p.m., Sat. 8 a.m.-4 p.m. 1343 El Prado 378-0915 Torrance</p>	<p>SERVICE STATION</p> <p>NIX'S FLYING A SERVICE "Courtesy and Service Come First" Batteries - Tires - Accessories Tune-ups - Brakes - Wheel Balancing Night Lube - Tire Service 17405 Crenshaw Blvd. DA 4-4553 Torrance</p>	<p>TRANSMISSIONS</p> <p>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 Pick-up and Delivery 1838 W. Redondo Beach Blvd., Gardena DA 3-8366</p>
<p>AUTO REPAIRS</p> <p>TORRANCE AUTO CENTER "Will Make Your Old Bus Run "Like a New Rocket" We Specialize in Motors, Brakes and Automatic Transmissions ALL WORK FULLY GUARANTEED Free Loan Cars 606 Torrance Blvd. Redondo Beach Phone 376-3911</p>	<p>BICYCLES</p> <p>CIRCLE CYCLE CO. Torrance's Largest Bike Shop Authorized Schwinn Dealer Sales and Service New and Used Parts and Accessories Easy Terms Open 9 to 6 — Sunday 10 to 5 3550 Redondo Beach Blvd. Torrance 329-7322</p>	<p>DOUGHNUTS</p> <p>THE GOLDEN DONUT Open 24 Hrs. Every Day New Sawdust Bar Open 22 Varieties . . . Delicious Donuts Highest Quality . . . Finest Ingredients Used in our Special Process Wholesale to Clubs . . . Churches 1959 W. Carson FA 8-9623 Torrance</p>	<p>OFFICE SUPPLIES</p> <p>STATE OFFICE SUPPLY Complete Line of Office Machines Photocopy and Duplicating Machines Lease and Rent All Types of Office Machines Office Furniture 24202 Crenshaw Blvd. Torrance DA 5-1655</p>	<p>R&R UNION SERVICE Ray D. Matthews, Prop. Certified Tune-up Service Brake Work — Lubrication Tires — Batteries — Accessories Free Pick-up and Delivery We Give Blue Chip Stamps 2205 Sepulveda FA 8-9794 Torrance</p>	<p>HELEN WASLE AGENCY GREYHOUND LINES Deluxe Buses at Economical Rates USA — Canada — Alaska Local or Nation-Wide Charter Service Tours Baseball Games 1212 El Prado 320-4581 Torrance</p>
<p>AUTOMATIC TRANSMISSIONS</p> <p>JAY'S AUTOMATIC TRANSMISSIONS Automatic Transmission Specialists Since 1953 Repairs on All Automatics . . . One-Day Service on Most Cars FREE PICK-UP AND DELIVERY Open 8 to 5—Saturday, 8 to 12 22855 Arlington Ave. Torrance Phone DA 6-1662</p>	<p>BRAKES</p> <p>Lloyd Moore Brake & Front End Specialists State Officials Brake and Light Station Modern Electronic Equipment (15 Years Experience) Quality Workmanship Torrance 22853 Arlington DA 5-4521</p>	<p>GUNS</p> <p>THE GUN SHOP Rifles, Pistols, Shotguns—New & Used Expert Gunsmithing Custom Gun Building Reloading Supplies and Components Sights, Scopes, Ammunition Holsters, Gun Cases 330 South Catalina Redondo Beach FR 4-6646</p>	<p>ORGANS</p> <p>HAMMOND ORGANS Mobil—Demonstrations (We'll Come to Your Door) Sales, Rental—Instruction, Service Accessories Rental Organs, \$25 per Month No Obligation to Buy 2768 West Sepulveda Blvd. Torrance DA 6-1131</p>	<p>SANKEYS ENCO SERVICE STATION Gas — Oil — Lubrication Tires — Batteries — Accessories Tune-ups — Night Lubrication Open 6 a.m. to 10 p.m. — 7 Days Honor BankAmericards and Gas Credit Cards 20301 Hawthorne Blvd. FR 1-9056 Torrance</p>	<p>VARIETY STORE</p> <p>MIKE'S VARIETY STORE Michael Nazak, Proprietor A Complete Line of Notions Games, School Supplies, Toys, Giftware Hose, Yarn, Ribbons, Greeting Cards Paints, Hardware 1639 West Carson St. Torrance FA 8-2057</p>
<p>AUTO TUNE-UP</p> <p>FRANK BARBER SPECIALIZED ENGINE TUNING Engine Rebuilding . . . Auto Electric Carburetor and Ignition—Valve Grinding All New and Modern Equipment Financing Arranged 22857 Arlington Ave. Torrance Phone DA 6-3252</p>	<p>CLEANERS</p> <p>BELFAIR DRY CLEANING SPECIALISTS We specialize and take pride in your finest attire. Try us and be convinced. Pants - Skirts - Sweaters . . . 49c Suits - Dresses . . . 99c up New Shoe Repair Department We Own and Operate Our Own Plant 2060 W. Carson FA 8-8041 Torrance</p>	<p>HIGH FIDELITY</p> <p>MITCHONICS SPECIALISTS IN SOUND Jip and Ted Mitchell, Owners Custom Hi-Fi Installations for Home, Business and Office Custom Speakers Installed 20826 South Vermont Torrance 320-0681</p>	<p>PAINT</p> <p>HARRY'S PAINT & WALLPAPER 1300 Different Colors of Paint FEATURING GLIDDEN PAINTS Painters' Supplies—Wallpaper Art Supplies 2764 West Sepulveda Blvd. Torrance DA 6-0501</p>	<p>SHOE REPAIRING</p> <p>NICK'S SHOE REPAIR Orthopedic Work—General Repair Doctors' Prescriptions Filled Shoe Restyling—Resoling Shoes Cleaned and Dyed Convert Street Shoes Into Golf Shoes Open 9 to 6—6 Days 1313 Post Ave. Torrance FA 0-2505</p>	<p>WATER SOFTENERS</p> <p>SUPREME WATER CONDITIONING CO. Leon M. Cooley, Owner Manufacturers of Supreme Domestic and Industrial Water Conditioning Sales and Service "We Cover the L.A. Area" Nothing Down—36 Months to Pay 23641 Arlington Torrance 326-54</p>
<p>AUTO WASHING</p> <p>LOMITA AUTO WASH Expert Polishing and Waxing Blue Coral Granitize Surluster Upholstery Cleaning Steam Cleaning Open 9 to 8:30 Weekdays Saturday and Sunday 8:30 to 2 25825 Narbonne DA 5-4174 CR 101 Hwy. and Narbonne</p>	<p>CLEANERS</p> <p>GWEN'S CLEANERS & LAUNDRY Complete Cleaning Service Specializing in Leather Goods Expert Alterations. Quality Work Only Pick-up and Delivery Open 7:30 to 6:30 . . . 6 Days 2368 Lomita Blvd. DA 5-2551 Lomita</p>	<p>JANITORS' SUPPLIES</p> <p>KEEP CLEAN PRODUCTS Serving Entire Southwest Area Established 14 Years Complete Line of Apartment, Hotel, Motel and Trailer Park Supplies Swimming Pool Supplies Waxers — Brooms — Soap — Brushes 24411 Narbonne Ave. Lomita DA 6-1494</p>	<p>PIZZAS</p> <p>PIZZA PALACE One of the World's Best Pizzas with 7 Different Cheeses Draft and Foreign Beer Bring the Family — Take Home Across from Del Amo Shopping Center 3848 Sepulveda Blvd. Torrance FR 8-8282</p>	<p>SCHOOL</p> <p>TORRANCE SCHOOL OF FASHION DESIGN Offering Instructions in Sewing Elementary and Advanced Basic Pattern Drafting and Sketching Alterations—Costume Consultant 1516 Cravens Ave. Torrance FA 8-0890</p>	<p>YARDAGE</p> <p>COLORFUL YARDAGE CENTER T. Whitcomb, Proprietor Specialty Shop for Women Who Sew Large Selection of Fabrics—Featuring McCall's and Butterick Patterns Dressmaking, Alterations, Buttonholes Notions 1326 Sartori Ave. Torrance FA 8-4666</p>