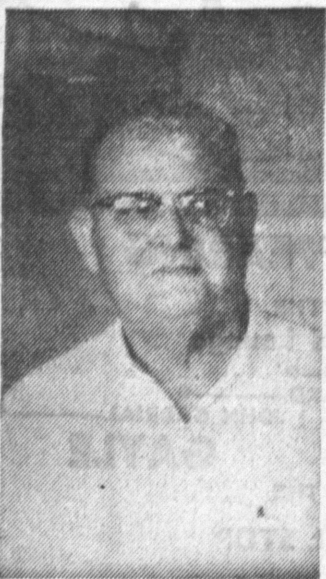


Spotlight on Personalities

Virgel's Frame & Wheel Top Firm



VIRGEL BOLLES

Among those firms that have won approval as well as a wide degree of public laudation is Virgel's Frame & Wheel Alignment Service at large and modern quarters at 1750 Carson. From a small beginning in 1944, Virgel's has grown to become one of the largest and best equipped stations on the West coast and has gained an outstanding reputation for reliability and integrity in all work performed. Thus it is that this firm

has become headquarters for a wide host of enthusiastic friends and customers who know they can be assured of the best workmanship on brake jobs and tire truing and balancing as well as authorized Bear service on wheel and frame work. Success has been built gradually by owner Virgel Bolles and today his son Clem, as a full associate, is contributing to that growing success by virtue of his conscientious workmanship aimed at complete customer satisfaction.

Virgel's Frame & Wheel Alignment Service is an outstanding Torrance business enterprise and is known as the oldest auto service center under the same ownership in the community.

It is a credit to Virgel Bolles' policies and a distinct asset to our community. Bolles is no less an asset as he is known as civic-minded in the extreme and has been known to contribute of his time and energies to projects which showed promise of benefitting the community. He has been particularly active in and is well-known for his activities with Torrance Mounted Police, having served as captain of that group.

Southwest Savings & Loan Aid

From Time immemorial America's progress and



JOHN A. TWEEDY

growth has been based upon financial stalwarts who forswear our country as it is today. In 1934 there evolved into the American picture a federally granted and guaranteed publically owned lending institution, of which our own Southwest Savings and Loan Assn., 1603 Cravens, is a member.

Empowered to grant Loans, Southwest has become a potent factor in the economic stability of Torrance. And as a savings institution paying out 4.8 per cent per annum, Southwest is also known as the leading financial institution offering stability to local residents.

Success of Southwest Savings and Loan Assn. is not one of happenstance, but of dogmatic desire on the part of manager John A. Tweedy that his clients

Fritzen Propellers Fame Spreads

By ED BECK

Back in 1924, when aviation was in its infancy, Art Fritzen began designing and building propellers.

When the Federal Aviation Agency commenced licensing manufacturers of aircraft components, it granted Fritzen the 285th such license. Today his shop at 20820 S. Main is known as Calif-Fritzen Propeller Co.

Since then the manufacturing process has altered somewhat and there have been a variety of materials introduced to implement and improve the common air-screw.

Art Fritzen has contributed to this progress in a number of ways, some of which may be seen in his implementation of the reversible pitch propeller, the design of a special eight-bladed prop for the motion picture industry to create winds of gale forces without a decible of sound, the construction and design of such plebian products as wind turbulent creators to dispell frost and dampness from orchards, and, most important, the engineering and production of a wind powered generator to provide operating current for aircraft signal lights in isolated areas.

During these forty years of propeller planning and production, Art Fritzen has remained a modest, almost a shy, man. He has sought no special treatment and he has warded off publicity as though it were a plague.

When we were granted an interview, he cautiously steered us to a display case almost overflowing with

benefit to the highest degree through a sound, judicial savings plan. Thus it is that Southwest has done a remarkable job in serving residents of our community.

John A. Tweedy, who is known as an astute business leader, as a Little League and Boy Scout mentor, as an active Rotarian and Chamber of Commerce contributor, is a Torrance citizen of whom we all should be proud. We salute John A. Tweedy and Southwest Savings and Loan Assn. as ma-



ART FRITZEN

gold cups and awards granted to Mrs. Fritzen for her prowess in skeet and trap shooting. He seemed to prefer extolling the unusual capabilities of Mrs. Fritzen, and we did agree that her activities merited more than a mere acknowledgement.

However, we argued the point that we were assigned to do a story about Art Fritzen, period, and would he kindly supply us with the information requested. He did as follows, "I've been designing and building propellers since 1924. I like the challenge of meeting new problems. I like the idea of continuing this research and development. Maybe 40 years from now I'll feel differently. If I do I'll let you know." Well, Art, I don't know about that. Forty years from now, I just might not be around to be assigned to your story, but it is something to look forward to.

Ex-Marines Plan Organization Here

Calling all ex-Marines!

An attempt to organize a Marine Corps League detachment in this area will be made at 8 p.m. Friday at Alondra Club, 16411 Prairie Ave. Dean Wilmot urges ex-Marines in the area to come to the organizational meeting. Purpose of the League, he said, is to keep alive the honor and tradition of the Marine Corps.

Carma Mfg. Top Industrial Firm



Torrance has seen a wide diversification of basic industry which has resulted in our community becoming known as the All-American City. When Carma Mfg. Co. opened its plant to produce aircraft equipment and items, and water demineralizing equipment, we were doubly blessed. For here upon our scene came a firm so different, and yet with products so much in demand, that it brought reams of favorable publicity to our community.

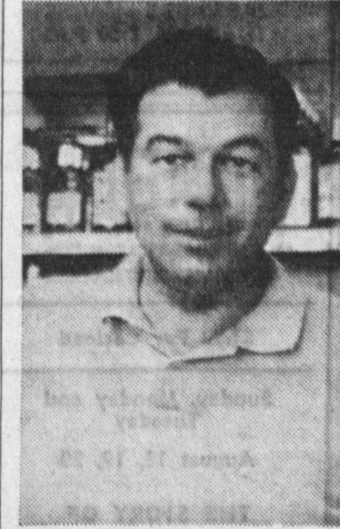
For these reasons we laud Carma Mfg. Co., but more than that we wish to single out C. E. Gagner and his brother Joe. The Gagner brothers epitomize individual progress and prosperity in Torrance yet we find them to be unprepossessing citizens who contribute heavily to our modern society. We praise them for their attributes and are warmly receptive to their contributions to our community.

Trading Post Liquors Fully Stocked

Success of a retail establishment is predicated upon personalized service offered to the public, and in Torrance the embodiment of this is seen in the operation of the Trading Post Liquor Stores at 21162 Western and at 20317 Hawthorne Blvd.

Paul Kaufman, president of these enterprising retail outlets, insists that the customer be afforded all products of reputedly known brands and has stocked the shelves of both stores with the finest liquors and choice wines obtainable. Additionally he has surrounded himself with connoisseurs, who are well versed in the proper beverage to be served for any occasion and who will unhesitatingly advise the proper beverage to be served for any function.

Add to this the fact that both the Western Ave. and Hawthorne Blvd. stores have delicatessen items, as well as sundries and maga-



PAUL KAUFMAN

Gold Furniture, Appliances Building a Torrance Store

Construction was started this week on a new Torrance store for Gold's Furniture and Appliances at the intersection of Artesia and Hawthorne Boulevards.

Herman Halpert, operations manager for the firm, said that the new two-story structure will contain more than 40,000 square feet of shopping area. It will be constructed of tilt-up concrete slabs, with decorative exterior wall panels. The building will be equipped with air conditioning and a sprinkler system.

Located opposite the South Bay Shopping Center, just west of the San Diego Freeway, the new Torrance

store will be the sixth operated by the 44-year-old retail firm in Southern California.

Arthur Gilbert and Associates, developers of the project, expect completion of the building in mid-November. The designer was Mayer and Kanner, A.I.A., and the general contractor is Hyman Kaplan & Co.

Howard Jacower, general merchandising manager, said that when completed, the new unit will be the largest home furnishings store in the South Bay area. He said that it will carry a full line of home furnishings, pianos, carpets and appliances.

Use of Trading Stamps by Realtors Called Unethical

Use of trading stamps and

premiums to attract business, while regarded as ethical and acceptable in many fields, is considered unprofessional in real estate and damaging to the dignity of the calling, Kenneth Peters, president of the Torrance-Lomita Board of Realtors, said today.

Realtors are charged also "to present a true picture and avoid exaggeration in their advertising. Peters said, referring to "interpretations of the Code of Ethics," recently issued by the National Assn. of Real Estate Boards, of which he and the Torrance-Lomita board are members. This book presents practical applications of the association's code of ethics by the realtor to his client, the public and his colleagues.

In one case cited, the book points out that the offering of a "free" refrigerator, television set, automobile, or trading stamps as an inducement to the public to contact a realtor is unprofessional and in violation of Article 3 of the NAREB code of ethics, to which all realtors sub-

scribe. This article reads as follows: "It is the duty of the realtor to protect the public against fraud, misrepresentation, or unethical practices in the real estate field."

"He should endeavor to eliminate in his community any practices which could be damaging to the public or to the dignity and integrity of the real estate profession. The realtor should assist the board or commission charged with regulating the practices of brokers and salesmen in this state."

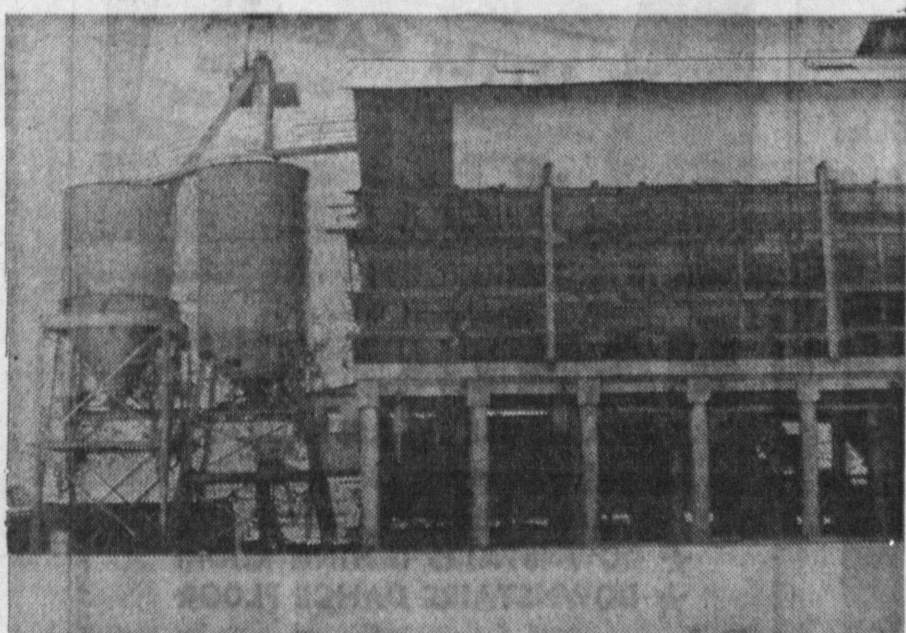
Regarding advertising Article 9 of the NAREB code of ethics reads as follows: "The realtor in his advertising should be especially careful to present a true picture and should neither advertise without disclosing his name nor permit his salesmen to use individual names or telephone numbers, unless the salesman's connection with the realtor is obvious in the advertisement."

Violators of the code are subject to a range of penalties from the real estate board, Peters said.

"WHO'S WHO" BUSINESS INDEX



MEL-O-DEE MUSIC CENTER, 1343 El Prado, specializes in guitar instruction. Both Spanish and steel guitar classes are offered by Slim Edwards, owner, who uses exclusive and advanced methods of instruction. Lessons on violin, piano, accordion and drums are also offered at Mel-o-dee. Mel-o-dee Music Center is open from 10 a.m. to 9 p.m. daily and 8 a.m. to 4 p.m. on Saturday. Phone 328-0915 for further information.



AZUSA ROCK AND SAND, TORRANCE PLANT, 1347 1/2 West 208th St., are all set to be of service to both commercial and residential prospects. Free estimates are just a phone call away. Thirteen mixers are available with a staff of some twenty-six employees. The line includes Ready Mixed Concrete, Crushed Rock, Sand and Gravel, Concrete in Color. R. A. "Bob" Binnie, manager, lives in Torrance. Azusa has two up-and-coming bowling teams called Rock and Sand numbers 1 and 2. After meeting the concrete needs of a thriving community, they intend to roll a mean bowling score in their spare time. If you are planning a new patio, sidewalks, a new home or commercial venture, call FA 8-6705 Monday through Friday.



TRAILERS GALORE — Are carried by George W. Fry, Inc. The store is located at 2142 Pacific Coast Hwy. in Lomita. George Fry is a factory distributor for Paramount, Angelus, Mayflower, Double-Wide, Great Lakes, Ken-Skill, Shasta and Riviera Trailers. Fry also has butane sales and service. One year free service on new trailers is offered. Used trailers are for sale at the stor. Bank financing is available. Trade-in on trailers includes automobiles and real estate. Fry recently purchased the Jordan Trailer Co. at 2117 Pacific Coast Hwy., Lomita. He was a new car dealer for 36 years in southwest Los Angeles, selling Chrysler, Plymouth and Studebaker. Telephone DA 6-2200 for information.

<p>CHILDREN'S SHOP</p> <p>BUTTONS AND BOWS</p> <p>Under New Ownership</p> <p>Feggy Pierson Bobbie (Harp) Wakefield</p> <p>Complete Line of Children's Wear</p> <p>Come in and Browse Around</p> <p>We'd Love to Have You</p> <p>2204 W. Lomita Blvd. DA 6-1293</p> <p>Corner of Lomita Blvd. Lomita</p>	<p>FOR REPRESENTATION ON THIS PAGE CALL DA 5-1515</p>	<p>DANCING SCHOOL</p> <p>BROWNEE BROWN</p> <p>MASTERS OF BALLET, TAP, JAZZ, ACROBATIC</p> <p>Special Baby Classes, 3 to 6</p> <p>1722 S. CATALINA FR 5-1938</p>	<p>DRAPERIES</p> <p>CUSTOM DRAPE SALE</p> <p>Full Price, Lined Drapes, Installation and Traverse Track</p> <p>1 WEEK ONLY 42.95</p> <p>For Example, 120" x 84"</p> <p>COLUMBIA DRAPE CO.</p> <p>813 Guadalupe Ave. Redondo Beach FR 2-1195</p>	<p>FLOOR SERVICES</p> <p>AVALON CARPETS</p> <p>Carpets, Rugs, Hallway Runners</p> <p>Wall to Wall Installations</p> <p>TE 0-1651</p> <p>1227 NO. AVALON-BLVD. WILMINGTON</p>
<p>HOBBIES</p> <p>STAMP BID BOARD</p> <p>World Wide Stamps Bought and Sold</p> <p>We Feature a Bid Board Every Week</p> <p>With ver 1,000 Stamps on the Board</p> <p>Special No Reserve Board May 18</p> <p>Discounts on Albums, Catalogues.</p> <p>We Cater to Both Old & New Collectors</p> <p>15238 1/2 Crenshaw Blvd. 323-8756</p>	<p>MUSIC INSTRUCTION</p> <p>MEL-O-DEE MUSIC CENTER</p> <p>Specialized Guitar Instruction</p> <p>Spanish and Steel</p> <p>Slim Edwards, Instructor</p> <p>Also Violin, Piano, Accordion, Drums</p> <p>Musical Instruments of All Kinds</p> <p>Open 10 a.m. to 9 p.m., Sat. 8 a.m.-4 p.m.</p> <p>1343 El Prado 328-0915</p> <p>Torrance</p>	<p>PUBLIC ACCOUNTING</p> <p>CHARLES DeGROFF</p> <p>Public Accountant</p> <p>Auditing — Bookkeeping</p> <p>Also Notary Public</p> <p>Bring Your Accounting Troubles To Me for Courteous, Professional, and Reliable Service</p> <p>17225 Crenshaw Blvd. Torrance DA 9-7546</p>	<p>FOR REPRESENTATION ON THIS PAGE CALL DA 5-1515</p>	<p>RUG CLEANERS</p> <p>BYRD RUG & UPHOLSTERY CLEANERS</p> <p>All Work Done in Our Plant or in Your Home</p> <p>Specializing in Wall-to-Wall Carpet Cleaning</p> <p>Serger, Binding, Sewing and Repairing</p> <p>Also Tinting and Dyeing</p> <p>We Also Give Green Stamps</p> <p>1931 W. Artesia Blvd. Gardena FR 2-5143 — DA 4-2403</p>