

PATIO CENTER... Aluminum awnings are being featured at the Apollo Patio Center at 3125 W. Rose-crans Ave., Hawthorne, Aluminum is light weight and is one of the most corrosion resistant metals new available, Apollo features a complete line of

Modernization Council Meets

tive Communicators, will be guest speaker at the Building Contractors Association's Modernization Council Meeting at the Rodger Young Auditorium on Wednesday, start-ing at 6:30 p.m. Gray's subject, "Salesman-

ship," is one which should in-terest everyone engaged in modernization, he says, "mod-ernization is big business and it will get bigger. You are selling an intangible service and there is no type of sell-

ing that is more difficult. It is safe to predict that only those with superior selling techniques will successfully survive."

Gray's firm serves as pro-motional counselors to many southland firms and he conducts sales seminars, writes articles related to selective marketing and personal sales-manship and is highly re-garded as an authoritative speaker on proper person-to-person communications and salesmanship.

Aluminum Awnings Colorful, Durable

keeping pace with much more attractive products which are more serviceable with cost figures much lower.

And now Apollo Aluminum Awnings scores another in-dustry first with the most beautiful patio cover in the

Almost every southern California homeowner, including the huge army of "transplants" from other states, sooner or later comes up against the problem, "How do you enjoy the year round outdoor living without developing a skin like a lizard?"

Today's answer is simple. An Apollo outdoor aluminum patio or awning.... a kind

An Apollo outdoor aluminum patio or awning . . a kind of "in-between" area that fills the gap between complete outside exposure and complete confinement inside.

Sound easy. All you do is dial a number and your

Apollo representative has you in business before you can call the party together.

BUT IT wasn't always this way. Apollo Patio Center, 3125 West Rosecrans Avenue at Crenshaw Boulevard, Hawthorne, offers a brief history of patios so that you may appreciate the mushrooming of the aluminum patio busi-

ness in this area.
Patio covers aren't recent
or original. The first covers were trees . . . and some people still like them best. Then came wood frames with lightweight screening . . . But trees create a little problem underneath . . . And wood has certain maintenance

Following World War II, aluminum was found to be the solution. Aluminum's advantages of lightweight and resistance to corrosion are

THE FIRST aluminum covers weren't too attractive.
They were designed by backyard mechanics, working out
of their garages, But they
worked. They were low-cost,
easy to maintain and lasted. A need was solved and a new in-

dustry was born.

Today's housing boom finds
the aluminum patio business

Dress Up Your Home, Patio, Garden with

Sculpture Including Rodan's "The Kiss "Efernal Life" and "Hand of God"

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world. This entirely revolu-tionary design eliminates the need for any unsightly struc-ture. This beautiful, unclut-tered design offers a com-pletely guttered awning avail-able in a variety of trims to fit the decor of your home.

WALL PLAQUES - LAMPS - PICTUR FRAMES GOLD LEAF COFFEE & EN TABLES

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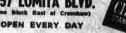
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