

Ohio Sales Consultant to Speak To Southland Realtors Wednesday

Fred A. Palmer of Columbus, Ohio, one of the nation's most prominent sales consultants and speakers at sales meetings, will be the featured speaker at the all-day real estate educational and sales conference to be held at the Veterans Memorial Auditorium in Culver City Wednesday, April 27, under the sponsorship of the Torrance-Lomita Board of Realtors and the California Real Estate Assn., it was announced by Lee R. Dawson, president of the board.

"Palmer was an outstanding success at the 1959 CREA convention in Los Angeles when he addressed 2800 realtors in the Philharmonic Auditorium," said Dawson. He said that Palmer has prepared special, new material for this conference and will speak on the subject, "A New Sales Approach for the Sixties."

"REALTORS AND salesmen attending will learn the newest methods and techniques for selling real estate during 1960—how to meet the demands of increasingly discriminating buyers and cope with the current difficult and comprehensive financing," said Dawson. He said that special emphasis would be given to financing and trade-ins. Another subject to be discussed will be ways and means of financing houses on today's tight money market.



FRED A. PALMER To Address Realtors

The conference is one of the 18 all-day sessions being held this spring in every section of the state under the sponsorship of local real estate boards and the California Real Estate Assn.

"BETTER SERVICE to the public in the purchase and sale of real estate is a direct result of these annual conferences," said Dawson.

Reservations for the conference may be made through the Torrance-Lomita Board of Realtors at 22833 S. Arlington.

Theater-Bus Party Set For May 6

A "political season" musical comedy, "Of Thee I Sing," will be enjoyed by Torrance residents in a theater bus party being organized by the Torrance Recreation Dept.

The group will travel to the Pasadena Playhouse on May 6 to a performance of the lampoon on Presidential campaigning.

Reservations for the party must be made with the department no later than May 2. The cost of \$3.50 per person includes admission and transportation.

"Of Thee I Sing" features the music of George and Ira Gershwin with book by George S. Kaufman and Morris Ryskind.

Now Is The Time to Buy Homes President of Realty Board Says

Like the growing number of people elsewhere in the country, residents of Torrance-Lomita feel that this is a good time to buy homes, Lee R. Dawson, president of the Torrance-Lomita Board of Realtors declared yesterday.

Dawson explained that the most recent (March) national survey of consumer buying intentions by the University of Michigan revealed that 49 per cent of the persons contacted said that this was a good time to buy a home, compared with only 38 per cent that gave a similar answer in October and November of 1959. Of those queried in January and February this year, 28 per cent expressed some uncertainty, and 23 per cent said it was a "bad time to buy."

"WHILE WE do not have the facilities to make a detailed survey of the home buying intentions of Torrance-Lomita families, reports from the realtors who make up the membership of our board clearly indicate that Torrance-Lomita is in step with the national trend," Dawson said.

"Virtually all of our members report a sharp increase in the number of families who have entered our local housing market." The Torrance-Lomita board is affiliated with the National Association of Real Estate Boards, whose members use the registered term REALTOR.

Dawson assigned three reasons for the growing national and local conviction that this is a good time to buy a home.

"THE MAJOR reason for the public's favorable opinion of the wisdom of making home purchases now unquestionably is the recent moderating trend in the interest rates charged on mortgage loans," Dawson said. "This is shown by the fact that last fall, when interest rates generally were advancing, only 38 per cent of the survey thought that the time to buy a home. Now that the money market has achieved a greater degree of stability, 49 per cent of the people consider this a good time to purchase."

Dawson said that in local terms, the advent of spring and the knowledge that the local sales housing inventory offers a wide range of choice at attractive prices also account for the increasing briskness of the housing market.

IT WAS in view of this in-

creased interest in house-hunting that the realtor executive offered what he termed a "time-saving suggestion."

"Families interested in finding a new home will save themselves time and frustration if they will call upon the realtor of their choice, at the start of their house-hunt," he said. "All of our members have extensive listings and even photographs of homes that are up for sale in this area. If the prospective buyer will tell his realtor the price range, neighborhood, and type of home in which he is interested, the realtor will be able to offer specific suggestions and arrange quick inspection visits, thus saving hours of possibly fruitless "driving around."



KIMBERLY HOMES . . . One solid block of Medallion electric kitchen homes with three bedrooms, family room, and living room are now being completed by Kimberly Homes at 246th St. and Eshelman Ave. in Lomita. Above is the Kimberley Crest model. All homes have built-in

electric ranges, ovens, and dishwasher and disposal units; built-in breakfast bars, and fireplaces. Prices range from \$18,800 to \$19,900. Pageant Realty Co. is sales agent.

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STARTS TOMORROW MONDAY

SHOP MONDAY, THURSDAY AND FRIDAY 9:30 - 9:30

SPEAKS HERE . . . E. Jack Lane, described as a super salesman, will speak on "The Art of Selling" before members of the Torrance-Lomita Board of Realtors Wednesday morning at the Masonic Hall, Cabrillo and Plaza Del Amo. Lane's "formula for success" in selling that has been developed over a 24-year experience will be passed on to the local realtors, according to Lee W. Dawson, president of the board.

PRE-VIEW: Lovely, Large "ELECTRIC KITCHEN" HOMES —IN CLOSE IN LOMITA



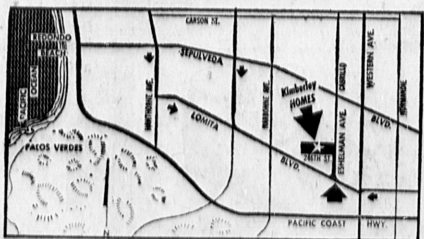
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