



FAITHFUL WORKER . . . Marlene Handy displays taped records which are part of an electronic computer system being installed in the new Edison Building in Long Beach. An inch or so of the recording tape may soon contain each customer's name, address, meter readings and other data concerning bi-monthly bills from the utility.

Electronic Machine Computes Electric Bills

Electric bills of Torrance area residents may soon be computed and printed by an "electric brain" capable of automatically scanning a third of a million customers per day.

Known as the "Honeywell-800" computer, the electronic billing center is being set up in the new, ten-story, all electric Edison Building in Long Beach.

The \$5 million structure—a handsome addition to the Long Beach coastal skyline—officially opened today with Mayor Edwin W. Wade and

Selling Class Offered Now At Harbor JC

Principles of Selling, Merchandising 1, will be offered with a "new approach" at Harbor College evening division during the fall semester, according to Edward Robings, chairman of the business division at the college.

A lively program has been prepared which should stimulate interest and enthusiasm on the part of the public to enroll in a course that will offer showmanship and class participation in modern sales techniques. Dynamic guest speakers who are outstanding experts in the art of salesmanship will be invited to lecture on special occasions.

The class will meet on Wednesday evenings from 8 to 10 p.m. beginning Wednesday, Sept. 13. There are no prerequisites necessary to enroll in this two-unit college credit course.

Patrick Koughan, the new instructor for the course, has had a varied background in sales and merchandising, including radio, television, magazine, insurance, mutual funds, advertising and public relations. He is a former west coast sales promotion and advertising manager of Westinghouse Electric Corp., Radio-Television Division. He is the owner of a Los Angeles public relations firm offering financial consulting to corporations on mergers, acquisitions and public stock issues.

Koughan was an evening instructor in salesmanship at the Metropolitan College of Business before joining the staff at Harbor College, Evening Division.

REGISTRATION for evening classes at Harbor College is by appointment. Sept. 1 is the last date to file an application for admission and request an appointment. Final registration will be held Sept. 5 and 6, 6 to 8 p.m. Applications and registration permits are obtained at the college admissions office.

SEE
Dorrie Ann
STYLE SHOP
HOURS 10:00 to 6:00
MONDAY & FRIDAY
TIL 9 P.M.
Style Plus — Minus Prices
Rolling Hills Plaza
2607 Pacific Coast Hwy.
At Crenshaw Torrance

STADIUM THEATRE
1653 Cravens FA 8-6375
WED. THRU MONDAY
Fred MacMurray in
"THE ABSENT MINDED PROFESSOR"
— Also —
Jerry Lewis in
"LADIES MAN"
MATINEES WED. & SAT.
1 P.M.
LABOR DAY
SEPT. 4th, 1 P.M.
JAPANESE MOVIES
EVERY TUESDAY

FABULOUS

ZODYS

COMPLETE DISCOUNT DEPARTMENT STORES

LABOR DAY WEEK-END SPECIALS!

LAST WEEK OF AUGUST WHITE SALE

DAN RIVER or CANNON
Twin fitted bottoms or 72x108 flat 1.46
Double fitted bottoms or 81x108 flat 1.66
42x36 case 2 for 76¢

DUPONT DACRON BED PILLOWS
3.99 value 2.84

FOAM FILLED DECORATOR PILLOWS
1.47

BOUCLE WEAVE FIBERGLAS DRAPES
48" wide 54" long 6.56 pair

THE PUBLIC will be able to get a first-hand look at the computer system, a new "Electric Living Center," and other unusual features of the building at an Open House celebration scheduled from 2 to 5 p.m.

Temperature throughout the ten-story building is automatically maintained at any desired level, winter and summer, by a huge electric "heat pump" heating and cooling system — believed to be the largest of its type west of Chicago.

THE COMPUTER system — one of the most advanced of its kind in the world — can select, compute, and print over 25,000 customer bill in a single work day — without even taking a coffee break!

Billing for the almost 5-million people on the Edison system eventually may be transferred into the Long Beach electronic billing center, which is capable of being expanded to accommodate this entire work-load.

THE "BRAINS" of the computer are contained in two "Memory Stacks," about the size and shape of a couple of shoe boxes, which are valued at \$150,000 apiece.

Each memory stack contains several hundred thousand tiny, doughnut-shaped electric devices, which might be compared with human brain cells. Wires must be threaded through each of these connections in what is described as a process "like an embroidery job." This must be done by hand — which accounts for the high cost of the delicate equipment.

When information is fed into the computer, the appropriate cells are magnetized to record the data.

COMPLETE individual files for one-million customers can be maintained on just 24 reels of magnetic recording tape, which can be stored on a shelf just five feet wide. The average customer account occupies from one-half to three inches of tape.

The "High Speed Printer," which records information from the computer in written form, is like a giant typewriter. But instead of registering one letter or number at a time, it prints 120 at once — a complete horizontal line of type.

BAIA 8MM FILM EDITOR
21.95 value 15.87

GENERAL ELECTRIC KITCHEN WALL CLOCK
Zody's Discount Price 1.97

HANDYMAN'S SKILSAW
Zody's Discount Price 19.97

WEBCOR STEREO TAPE RECORDER
259.95 value 168.87

PROCTOR 4-SLICE TOASTER
Zody's Discount Price 12.87

PRESTO 12" FRY PAN
Zody's Discount Price 8.87

GRUNDIG MAJESTIC STEREO CONSOLE
299.95 value 188.87

NORGE DELUXE WASHER
349.95 value 198.87

THREE BULLET POLE LAMP
ZODY'S DISCOUNT PRICE 4.97

MEN'S AND BIG BOYS' SHOES
7.99 value 5.67

Smooth sailing (walking, too) ahead . . . in these fine quality dress and sport shoes. Very businesslike . . . very necessary for your choice of occasion! Many ties or step-in styles. Black . . . brown . . . Boys' sizes 3 1/2-6; Men's sizes, 6 1/2-12.

THE BIGGEST DISCOUNT PRICES EVER AT...

OPEN LABOR DAY 10 AM TIL 6 PM

GARDEN GROVE ★ **REDONDO BEACH** ★ **LONG BEACH** ★ **OPEN EVERY DAY 10 A.M. - 10 P.M.**
BROOKHURST AT CHAPMAN 182ND AT HAWTHORNE LOS COYOTES, SPRING & WOODDRUFF SUNDAY 10 A.M. - 6 P.M.