



VEL MILETICH

### Weary of Misleading TV Auto Commercials?

Fairy tales originally were composed by kindly old gentlemen for the amusement and amazement of very small tots. Harmless, make-believe stories told to pass the time of day, instill wonderment in a child's mind, or lull a small one to sleep.

But this modern age has seen many changes, and nowadays you are subjected to a completely new and different type of Fairy Tale. You may see them late each night... every Saturday and Sunday... almost constantly on Television. Automobile commercials. Make-believe, gimmick-ridden stories designed to lull adults to sleep.

I like the one wherein the smiling announcer offers a brand new \$5000.00 automobile for 99 Cents down and only \$39.00 per month for 20 years. It is very funny.

Another popular TV Fairy Tale is the one wherein a magnanimous dealer offers you a "like new, low mileage, near perfect, guaranteed used car that normally retails for \$1499.00... this weekend only reduced to \$599.00." Engine, tires, steering wheel, seats are extra.

I have had nearly 20 years experience in the automobile business. First as a Sales Representative, then as a General Sales Manager, and now as a Ford Dealer here in Torrance. I feel that I have gained some knowledge of the trade, however, there are obviously a few mystical secrets that have eluded me. For example, I have not discovered how to sell brand new, fully guaranteed merchandise at the below factory costs prices advertised by some "TV Volume" dealers and remain in business.

Surely you accept the fact that your day to day job must pay you sufficient money to cover your family operating expenses, or you will go bankrupt. Likewise, common sense tells you that a businessman must make at least a small profit on the merchandise he sells, or he will go bankrupt. Yet, there are auto dealers spending a fortune on Television each month trying to convince you they are eager to sell cars at a loss. Do you believe these Fairy Tales?

Here are the Facts!!  
 1. No automobile dealer receives any preferential treatment from the Ford Motor Company. There is no special dealer discount based on the total number of cars delivered per month or year. All Ford Dealers pay the same factory price for comparable models. A so-called "Volume" Dealer can not buy from the factory for less.  
 2. A TV advertising house definitely has a higher operating cost, and therefore must have a higher markup per car, must make more profit per unit to cover the high TV expense. Prove it to yourself. Shop a TV House, then check our low price before you buy.  
 3. Many TV houses employ confusing high pressure sales tactics. The reason is obvious. They do not wish to deliver the advertised specials. There are actually some "TV Volume" Dealers that fine or penalize a salesman for selling a "TV Advertised Special."  
 4. A TV Volume house is geared for fast, one-shot sales one-time customers. Since building repeat business is not the primary motive, no particular effort is extended to guarantee satisfaction after purchase. Oftentimes service facilities are completely inadequate to handle the most simple customer demands.

### Bantams Meet In Long Beach Tilt Wednesday

Bantamweights Mannie Elias and Ray Salazar will headline the opening card at Municipal Auditorium here Jan. 17, it has been announced by promoter Don Taylor.

Salazar of Santa Ana, Calif., and Elias of Phoenix, Arizona, will be facing one another for the third time in the past year. Both scraps ended in disputed decisions and both were held in Elias' home town.

Salazar nodded Elias, now ranked No. 10 by the NBA, in the first meeting, with Elias reversing the decision in their second outing.

The fight is attracting considerable attention in the local and Orange County area where Salazar has a large following.

### Recreation Basketball Standings

**TUESDAY LEAGUE**  
 Saints ..... 11 9 17 12-49  
 Clowns ..... 8 7 4 20-39  
 High scorers: Saints—Russell Vanderpool, 14. Clowns—Bob Fier, 16.

Williamson Plastering 15 15 20 20-70  
 Poppy Trail Pottery .13 9 10 8-30  
 High scorers: Williamson — Nick Yuscardo, 22. Poppy Trail — Gary Holly and Jack Peterson, 10.

Harvey Aluminum ..... 14 6 9 10-39  
 Torrance First Baptist 13 6 17 15-51  
 High scorers: Marvey — Charles Maddox, 15. First Baptist — Howard Taylor, 23.

**THURSDAY LEAGUE**  
 Continental Airlines .. 5 2 12 14-38  
 Party House ..... 11 6 18 24-59  
 High scorer: Continental — Bill Mitchell, 9. Party House — Dave Corman, 16.

Blue Daisy ..... 9 17 8 17-51  
 Ryan Aeros ..... 8 11 11 12-39  
 High scorers: Blue Daisy — Bob Connick, 15. Ryan Aeros—Bill Jackson, 27.

Aerona ..... 11 15 9 12-47  
 AllResearch ..... 8 11 11 12-39  
 High scorers: Aerona — Ron Temple, 19. AllResearch—John Glenn, 8.

**WEDNESDAY AMBLE LEAGUE**  
 Torrance High Faculty defeated Deadheads 15-10, 15-2, and 6-15.  
 Favian defeated Ryan Aeronautics 16-0, 8-11, and 16-2.  
 Hambling Wrecks defeated the Hotshots 12-8, 15-4, and 15-2.

to shop for your best deal before you buy. But, please do not be fooled by all these childish Fairy Tales. Remember! We may be out-gimmicked, but we will not be undersold! It will not cost you one penny to check our deal, too. You won't be sorry.

Very truly yours,  
 Vel Miletich,  
 President  
 Vel's Ford sales co., Torrance, 1420 Cabrillo Ave. FA 8-5014; 1600 Cabrillo Ave. FR 5-5088; Hiway 101 at Hawthorne Blvd.

**TRIPLE CROWN 6-YEAR-OLD KENTUCKY BOURBON \$3.39 FIFTH**

**THE BOTTLE SHOP**  
 2087 TORRANCE BLVD. FA 8-1220

**WONDERFULLY BARBECUED TENDER CHICKEN**  
 Outstanding Tasty Barbecued Spare Ribs Served with Salad, French Fries or Spaghetti—\$1.75

**COCKTAILS**  
 Served in all 4 Dining Rooms. OPEN DAILY: Sun. to Thurs. 11 A.M. 'til 11 P.M. Fri., Sat. and Day Before Holiday 'til 1 A.M.

**BBO Pete**  
 Member of Diners Club  
 O.E. 8-9957  
 111th St. and Hawthorne Blvd. Inglewood

# WE'RE NOT FOOLIN'! WE'VE GONE

# HOG WILD

**DOLLS!  
 DOLLS!  
 DOLLS!**

Buy now for future gifts, birthdays, Christmas, etc. The largest assortment of dolls in Torrance. Now reduced 1/2 and more. Here are just a few samples.

Reg. 3.98 NOW ..... **\$1.99**  
 Reg. 4.98 NOW ..... **\$2.49**  
 Reg. 7.98 NOW ..... **\$3.99**  
 Reg. 9.98 NOW ..... **\$4.99**

### TOY BONANZA

## Toys-Games-Dolls

This sale will run only while our stock lasts. Positively no second chances.

**Assorted Toys 11¢ each**  
 Values to 3.98 NOW ONLY

**ASSORTED GAMES 37¢**  
 Values to 3.00—Hog Wild!

**MODEL KITS from 1.00 to 4.98 NOW 1/2 PRICE**

**DOLL CLOTHES 11¢**  
 Values to 2.77 NOW ...

IT'S EASY TO OPEN A CHARGE ACCOUNT

*Newberrys*  
 Downtown Torrance Store Only

**COTTON PRINTS**  
 Mostly percales and broadcloths. Ideal for childrens wear, skirts, blouses. All first quality. Remnants and bolts. 36" wide.  
 REGULAR 39¢ yd. — NOW  
**4 yards \$1.00**

**COTTON PRINTS**  
 Wash 'n wear—full bolts—36" wide  
**3 yds. \$1**

**WOOL & WOOL BLENDS**  
 54" & 60" width, full bolts  
 Reg. 1.93 yd. **99¢ yd.**  
 Reg. 2.98 yd. **1.49 yd.**  
 Reg. 3.98 yd. **1.99 yd.**

**ONE ONLY MOTOROLA T.V.**  
 Portable, lightweight strong reception, leatherette padded case. REG. 229.95  
 NOW **\$159.88**

**CLOSE-OUT ON EXQUISITE FORM BRAS**  
 Our Entire line NOW 1/2 OFF  
 Reg. 1.50—NOW 75¢  
 Reg. 2.00—NOW 1.00  
 Reg. 2.50—NOW 1.25  
 Reg. 2.95—NOW 1.49

**CHENILLE BEDSPREADS**  
 Freshrunk, no ironing, lint free, full and twin sizes.  
 REG. 3.99  
 NOW **2.97**

**Ladies' Sweaters**  
 We've gone crazy. Assorted styles and sizes. Limited quantity. Values to 6.98.  
 NOW **88¢ ea**

**UNBLEACHED MUSLIN**  
 The rugged yardage that's a household standby for curtains, covers, linings, kitchen uses. 36" wide.  
 REG. 29¢ yd. —  
 NOW **19¢ yd.**

**ENCYCLOPEDIAS and YEAR BOOKS**  
 Stock your bookshelves now at this crazy price. Values to \$1.50.  
 NOW **2 FOR 26¢**

**CHROME STEP-ON CANS**  
 Heavy duty — Harvill steel. Lift out container — Reg. 4.29  
**\$3.54**

**FIBERGLASS IRONING BOARD**  
 PAD with silicone treated cover. **57¢**  
**IRONING BOARD CADDY**  
 Handy hanger for end of board. **57¢**

**9 x 12 RUGS — 2 ONLY**  
 1 pepper red, 1 pep- per pink, Viscose. **24.88**  
 REG. 39.95 — NOW

**CURTAIN PANELS**  
 54" or 81" lengths. Assorted colors. Slight seconds. If perfect. REG. 1.98 ea. **66¢ ea.**

**GIRLS' RED VELVET DRESSES**  
 Just in for the Valentine season. Some with lovely white collars. REG. 5.99 and 7.99 **1/2 Price**

**FOLD OVER SLIPPERS**  
 TV lounging slippers at a price anyone can well afford. LARGE SIZE RANGE **44¢**

**LADIES' SEAMLESS NYLONS**  
 Three lovely shades in sizes 8 1/2 to 11. ALL FIRST QUALITY **2 pair 1.00**

**MENS' SOCK SALE**  
 Be in early for this one. All sizes. All first quality. Values to 1.50 pair. WHILE THEY LAST **31¢ pr.**

**LINED PLASTIC DRAPES**  
 36" x 86" — A huge assortment. REG. 1.00 pr. — NOW **66¢ pr.**

**TIER & VALENCE SET**  
 27 sets only — 30" They'll go fast! REGULAR 2.98 — NOW **1.88**

**WALL CLOCKS**  
 All The Favorite Designs  
 Watch Design Eight Day Works Reg. 18.95—NOW **9.97**  
 Picture Frame Design Reg. 18.95—NOW **9.97**  
 Star Design Reg. 14.95—NOW **7.97**

**PEANUT CLUSTERS & DOUBLE DIPPED PEANUTS**  
 — YOUR CHOICE —  
 Delicious Chocolate Covered Peanuts at crazy, crazy prices. Reg. 76¢ lb. — NOW **2 lbs. 1.00**  
**DELUXE BRIDGE MIX**  
 Superior asst. of chocolates **57¢ lb.**

**CURTAIN FABRICS**  
 PRICED FOR CLEARANCE  
 Dacrons, Nylons, Chrom spun Marquisettes. REG. 37¢ yd. — NOW **23¢**

**LADIES' SWEATERS**  
 100% Orlon. Bulky knit, high fashion colors. REG. 5.98 — NOW **4.88**

**CUP AND SAUCER SETS**  
 Several designs. Buy now at these crazy prices and fill all those bare shelves. **4 SETS 88¢**

**LADIES' DUSTERS**  
 Be first for this one. 34 Only — REG. 1.97 ea. — NOW **88¢ ea.**

## DOWNTOWN TORRANCE

CORNER SARTORI & EL PRADO

Store Hours: Mon. & Fri. 9:00 to 9:00; Sat. 'til 7:00; Tues., Wed., Thurs. 'til 6

*Newberrys*