



VEL MILETICH
Three Ring Circus . . .

A couple of months ago during the introduction period of the new 1962 models, a lady and gentleman that reside in downtown Los Angeles stopped in at our dealership, Vel's Ford, while visiting relatives in Torrance, to see our new car display.

I had the opportunity to speak with the lady, and when she discovered that I am the Ford Dealer here in Torrance, she questioned me at length on various subjects.

First, she inquired, why we didn't advertise on Television? Secondly, she wondered where our showroom "hostesses" were? And finally, she asked why we didn't have "free" gifts for the visiting public?

She and her husband, it seems, had attended the new car showing at a so-called downtown volume dealership that (1) advertised heavily on television, (2) had a number of scantily clad young women parading around

room floor as "hostesses," and (3) gave away orchids, candy, punch, gum, donuts, coffee et cetera, to guests.

I asked the lady if she sincerely believed that this sort of drumbeating, flagwaving, three-ring circus actually improved her chances of making a good, honest, money-saving deal on an automobile? She replied, "yes, I think it does." I wonder . . . do you agree?

If so, join me for just a minute, and give some considered thought to the following question: Does the operational cost or overhead of an automobile dealership have a direct bearing upon the price the auto dealer must charge for the new and/or used cars he sell? Obviously, there is only one correct answer: Yes! Common logic tells any sensible person that when costs are high, prices must be comparably higher . . . when costs are low, prices may be comparably lower.

To be more specific, consider the plight of one downtown "TV" Volume Dealer. His monthly bill for Television Advertising alone averages \$44,000.00. Yes, I said \$44,000.00 PER MONTH. This expenditure does not include radio, newspaper, direct mail, or any other form of advertising employed by his dealership. To this figure he must add salaries, commissions, property rental, warranty and maintenance, other hidden and obvious that make the sale complete. The final result is an \$350.00 per unit. In plain, simple language, this particular dealer must markup every car, new or used, a minimum of \$350.00 BEFORE HE BREAKS EVEN!

Is his advertising bill paid regularly? Does he meet his monthly expenses? You'd better believe it! How does he pay the bill? With the monies earned from all those "low profit," "skinny" TV deals he makes each month.

If there is any doubt in your mind as to whether overhead affects the price you pay for an automobile, you may secure your own definite answer in a matter of only minutes. Price shop a TV House. Stay long enough to get their actual delivery price. Then, before you buy, compare it with our low sale price. It will not require a skilled mathematician to figure the difference quickly.

Insofar as the scantily clad "hostesses" are concerned, they may have a place in a burlesque house, but I do not feel that they belong on an auto dealer's showroom floor.

A few years ago when I was privileged to be named the Authorized Ford Dealer in Torrance, I resolved myself to accomplish one basic purpose. To sell dependable, quality transportation at a fair price. Forgive me for saying so, but I believe we are accomplishing this goal each day.

Here's why. We offer a fine product, the Ford automobile built with the finest quality control in America today. We sell A-1 Used Cars, completely reconditioned in our expertly staffed and equipped

Aides Sought By Red Cross, Leader Says

Volunteer social-welfare aides are needed for Red Cross service to armed forces, according to Mrs. John Oakes, newly appointed vice chairman of welfare aides for the Los Angeles Chapter.

"We are interviewing qualified men and women to begin a training course Feb. 26 at the San Pedro Red Cross office, according to Mrs. Oakes, 26806 Indian Peak Road.

Appointments for interviews may be obtained by calling Red Cross at Terminal 2-8321.

WELFARE AIDES work with professional social workers assisting families of members of the armed forces. Last year Red Cross aided 23,582 service families in the Los Angeles area, according to Mrs. Oakes. Qualifications for social-welfare aides include:

Willingness to serve at least one day a week; 21 years of age or over; and successful completion of a 40 hour training course.

"THE WORK is very satisfying," according to Mrs. Oakes, "and in a time of high military preparedness, it is very important that Red Cross increase its help to service families."

Mrs. Oakes' appointment as vice chairman of the program was announced this week by Mrs. Richard Dillon, chairman of volunteers for the Los Angeles Chapter Red Cross.

Harbor College Students Pick New President

Harbor College students have elected Dennis McClintock of San Pedro as president of the Associated Students Organization for the coming semester.

The 20-year-old architectural major won the post in a runoff election with John Sexton. With other ASO officers he will be installed in office at a special student assembly Thursday, Feb. 8.

Other ASO officers elected were Lois Leven, vice president; Jean Heisner, Associated Women Students president; Diane Farnum, sophomore class president; and Lulu Gulmatico, sophomore class secretary. The ASO council will fill other vacancies on the council through appointment.

Setback Waiver Okayed by City Planning Group

The Los Angeles City Planning Commission has approved a change in the front building setback requirement on the north side of 218th Street between Harvard Boulevard and Western Avenue.

The new setback of 15 feet from the property line was requested by property owner Dante Marrocco. Previously a 30-foot setback would be required in this block because of the location of existing buildings.

This recommendation has been submitted to the City Council for further action.

shop. We offer these automobiles at competitive prices. Compare and see! Our customers tell us that we back up our sales with the finest dealer service in Southern California. The type of after-sale you've always wished you had received is the type of service you get at Vel's Ford.

I have attempted to build my Ford Dealership on this basis, because I sincerely believe it is the only secure foundation for any automobile dealer who is proud to be in the business, and wants to remain "alive" and "thriving" in his own community.

Just how thoroughly we are succeeding in our efforts depends upon how we satisfy you. I will be the first to deny you your privilege to shop before you buy. But, I will be the first to remind you that we are eager to serve you. Remember, it will not cost you one extra penny to check our deal, too. You won't be sorry!

Very Truly Yours,
VEL MILETICH,
President
Vel's Ford Sales
1420 Cabrillo Avenue
1609 Cabrillo Avenue
Hwy. 101 @ Hawthorne Blvd.
Torrance, California
FAirfax 8-5014

Obituaries

ANDREW P. PETERIE

Funeral services for Andrew Peterie, 83, a resident of this area for 49 years, were held at the Stone and Myers Mortuary Chapel Friday afternoon with the Rev. Hugo R. Percy, rector of St. Andrew's Episcopal Church, and members of Torrance Masonic Lodge No. 447 officiating. Mr. Peterie died Jan. 17 in a Los Angeles sanitarium. He was a native of Illinois.

He is survived by two sons, Lester, of Los Angeles, and Gordon, of El Monte; a daughter, Dorothy Rojo, of Torrance, and one granddaughter, Patricia Rippy. Also surviving are three great-grandchildren. Interment was in Inglewood Park Cemetery.

FRANCIS J. GOEBEL

Rosary was recited at the Stone and Myers Mortuary at 8 p.m. Tuesday for Francis James Goebel, 54, a California resident for 32 years, who died in San Bernardino last week. Requiem Mass was celebrated at St. Philomena Church at 9 a.m. yesterday and interment followed at All Souls Cemetery.

Mr. Goebel was born in Ohio, Jan. 27, 1907. He is survived by his widow, Agatha; two daughters, Shirlee Ann and Jane Frances Goebel; his stepmother, Mrs. Scheidl of New York; three sisters, Flora Loll, Irene Corbett, and Sister Mary Bernadine, O.S.B.; and four brothers, George of Los Angeles; Paneracius of Ohio, and Anthony and Bernard of Pennsylvania.

SARAH K. CLOWER

Funeral services for Mrs. Sarah K. Clower, 79, of 22034 S. Normandie Ave., were held Tuesday morning at the Stone and Myers Mortuary Chapel, with the Rev. Milton Sippel, minister of the First Christian Church of Torrance, officiat-

ing. Mrs. Clower, a resident here for 19 years, died Saturday at her home. She was a native of West Virginia.

Surviving are her husband, John, two daughters, Mrs. Fan-

Anderson, and Mrs. Brennus Simpson; and two grandchildren. Interment was in Inglewood Park Cemetery.

ROBERT C. FOCHA

Funeral services for Robert Claire Focha, 41, of 917 Font-hill Ave., were held at the Halverson - Leavell Mortuary

Chapel yesterday afternoon with the Rev. Paul Cox officiating. Mr. Focha, a native of Oakland, died at his home Monday after residing here for 10 years.

Mr. Focha was employed as an electronic engineer at Nor-tronics in Hawthorne before his death. He is survived by his widow, Leslie, active in several Tor-rance civic organizations; two sons, Michael and Peter; two daughters, Loretta and Cheri; a sister, Dorothy Martin, and a brother, William Focha, both of Oakland.

Private cremation was at Inglewood Park Cemetery.

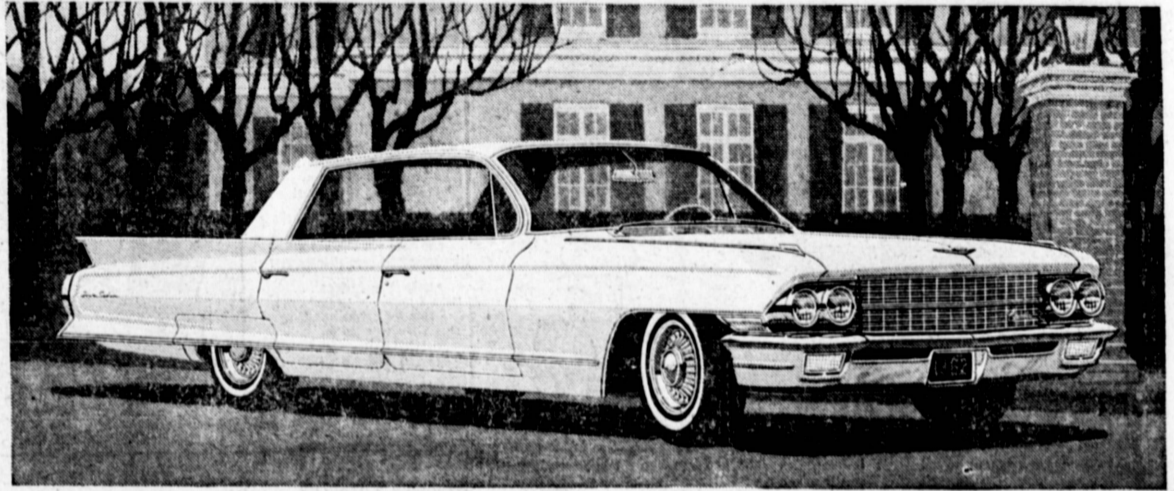
State Wage Reports Due Next Wednesday

California unemployment insurance wage reports and contributions returns for the fourth quarter of 1961 must be filed by Wednesday, Jan. 31,

Practical investment

Your Cadillac dealer can easily prove to you the practicality of investing in a Cadillac, from the standpoint of original cost, economical operation and high resale value. But only actual possession will reap all the returns on your investment. There is the sheer

joy you get from its performance . . . the respect you receive with its ownership . . . the confidence you feel when you drive it . . . and the elegance that surrounds you. Visit your Cadillac dealer and discover how wise and how wonderful it is to own the "car of cars."



VISIT YOUR LOCAL AUTHORIZED *Cadillac* DEALER
RONALD E. MORAN, INC.
25 PACIFIC COAST HIGHWAY • HERMOSA BEACH, CALIFORNIA



TORRANCE MEN'S SHOP

LOAD UP DURING OUR CLEARANCE

SLACKS MARKED DOWN

REGULAR 10.95 - 12.95 SLACKS	NOW 9.88
SPECIAL GROUP 5.95 - 9.95 SLACKS	NOW 2 PAIR 9.88
REG. 14.95 - NOW 10.88	2 Pr. for \$20.88
REG. 16.95 - NOW 12.88	
REG. 17.95 - NOW 13.88	
REG. 19.95 SLACKS	NOW 14.88 OR 2 for 27.88

SPORT COATS

REGULAR 19.50 - NOW	13.88
REGULAR 24.50 - NOW	23.88
REGULAR 29.50 - NOW	23.88
REGULAR 34.50 - NOW	24.88
REGULAR 39.50 - NOW	29.88
REGULAR 54.50 - NOW	38.88

CHOICE SELECTION OF FAMOUS MAKE

SPORT SHIRTS

INCLUDING: SIR GUY, SPORTSMAN, CAPRI, FALL SHIRTS, MANY OTHERS

- Buy one \$1.95 shirt and get the next \$1.95 shirt for only \$1.00
- Buy one \$2.95 shirt and get the next \$2.95 shirt for only \$1.00
- Buy one \$3.95 shirt and get the next \$3.95 shirt for only \$1.00
- Buy one \$4.95 shirt and get the next \$4.95 shirt for only \$1.00
- Buy one \$5.95 shirt and get the next \$5.95 shirt for only \$1.00
- Buy one \$6.95 shirt and get the next \$6.95 shirt for only \$1.00
- Buy one \$7.95 shirt and get the next \$7.95 shirt for only \$1.00
- Buy one \$8.95 shirt and get the next \$8.95 shirt for only \$1.00

A-1 Peggers, Tappers, Ivy Casuals, Cords and Rapiers . . .

Discontinued Styles and Colors

Your Choice \$2.88

SWEATERS

LATEST STYLES
Bulky knits, cable knits, pull-overs, flat knit, shawl collars, v-neck, crew neck, boat neck.

ATALINA BARCLAY TOWNE KING SPECIAL GROUP
2.88 4.88 9.88

HART, SCHAFFNER & MARX and MARTINELLI SUITS

for the price of ordinary suits

39.50	26.88
42.50	34.88
49.50	38.88
59.50	44.88
69.50	48.88
79.50	54.88
89.50	64.88
100.00	74.88



NECKTIES . . .
2 for 1.50; 2 for 2.50; 2 for 3.50
SOCKS
Regular 1.00 & 1.25—79c; 3/\$2

TORRANCE MEN'S SHOP

CORNER SARTORI & MARCELINA, DOWNTOWN TORRANCE

Bankamericard & International Credit Cards Honored