

### Douglas Approves '61 Ad Schedule, Reports on Contract Standings

Advertising plans for 1961 have been approved by the Douglas Aircraft Company, O. B. Marble, director of advertising, announced this week.

The program calls for a shift in emphasis from products to an over-all corporate promotion and some changes in media selection which result in a slight reduction of budget from the 1960 figure of \$2,300,000.

"The DC-8 and military programs will have a prominent part in our corporate presentations," said Marble, "but we felt that the growing importance of scientific and space exploration projects in a single campaign."

**WILL USE WEEKLIES**  
To tell its corporate story, Douglas will use the domestic news weeklies and one of the large general-circulation magazines. The advertisements will be double spreads in color and will be scheduled at about five-week intervals starting in January.

In addition to its corporate campaign, Douglas plans a separate program on the Caravelle, the French-built, medium-range jetliner for which the Douglas company

has sales rights in many parts of the world. The first of these Caravelle advertisements will appear in year-end editions of general-circulation magazines as a pre-announcement of service by United Air Lines which has 20 of the French jets on order. Follow-up advertisements will be scheduled as service starts early next year.

#### SCHEDULE ADS

In addition to its corporate domestic program, Douglas will schedule both DC-8 and Caravelle advertisements in international media.

Included in current Douglas contracts are additional Thor missiles (the 100th firing of Thor occurred only a few weeks ago); two Navy jet aircraft — an improved version of the A4D, and a new missile-carrying aircraft called the Missileer; an important part of the NASA Saturn project which will eventually result in outer space explorations; the Air Force Skybolt, an air-to-surface missile of extended range; the Army's Nike series of surface-to-air missiles, including the Zeus which is still under test.

Use classified. Call DA 5-1515

# Hey Kids!

HERE SOON!  
**MINIATURE GOLFING**



Fun for the Entire Family

COAST-TO-COAST

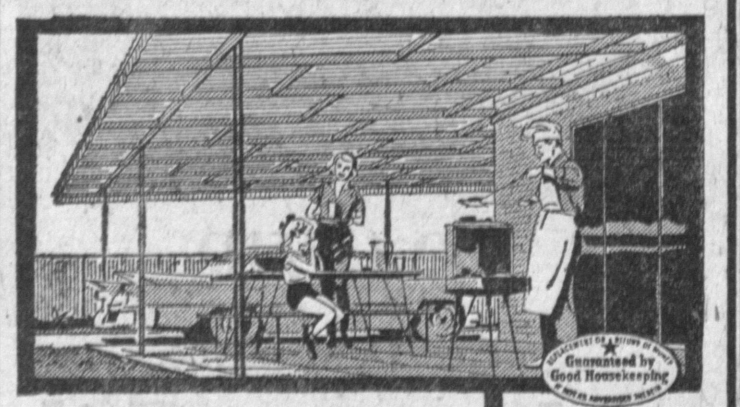
## Putt-Putt

Hawthorne Blvd. (Near Spencer Blvd.)

**D. N. LEGG MILL & LUMBER CO.**  
DA 9-6303—14119 S. Western Ave.—Gardena  
Pre-Cut Redwood Fence Material Specialists  
300 Ft. North of Rosecrans  
LOWEST PRICES ON REDWOOD FOR EVERY PURPOSE  
Open Saturday 'Til 5

Add living space—anyplace  
with **FILON**<sup>®</sup>

TRANSLUCENT FIBERGLASS PANELS



Build colorful beauty, glare-free shade, with FILON. For patio and porch roofs, carports, fences, awnings, shop screens, room dividers. Install with ordinary tools. 20 decorator colors, various corrugations, also flat or shiplap.

- Insist on the FILON label with the **EXCLUSIVE 5-WAY GUARANTEE**
1. Superior Fiberglass-and-Nylon reinforced strength.
  2. Uniform thickness for easier installation, better diffusion of light.
  3. Shatterproof for safety.
  4. Weathertight for durability.
  5. Exceeds standards published by U. S. Bureau of Standards.

**29c** Sq. Ft. **FREE** BOOKLETS: Pictures, ideas, plans. Write, phone or pick up FREE copy at...

**6-FT. REDWOOD BARBECUE TABLE WITH 2 BENCHES**  
Heavy Duty Fabricated for Easy Bolted Assembly  
Reg. \$19.95 Value **\$12.95**


**5-Foot GRAPE STAKE FENCE**  
FIRST GRADE—Per Running Foot... \$1.15  
6-Ft. Height, \$1.30 per running foot

**6-Foot—Easy to Build Drop Board Fence**  
(Economy grade). ONE POST with each 6 feet of fence. An excellent fence that looks the same on both sides.  
**98c** Running Foot

**CADMIUM PLATED HARDWARE**  
LATCHES Each 49c Pair...  
5" T-HINGES Each 73c Pair...

# JUMBO'S

### Wonder Horses



WONDER PONY . . .	9 <sup>99</sup>
WONDER MARE . . .	13 <sup>99</sup>
WONDER HORSE DELUXE . . .	19 <sup>99</sup>
WONDER BOY HORSE . . .	31 <sup>99</sup>

### ALL TRANSISTOR RADIO


COMPLETE WITH CASE, BATTERY AND EARPHONES



**7<sup>99</sup>**


### DOLL BUGGY

4.00 VALUE . . .	2 <sup>99</sup>
7.00 VALUE . . .	4 <sup>99</sup>
9.00 VALUE . . .	6 <sup>99</sup>
14.00 VALUE . . .	9 <sup>99</sup>
17.00 VALUE . . .	13 <sup>99</sup>



### Doll Strollers

4.00 Value . . .	2.99
7.00 Value . . .	4.99
9.00 Value . . .	6.99



### BASKETBALL and GOAL SET



**3<sup>99</sup>**

### GILBERT "ELECTRIC" MICROSCOPE SET



- GROUP VIEWER
- REVOLVING TURRET
- 60, 90, 400 POWER MAGNIFYING
- INCLUDES SLIDES & DISSECTING EQUIPMENT

**9<sup>99</sup>**

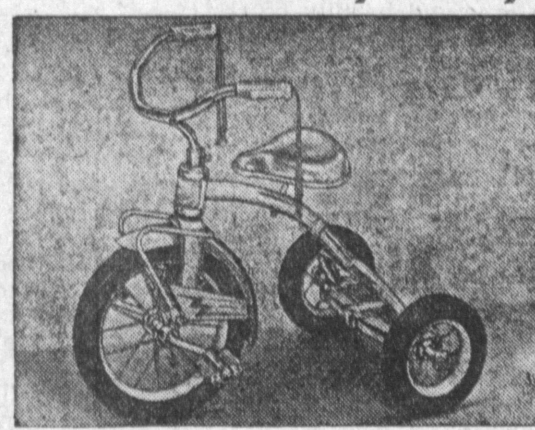
### AMERICAN FLYER "HO" FREIGHT TRAIN

- DIE CAST LOCOMOTIVE
- WORM DRIVE GEARING
- INCLUDES:
  - TRAIN SET AS ILLUSTRATED
  - POWER PACK
  - 11 CURVED TRACK
  - CURVED TERMINAL TRACK



**15<sup>99</sup>**  
25.00 VALUE!

### Famous Murray Tricycle



Frame of 1 1/4" Tubing • 1 1/2" semi-pneumatic tires • Adjustable chrome handlebars • Ball bearing front wheel . . .

10-Inch	12-Inch	16-Inch
9 <sup>99</sup>	11 <sup>99</sup>	13 <sup>99</sup>

### MURRAY "TEE BIRD" Pedal Car



**12<sup>99</sup>**

### MURRAY DELUXE SIDEWALK BIKES

FULL COASTER BRAKE — GUIDE WHEELS



16-INCH	20-INCH
24 <sup>99</sup>	29 <sup>99</sup>

### TEA SETS

- DOCTOR KITS
- NURSE KITS
- CRASHMOBILE
- TELEPHONES
- KOHNER PUPPET CRAFT SETS
- WHAMO'S GIANT YO-YO

**59<sup>99</sup>**

### "Tiny Tears"

With Rock - A - Bye Eyes!



11 1/2-inch w/wig & Sunsuit . . .	5 <sup>99</sup>
13 1/2-inch w/wig & Layette . . .	7 <sup>99</sup>
16-inch w/wig deluxe case . . .	11 <sup>99</sup>
20-inch w/wig & Layette . . .	13 <sup>99</sup>
16-inch w/wig play pen . . .	14 <sup>99</sup>

### MATTEL'S "Chatty Cathy" The Talking Doll



**12<sup>99</sup>**

### 2-Speed Portable PHONOGRAPH

PLAYS ALL 78 AND 45 RPM RECORDS



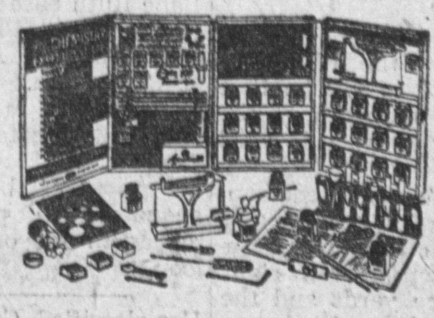
**12<sup>99</sup>**

### AMERICAN FLYER STOCK CAR RACE



REG. 34.95 **24<sup>99</sup>**

### GILBERT "CHEMISTRY" SET



15.00 VALUE! **9.99**

WE GIVE  STAMPS

TORRANCE---4864 W. 190th St. . . . . FR 1-6415  
GARDENA---2411 W. Rosecrans, FA 1-5666, DA 3-7644

Open Evenings 'til 9 PM, Sundays 10 AM to 5 PM

LAY-A-WAY NOW FOR CHRISTMAS