



STANLEY S. SIEVERS  
... new sales manager

## Firm Names Torrance Man Sales Head

Stanley S. Sievers, 21805 Ladeene Avenue, Torrance, has been named regional sales manager for Cohn Electronics, Inc., Kin Tel Division, with headquarters in Beverly Hills.

Formerly vice president-marketing for Pelco Sales, Inc., Los Angeles, Sievers will direct a group of field engineers responsible for marketing Kin Tel instruments and closed-circuit television systems in the Greater Los Angeles area, Southern California and Nevada.

Former product line manager and head of the distributor sales program for the Dage Division, Thompson-Ramo-Woodridge, Inc., Sievers was Kin Tel sales manager in 1958 when he resigned to join a sales engineering firm.

He also was a technical director for KFMB-TV, San Diego, and a consulting engineer for television stations. Sievers attended Sacramento Junior College and the University of Nebraska.

He is a member of the Institute of Radio Engineers, the Aircraft Pilots' Association and the American Radio Relay League.

Kin Tel is a leader in closed-circuit television systems and Digital instrumentation, and the nation's largest producer of precision DC amplifiers.

## Dept. Conducts Extensive Survey On Direct Mail

Recently announced results of an extensive survey conducted by the U.S. Department of Commerce reveal that almost half of the firms from which the consumer receives bulk third-class mail are local retailers. These are the food, clothing, furniture, camera, sports, and drug stores, automobile dealers, and other types of neighborhood shops with which we all do business.

Bulk third-class mail, one of the most important types of direct mail, makes it possible for these small businesses to keep their customers informed about new stocks of merchandise, sales, and other items of interest, even though their advertising budgets are limited. They can afford to use this medium of communication because it is non-priority mail—mail that is handled by the post office only during slack hours—and therefore goes at a lower rate. With bulk third-class mail, these retailers can also pinpoint their efforts and cover only those areas of a community where most of their customers reside.

## Man to Represent Area for Company

Gordon Livingston has been appointed southeast area loan representative of Investor's Mortgage Service Company. It was announced by Don Gorley, manager of the Spot Loans and Business Development Department.

Livingston will cover the Long Beach, Lakewood and Orange County area. He also represents IMSC in Hawthorne, Torrance, Palos Verdes and the beach cities.

## Pastor Returns to Pulpit Sunday

"A Life of Faith or Emptiness" is the sermon topic August 13 at Seaside Community Church, 230th and Ocean Ave., Torrance. The Rev. William Schatz, who has just returned from vacation, will be in the pulpit.

Special music this morning will be "I'll Walk Today Where Jesus Walked," sung as a duet by Mrs. C. L. Martin and Mrs. Richard Evans.

## Patrol Studies Accident Cause

Why are traffic accidents on the increase?

"The lowness of traffic morals of the road users, including drivers, pedestrians and others, their indifference to the traffic rules prescribed by laws and ordinances, has been increasing the traffic accidents remarkably, year after year. . . . The direct causes are due to reckless driving and carelessness of drivers, and to the carelessness of pedestrians."

Probably sounds familiar. This time, though, the words weren't directed at Californians. The above quotation comes directly from the annual report of the Traffic Police of Japan, agency responsible for traffic safety on Japan's highways.

"The distinct similarity of this message with those frequently voiced in California and throughout the nation points up rather dramatically a simple truth," commented California Highway Patrol Commissioner Bradford M. Crittenden.

"The driver is the only per-

## \$3 Billion Cash Assets Held in Reserve By State

The State of California held cash assets in earmarked funds amounting to almost \$3 billion on the last day of the 1960-61 fiscal year.

State Controller Alan Cranston this week reported that as of June 30, the last day of the fiscal year, the State had a total of \$2,916,365,687 tied up in funds restricted in their use.

Largest single fund, Cranston said, was the State Employees' Retirement Fund, which accounted for \$1,402,590,614. Add to that the \$607,552,071 in the Teachers' Retirement Fund, \$2,189,481 in the Judges' Retirement Fund and \$406,093 in the Legislators' Retirement Fund and the total cash worth of all the retirement systems was \$2,012,738,259.

son who can bring about a significant reduction in traffic accidents—here, in Japan, or anywhere," he said.

## Multi-Million Dollar Contracts Awarded to Ryan Electronics Co.

Contracts to Ryan Electronics totaling over \$8,300,000 for airborne navigation systems, spares and support material have been awarded by the U.S. Navy. T. Claude Ryan, president of Ryan Aeronautical Company, announced this week.

Ryan Electronics is a major operating division of Ryan, and the largest producer of

C-W Doppler navigational equipment for both fixed-wing and rotary-wing aircraft. These Ryan automatic navigators are in quantity production for a wide variety of military aircraft and helicopters, reconnaissance and attack aircraft, airborne early warning and certain special purpose aircraft.

## STEP AHEAD

A National Retail Merchants Association survey concerned the retail outlook for this fall. There was a record response by 416 stores, representing some \$6.5 billion in annual sales. Sixty-eight per cent estimated that sales, for second half of 1961 will on the average, be 4 per cent ahead of last year.

## BACK TO SCHOOL

Zody's discount department stores offers back-to-school ready-to-wear clothes for girls and boys in a separate self-service department.

## O.A.S. Pensioners

You are entitled to an Eye Examination and new glasses if needed under the . . .

## STATE MEDICAL ASSISTANCE PLAN

No appointment necessary. Just bring in your card . . . Come in and consult us for information on this plan.

DR. J. M. SOSS

Optometrist

1261 Sartori Avenue  
Phone FA 8-6602  
Offices also at 810 Avalon, Wilmington



APPLE POLISHING OUTFIT—a dress and pinafore combination guaranteed to charm. The dress is a black cotton Tydee print gaily scattered with vivid hearts and flowers. White cloney lace trims neckline and edges of the elasticized push-up sleeves and batiste pinafore. Mom, as well as teacher, likes the dress, because Mom was careful to look for the Sanforized-Plus label with its minimum maintenance promise. No wash and wear worries in the weeks ahead. Designed by Claire Brooke.

# SENSATIONAL SAVINGS ON OUR REGULAR TOP QUALITY STOCK!

# STRUMS

1261 Sartori  
Between Post and El Prado  
Downtown Torrance

## FREE PARKING

Charge with International or BankAmericard

EVERYTHING ON SALE . . . With a Few Fair Trade Exceptions

# BLISSCOUNTS

Closing Out Our Present Stock  
TO MAKE ROOM FOR OUR NEW POLICY

NYLON  
**HOSE**

51-Gauge  
15-Denier

Value  
**79c**

**38**

Pair

**TERRIFIC BUY!**  
Ladies' Sleeveless Cotton  
**DRESSES**

Regular 5.95

**\$2.97 ea.**

**2 FOR \$5**

Ladies' Orlon

**Slip-on  
Sweaters**

Regular 2.98

**\$1.00**

9x12 ROOM SIZE  
FOAM RUBBER BACK  
VISCOSE TWEED  
**RUGS**

Heavy quality, closely tufted  
viscose yarn. Non-skid back.  
(No padding needed)

**\$22.57**

CANNON  
WOVEN PLAID  
**BEDSPREADS**

Cannon quality woven cotton—  
red, blue and brown plaid. Twin  
or full size.

Values \$6.95

**\$3.97**

LADIES' SLEEVELESS  
**BLOUSES**

VALUES TO \$2.98.

SIZES 32-38

**\$1.77**

Sizes 40 to 46 . . . 2.77

**5x6 RUGS**

Rubber padding, wall to wall.  
Fits all bathrooms.  
\$7.95 VALUE

**\$6.47**

**SPECIAL GROUP**  
**Playtex Girdles**

SACRIFICE  
PRICE

Reg. to \$10.98

**\$4.77**

**CREW NECK  
SWEAT  
SHIRTS**

White and grey.  
Regular \$1.69.

Sizes S-M-L-XL

**99c ea**

**Straw  
Hand Bags**

White only—\$2.98 Val.

**\$1.97**

MEN'S AND BOYS'  
A-1 AND OTHER FAMOUS BRANDS  
**CORD  
CONTINENTALS**

Reg. 5.95

Sizes 4 to 14

**\$3.97**

Men's Sizes—Reg. \$6.95

Sizes 26 to 38

**\$4.97**

(Discontinued colors)

**WASH 'N WEAR  
FLANNEL SLACKS**

Reg. \$5.95

**\$2.97**

Cushion Foot  
WHITE WORK  
**SOCKS**

Regular 39c Pair

3 prs. **77c**

Men's  
**SPORT  
SHIRTS**

Regular \$1.98

**\$1.00**

Men's and Boys'  
**SURFERS**

Reg. Values to \$3.95

Sizes 4 to 16

**\$1.97**

Values to \$4.95

Men's Sizes 27 to 38 . . . \$2.87

Open Tuesday, Wednesday, Thursday, Saturday 9:30 to 6 — Monday and Friday, 10 to 9

## SAVE \$1.50 PER GALLON ON FIRST QUALITY STUCCO PAINT . . .

A fresh clean home  
in half a day  
when you paint the smart  
**NEW PUSH-BUTTON WAY!**

Just "PUSH-BUTTON" the paint  
through the handle, to the roller!  
So easy . . . So fast . . . So clean

- \* No drop-cloths needed
- \* Cuts painting time 60%
- \* Cuts ladder work

SEE PUSH BUTTON  
PAINTING DEMONSTRATION  
FREE JOB INSPECTION

Borrow the equipment FREE  
with the purchase of three  
gallons of SPRED Glide-On  
from your  
GLIDDEN DEALER

VINYL-LATEX PAINT FOR MASONRY, STUCCO  
THAT WON'T FADE, FLAKE, PEEL, CRACK!

Reg. 6.90—  
NOW . . . **5.40**

## PUNT'S PAINT CRIB

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22841 South Figueroa St.  
Wilmington

We Give  
**BLUE  
CHIP  
STAMPS**

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