

Businesses Taking Second Look At Sales Forces, Reporter Says

By REYNOLDS KNIGHT
 Countless businesses large and small — especially those battling to keep out of the red — are taking long, hard looks these days at their sales forces. More than a few sales executives and veteran salesmen are pounding the pavement in search of new jobs.

What's behind this focusing of critical attention on salesmen? A leading business publication says it is only the natural outcome of a 15-year period that saw salesmen become lazy and soft. The trouble began with the end of World War II, says Sales Management Magazine. Pent-up consumer demand for all sorts of goods made selling easy; the salesman was really only an order-taker.

By 1955 many of these so-called order-takers, still lacking the seasoning provided by the rough-and-tumble sales scramble of tougher times, were moving up to managerial

positions. Result: today "after 20 years (including the war years) of easy pickin's for salesmen, there's not much left in the way of real salesmanship," the magazine complains.

WHAT'S needed now is rugged training and re-training of sales personnel at all levels. Managers must instill pride, self-confidence and enthusiasm in their salesmen, the publication says.

Confirmation that we're in an era of "weak sell" came last week from a business observer who reported hundreds of consumers he had recently interviewed had enough income and savings to make major purchases, but didn't make them because nobody gave them any real sales "push."

HERE TO STAY — A continuing market in the U.S. for 300,000 to 500,000 small imported cars annually has been

forecast by Vincent P. Grob, executive vice president and general manager of Renault, Inc.

Grob, in making the forecast, explained that the exact level of imported car sales will vary according to the level of total passenger car sales in the U.S. In addressing a recent press conference here, Mr. Grob voiced the opinion that sales of imported cars in the area of 300,000 to 500,000 units "can hardly be regarded as constituting a danger to the domestic automobile industry."

IT'S PERHAPS of greater importance, he pointed out, that sales of imported cars here help make foreign trade "a two-way street . . . in which the traffic should be increased in both directions as much as possible."

For the U.S. market, the Renault executive said his company anticipates its sales here

this year will run between 15 and 17 per cent of total sales of imports, compared with 12.5 per cent of the market in 1960.

ADVICE, TOO—If you wear it, sit on it, step on it, sleep in it, cook with it or use it to cut your lawn, it has more than likely been "factored" at some time before you bought it.

Factoring — a highly specialized form of business financing that was once pretty much unknown outside the textile industry — is used today by manufacturers of ski boots, wash-and-wear slacks, lawn chairs, convertible sofas, rugs, garden tools and electric fry pans, to mention just a few. Other factored products range from bicycles, binoculars, microscopes, power drills, fertilizer, plastics, and automobile tires to complex electronic gadgets for nuclear-powered submarines.

FACTORS make funds avail-

able to manufacturers and wholesalers so they can continue to operate their businesses efficiently until their customers pay their bills. But their services today don't stop with money.

Commercial Factors Corporation, one of the oldest and largest companies in the field, provides market research and market and financial counseling services for its clients. The factoring firm also is ready to give advice on such varied matters as financing new equipment, plant expansion programs and mergers and acquisitions. In other words, there's more to factoring than money.

THINGS TO COME—"Wash and wear" wool sweaters are on their way to the market place, thanks to a new treatment that permits wool products to undergo automatic-washer rigors without damaging effects . . . Want to have a tape recorder handy in your car or on a power boat? Now making its debut is a model with a built-in converter that lets it operate from either AC 110-volt household current or

DC 12-volt current used commonly in car and boat electrical systems.

TOURIST TREND — Americans like to travel in foreign lands, and early reports suggest that in 1961 they'll once again spend far more dollars overseas than foreigners will spend touring the U.S. Last year our citizens doled out \$2.68 billion — a record sum, and \$1.1 billion more than foreigners spent here. The year before, the tourism "deficit" was an even \$1 billion. Government reports for 1960 show Americans increased their travel to Europe, but chopped Cuba visits.

BITS O' BUSINESS—Stockholders of a Pennsylvania utility will hold their annual meeting this month in a giant tent; they'll be seated concentrically around a stage that will revolve slowly so no company official will have his back to the gathering . . . U. S. production of tin this year is expected to fall about 47,000 tons short of requirements because of foreign demand that will consume 120,000 tons.

Rare Bibles On Display

"Bibles Through the Ages," a collection of rare and famous Bibles, will be on display in the Harbor College Library through May 17, from 8 a.m. to 9:30 p.m. Mondays through Fridays, President Wendell C. Black said today, in inviting the public to visit the college and view the exhibit.

The collection is owned by the Hebrew Union College of Los Angeles and includes a parchment manuscript of the Pentateuch, and 30 Bibles, published from 1478 to 1956.

AMONG individual volumes of interest are an Old Testament published in 1478 and used by Martin Luther, a Latin Bible with 200 beautifully hand-colored miniatures; a Swedish Bible dedicated to Charles XI; and a Hexaglot Bible, with parallel texts in Hebrew, Greek, Latin, English, French, German, and Syriac.

There is also a copy of the Nuremberg Chronicle of 1493 one of the great picture books of the Middle Ages, famous for its exceptional woodcut illustrations.

"THE EXHIBIT has many facets of interest because it exemplifies art work, fine and ancient printing, and examples of works important in the history of western civilization," explained librarian Camille Baxter, who arranged for the local showing of the collection.

The exhibit has been on view in the Los Angeles Public Library and the Doheny Library at USC Harbor College is the first junior college to be honored with the display.

The collection was assembled with the assistance of the Samuel S. Cohon Collection, Dr. and Mrs. Ben Kogan, Dr. Leon and Hilda Kolbe Educational Foundation, Rabbi Edgar F. Magnin, and the Ben Swig Rare Book Collection.

Army Pvt. Edward R. Renfro, son of Mr. and Mrs. Ray T. Renfro, 21714 Orrick St., is receiving eight weeks of advanced individual armor training at Fort Knox, Ky. The training is scheduled to end May 12.

Renfro is receiving experience in driving the Army's medium tank and is becoming proficient in firing the .30 and .50 caliber machineguns and the 90 millimeter tank gun.

He entered the Army last January and completed basic training at Fort Lewis, Wash.

The 23-year-old soldier attended Phineas Banning High School.

Public Notice

SECTION 3
 That the 2nd day of May, 1961 at 5:30 p.m., of said day, in the Council Chamber of the City of Torrance, California, is the time and place fixed for hearing all persons interested in or objecting to the proposed vacation of the easement.

SECTION 4
 That the City Clerk is hereby directed to publish a copy of this resolution in the Torrance Herald, a newspaper of general circulation published in the City of Torrance, successive weeks prior to the date of said hearing.

That the City Engineer is hereby directed to post conspicuously not less than three copies of this resolution not more than three hundred feet apart upon the boundaries of said land to be vacated.

Introduced, approved and adopted this 13th day of April, 1961.

(s) ALBERT ISEN
 Mayor of the City of Torrance

ATTEST:
 A. H. BARTLETT, City Clerk
 JOHN A. BRAMHALL, Deputy City Clerk
 STATE OF CALIFORNIA)
 COUNTY OF LOS ANGELES)
 CITY OF TORRANCE)
 I, JOHN A. BRAMHALL, Deputy City Clerk of the City of Torrance, California, do hereby certify that the foregoing resolution was duly introduced, approved and adopted by the City Council of the City of Torrance, California, at a regular meeting of said Council held on the 11th day of April, 1961, by the following roll call:
 YES: Councilmen: Beasley, Blount, Bradford, DeLoe, Leavelle, Lusk, Noss, Councilmen: None.
 ABSENT: Councilmen: Benstead, Vico.
 JOHN A. BRAMHALL, Deputy City Clerk of the City of Torrance
 S—April 16, 23, 30, 1961.

TH 183
 16488
 NOTICE OF TRUSTEE'S SALE
 No. 238-F
 On Thursday, May 11, 1961, at 11 o'clock A. M. at the northern entrance of 3935 Wilshire Boulevard, City of Los Angeles, California, MAYFLOWER INVESTMENT CO., a California Corporation, as Trustee under the deed of trust made by ALBERT W. WATSON and ELLA BETH WATSON, husband and wife as Joint Tenants, as recorded August 16, 1959, in Book 71414, Page 202, of Official Records of Los Angeles County, California, and as amended by deed of trust made by said Albert W. WATSON and ELLA BETH WATSON, husband and wife, as Joint Tenants, now owned and held by ELLA BETH WATSON, as Trustee, certain obligations secured thereby, notice of which was recorded January 5, 1961, in Book 81851, Page 677, of said Official Records, will sell at public auction to the highest bidder for cash, payable in lawful money of the United States at the time of sale, without warranty as to title, possession or encumbrances, the interest conveyed to and now held by said Trustee under said Deed of Trust, in and to the following described property, to-wit: Lot 40 in Tract 2290, as map recorded in Book 544 Page 38 of Maps, in the County of Los Angeles, California, and as amended by the Recorder of said county, for the purpose of paying obligations secured by said Deed, including the charges and expenses of the Trustee, advance, if any, under the terms of said Deed, interest thereon and \$1,554.19 in unpaid principal of the note secured by said Deed, with interest thereon from November 16, 1960, as in said note and by law provided.
 Dated April 11, 1961.
 MAYFLOWER INVESTMENT CO., Trustee
 3935 Wilshire Boulevard
 Los Angeles 5, California
 By: BRADSHAW J. SCHWAB
 Secretary
 S—April 16, 23, 30, 1961.

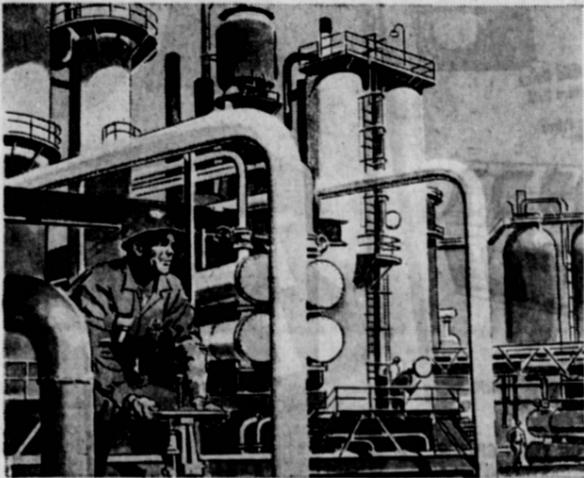
TH 182
 CERTIFICATE OF BUSINESS
 Fictitious Firm Name
 THE UNDERSIGNED does hereby certify that he is conducting a machine tool business at 3022 S. Western Ave., City of Torrance, County of Los Angeles, State of California, under the fictitious firm name of SEMICONDUCTORS MACHINING CO., located at said address. This firm is composed of the following person, whose name and address is as follows:
 Joseph Mosler, 5116 Astoria St., Torrance, California.
 WITNESSE: we on said this 13th day of April, 1961.
 STATE OF CALIFORNIA)
 COUNTY OF LOS ANGELES)
 ON THIS 13th day of April A.D. 1961, before me, MARIALICE B. KIBBE, a Notary Public in and for said County and State, residing therein a duly commissioned and sworn, personally appeared Joseph Mosler known to me to be the person whose name is subscribed to the within instrument, and acknowledged to me that he executed the same. IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal the day and year in this certificate first above written.
 MARIALICE B. KIBBE
 Notary Public in and for said County and State
 My Commission Expires
 APR 23, 1964
 S—Apr. 16, 23, 30, May 7, 1961.

TH 186
 NOTICE OF PUBLIC HEARING
 NOTICE IS HEREBY GIVEN that a Public Hearing will be held before the Torrance Planning Commission at 7:00 P. M. May 2, 1961 in the Council Chamber, City Hall, Torrance on the following matter:
 CASE NO. 698: Petition of Boris Woodley, et al., 227 Torrance Blvd., for a Variance and Conditional Permit to construct eighty units of two-story "Over the top" apartments, on the property described as Lot 1, Tract 10777, comprising three acres bounded by Carson, Maple and Monterey Streets in Land Use Zone R-2.
 All persons interested in the above matter are requested to be present at the hearing or to submit their written approval or disapproval to the City Clerk, City Hall, Torrance, California, on or before May 2, 1961.
 City Clerk
 S—April 23, 1961.

TH 187
 NOTICE OF PUBLIC HEARINGS
 NOTICE IS HEREBY GIVEN that Public Hearings will be held before the Torrance Planning Commission at 7:00 P. M. May and May 11, 1961 in the Council Chamber, City Hall, Torrance on the following matter:
 CASE NO. 711: Petition of John Marble for a Change of Zone from M-2 (Heavy Manufacturing) to R-1 (Single Family Residential) and C-1 (Light Commercial) on the property described as Lots 8 to 18 inclusive, 27 to 40 inclusive, and 49 to 54 inclusive of Tract No. 2290, bounded on the North by the South line of Tract 1857, bounded on the South by the South line of Tract 2290; bounded on the West by the West line of Lots 49 to 54, Tract No. 2290; bounded on the East by Crenshaw Boulevard. The total area contained in this petition comprising all of Lots 8 to 18 inclusive, 27 to 40 inclusive and 49 to 54 inclusive of Tract No. 2290.
 All persons interested in the above matter are requested to be present at the Hearing or to submit their written approval or disapproval to the Planning Division, City Hall, Torrance.
 TORRANCE PLANNING COMMISSION
 George C. Powell—Director
 S—April 23, 1961.

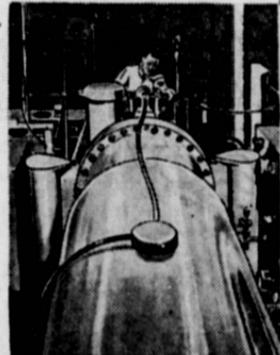
TH 189
 SPECIAL PERMIT
 CASE NO. 1461(4)
 A PUBLIC HEARING on the matter of a request for a Special Permit to establish, operate and maintain a cut-and-cover waste disposal facility including a borrow pit on property zoned M-2 (Heavy Manufacturing) and located on the southwest corner of Main Street and 20th Street, the Carson Zoned District, Los Angeles County, will be held before the Zoning Board, in the Regional Planning Commission hearing room, Room 501, Hall of Records, 220 North Broadway, Los Angeles 12, California, on Thursday, May 11, 1961, at 10:00 a.m., at which time proposals and opponents of the proposed use will be heard.
 ARTHUR J. BAUM,
 Chairman
 MILTON BREYVOGL,
 Director of Planning
 THE REGIONAL PLANNING COMMISSION
 City of Los Angeles
 T-S—April 20, 23, 1961.

Petroleum—oil and natural gas—supply over 70% of the energy requirements of our country. Humble Oil & Refining Company, which serves California motorists under the Enco sign of "Happy Motoring!", is the largest domestic oil company in the U.S. and America's Leading ENergy Company.



A leader in the manufacture of high energy petroleum products. The Company operates nine manufacturing plants, including the two largest oil refineries in the U.S. Total refining capacity is in excess of 950,000 barrels* a day.

*1 barrel—42 gallons



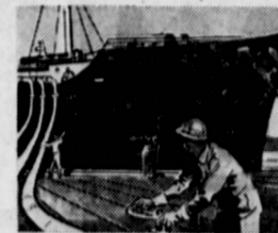
A leader in research. Humble research has pioneered improvements in producing and manufacturing techniques, in the development of new and improved products, in petrochemicals. Humble research is conducted at five great research centers.



A leader in the production of petroleum energy. Humble has the largest domestic reserves of oil and natural gas of any company in the United States. The company produces oil and natural gas from 18,000 active wells.



A leader in marketing. Humble dealers operate under 30,000 signs of "Happy Motoring" from coast to coast. Service standards are high and product quality is superior. "Happy," the cheerful little oil drop pictured in this advertisement, welcomes hundreds of thousands of motorists to "Happy Motoring" every day.



A leader in transportation. Humble operates pipe line facilities capable of transporting about 700,000 barrels daily of crude oil and oil products. Humble tankers can move 350,000 barrels daily from the Texas coast to Eastern ports.

Give your car an
ENERGY BOOST!
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 High Energy Gasolines
 from
HUMBLE
 America's Leading ENergy Company



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