

# Estey Receives Orders For 50% More Organs

Orders for more than \$1,000,000 worth of electronic and electric organs, amplifiers and electric guitars, have been booked in the past four days by Estey Electronics, Inc., of West Hempstead, N.Y., and Torrance, Calif., compelling the company to substantially increase production and sales schedules.

Stanley Green, president of 115-year-old Estey, oldest organ manufacturer in the United States, and for many years the largest, said that more than \$1,500,000 of the new orders are for Estey's "electronic breakthrough" organs.

"These," he said, "are the first authentic, fully electronic organs developed and priced for the mass market. The double manual organs at \$499.95 and \$699.95 are several hundred dollars below formerly available instruments, and certainly will open a vast, new market for the organ industry. Previously, many people wanted to play fine electronic organs, but have been unable to pay the high prices."

Based on the "most enthusiastic" reception at the Music Industry Trade Show in Chicago, Mr. Green estimated that the company would sell \$3

million worth of the new units during the remainder of 1961, 50 per cent more than originally scheduled. "Distributors and major music stores who had already placed orders, increased them as word of our exciting new organs spread through the show," he explained.

Estey will market five electronic organs under the Estey label in franchised music stores and department stores, and a full line of two electronic organs and three reed chord organs under its Orcoo Concert label, through two-step appliance-TV

retailer distribution.

The high volume of orders booked in four days at the Music Show will require increasing production at the firm's Torrance plant by about 35 per cent over original schedules. Hiring of production employees and expansion of production lines is in progress now. Mr. Green and a new management team took over direction of Estey two months ago, following a merger with Organ Corporation of America.

Total sales of both companies in previous fiscal year were about \$4,250,000.

# During This Week

July 31, 1875—The first enforcement of the U.S. law prohibiting importation of diseased cattle from foreign lands occurred. Two shiploads of Spanish cattle, meat and hides were forced to return to Spain.

Aug. 2, 1819 — Charles Guille made the world's initial parachute jump from a balloon at New York City's Vauxhall Gardens. He made a leap from two miles altitude in an umbrella-shaped chute that opened after 300 feet.

Aug. 3, 1816—Secretary of Treasury Alexander Dallas appointed Ferdinand Hassler, a Swiss cartographer, U.S. Coast Survey Superintendent. Hassler organized the U.S. Coast Survey, first formed in 1807, along its present lines.

Aug. 4, 1916 — The U.S. purchased the Virgin Islands from Denmark, obtaining three main islands and 50 small ones, east of Puerto Rico, for \$25 million. The U.S. took possession March 31, 1917.

# Public to Get Preview Of Swim Club Saturday

Open house and a swimming meet will be held this weekend during a grand opening celebration of the newly-enlarged South Bay Swim Club, 2429 West Lomita Blvd.

The swim club, at the corner of Crenshaw and Lomita, now is the largest swimming school in the South Bay, including in its facilities an AAU pool 42 feet by 75 feet and a smaller one 18 feet by 44 feet.

Under construction is a diving pool which will have an official AAU one-meter diving board.

THE SOUTH Bay Swim Club, owned and operated by Mr. and Mrs. Carl Jensen, will be the host for a dual swimming meet Saturday against Hawthorne Swim Club.

Saturday also will be the grand opening of the South Bay Swim Club, with the public invited to see the meet and watch demonstrations throughout the day of speed and synchronized swimming.

The new facilities of the club were previewed by the press Aug. 2 at a pool party and fashion show. A half-dozen lovely models showed the latest in bathing suit styles. Swimming students exhibited their skill at the four strokes used in AAU (Amateur Athletic Union) competition — free style, butterfly, breaststroke and backstroke.

THE SCRIBES also were treated to a sample of the sensational swimming form of 13-year-old Philip Houser, who was the top swimmer in the nation in 1960 in the 11-12 age group. Houser this year is working out daily at the swim club in earnest preparation for the 1964 Olympics in Tokyo.

Teaching and swimming competition at the club are directed by Mrs. Anna Jensen, one-time champion butterfly stroke and distance swimmer.

who has had 30 years experience showing youngsters how to zip through the water with ease and speed.

A NATIVE of Copenhagen, Denmark, she came to the United States as a child and later became a professional swimmer in Chicago. After years of teaching swimming in the Windy City, Mrs. Jensen came to the Los Angeles area and, in 1953, opened the first private swim school in the city of Redondo Beach.

The South Bay Swim School, then located at 1120 Vincent St., Redondo Beach, prospered and in 1959 was moved to its present location so the big AAU pools could be added and the school enlarged.

Assisting Mrs. Jensen as instructors are Roy Houser, 3206 Antonio St., Torrance; Bud Becking, 645 Ninth St., Manhattan Beach, and Edward J. Dahlen, 1304 Teri St., Torrance. All three have extensive experience in swimming instruction and have children actively engaged in the big program of team competition conducted by Mrs. Jensen.

PHILIP HOUSER is the son of instructor Houser. Wayne Becking, 12, son of instructor Becking, swims all the AAU strokes competitively and has won many medals. He also is a surfing champion. He attends Center Street School in Manhattan Beach. Buddy Dahlen, 10, son of instructor Dahlen, has won a number of medals and is active in the Los Angeles County junior life-guard program.

AAU swim meets will be held often in the big center pool of the South Bay Swim Club. A second meet is set for Aug. 12 against Palos Verdes Swim Club.

Mrs. Jensen also plans to open the swim club for public swimming on weekends, beginning Aug. 12.

# the akron



## Sale of Roulette Hi-Fi & Stereo Records

- round and round it goes... spinning beautiful music by famed jazz artists!
- the roulette label... brand new 12-inch long-playing albums... in high fidelity and stereo, brilliantly recorded!
- count basie... billy eckstine... sarah vaughan... specs powell... joe williams... pearl bailey... nora morales... tony bennett... barry sisters
- jimmie Rodgers... julius la rosa... steve allen... woody herman... maynard ferguson... tommy hawkins... and on and on, round and round!
- you know these albums were pressed to sell for \$3.98... now hear this:

1.39

sorry, no mail orders



## The Swedish Chair

- a triumph of scandinavian design... a proud specimen from sweden's finest craftsmen... imported by us to win a seat of honor in your home!
- the gentle scoop shape is superbly restful (it feels custom-made for you alone)...
- the polyfoam filling is soft, firm, resilient, lasting...
- the gleaming brass ferrules are self-adjusting (no rock, no roll)...
- the textured cover is a luxury blend of rayon-and-wool
- we hunted the workshops of stockholm for this contemporary classic... and it's here today in a limited edition
- this very chair has been displayed at over \$100!

59.99

sorry, no mail orders

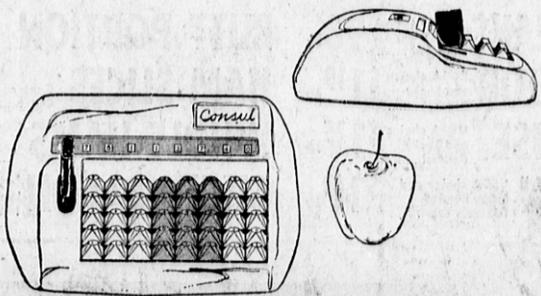


## Imported Adding Machine

- the "consul" adds... and the total is instantly visible
- no levers to push... nothing to slow up the fastest figuring ever possible!
- a light, sturdy precision machine... just carry it wherever it's needed
- full 8 keyboard capacity... it adds up to 99,999,999! (and the whole amount clears with one swift stroke!)
- so easy to operate... a child could use it
- an incredibly low price... totals much higher elsewhere

15.99 plus fed. tax

sorry, no mail orders



## 12-Ft. Hammock from Mexico

- it might as well be swing!
- spend your lazy hours in this huge hammock... woven durable sisal hemp
- dyed in a rainbow of colors... it extends 12 feet, tree-to-tree
- use for a snooze or swing for a fling... and it's \$2 south of the border

1.99

sorry, no mail orders



## Capri Shoes from Italy

- casual step-in to casually step-out!
- heel-and-sole of carved wood... a good-looking foot-foundation
- straps in cool pastels or gold
- high-heeled mediterranean beauties (la dolce feeta)...
- molded to pamper you
- all sizes... for sport, for sunday, for strolling

1.39 pr.

sorry, no mail orders

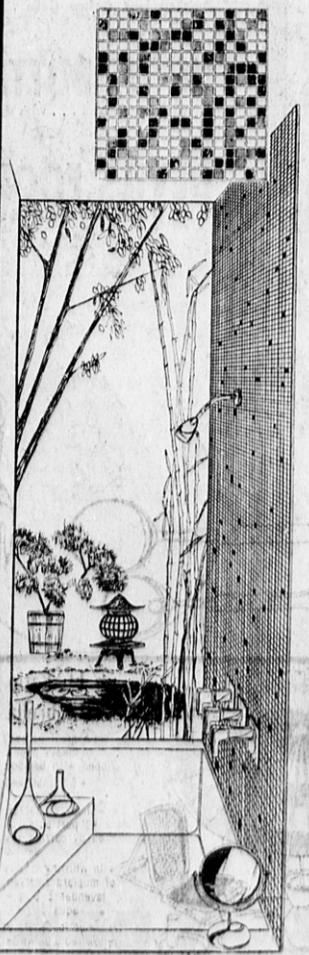


## Sale of Venetian Glass Mosaic Tiles

- tons and tons of tiles and tiles... from venice, Italy!
- color in a marvelous random collection... a population of colors in each square foot!
- greens and blues and beiges and blacks and pinks and ivories and lavenders and more...
- light shades, dark shades!
- there are 225 color-tiles in each dazzling square foot... enough to get your project well under way!
- and they're yours at a frankly incredible price:

19c sq. ft.

sorry, no mail orders



## 17" Puppets from Mexico

- hand-made showpieces... colorful, authentic costumes... and their joints are junjangle!
- they'll perform for you... they'll enliven a what-not shelf... they'll enchant the youngsters!
- the pistolero, the vacuero, the senorita, the borracho, the torero, etc.
- a world of fun on a string!

1.99

sorry, no mail orders

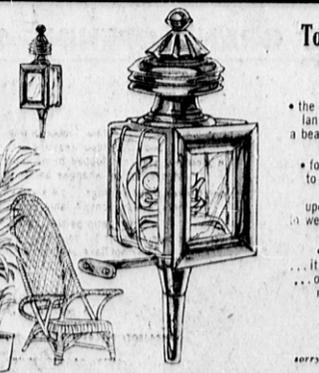


## Tonga Lamp of India

- the historic carriage lantern of india... a beauty in brass and glass!
- for your home... to brighten a path, to cast a glow upon a patio party, to welcome guests to your door
- 18 inches long... it burns kerosene... or electricity for modern lighting!

5.99

sorry, no mail orders



## 3 Lb. Dacron Sleeping Bag

- what are you using for snoozing!
- this sleeping beauty is packed with 3 lbs. of dacron polyester!
- soft, light, warm, non-allergic
- water-resistant cover, snug lining, air mattress pocket, full zipper (it will zip into a double-bag)
- 36"x81" big

13.99

sorry, no mail orders

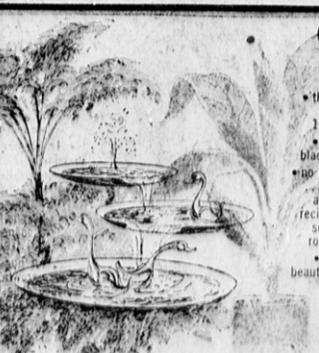


## Cascading Waterfall

- three moonwhite bowls... 22", 18" and 16" big
- on 3 stands of black wrought iron
- no plumbing at all... just plug it in and the electric recirculating pump sends the water round and round!
- cool, relaxing, beautiful to see... in the home, out of doors!

13.99

sorry, no mail orders



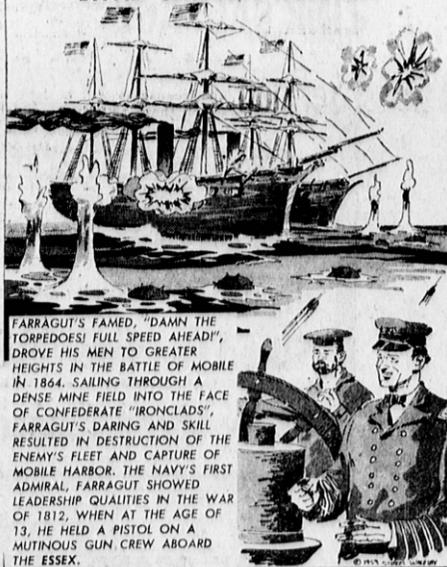
OPEN Daily 9 A.M. to 9:30 P.M. Sundays 10 to 7

South Bay, Torrance Hawthorne Blvd. & 180th St., Frontier 3-2424

West Los Angeles Sepulveda & National, EXmont 1-5225

# KNOW YOUR NAVY

## DAVID GLASGOW FARRAGUT



FARRAGUT'S FAMED "DAMN THE TORPEDOES! FULL SPEED AHEAD!" DROVE HIS MEN TO GREATER HEIGHTS IN THE BATTLE OF MOBILE IN 1864. SAILING THROUGH A DENSE MINE FIELD INTO THE FACE OF CONFEDERATE "IRONCLADS", FARRAGUT'S DARING AND SKILL RESULTED IN DESTRUCTION OF THE ENEMY'S FLEET AND CAPTURE OF MOBILE HARBOR. THE NAVY'S FIRST ADMIRAL, FARRAGUT SHOWED LEADERSHIP QUALITIES IN THE WAR OF 1812, WHEN AT THE AGE OF 13, HE HELD A PISTOL ON A MUTINOUS GUN CREW ABOARD THE ESSEX.

# GENERAL REPAIRS

DA 3-1504 MAGNA MOTORS FA 1-1705

E-Z Budget Terms

SUMMER SPECIALS

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We Honor ALL Credit Cards

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## MOTOR TUNE-UP

6 Cylinder Cars

Tested by Dynavision Power and Combustion Analyzer

\$6.95 6 Cyl.

## VALVE GRIND

6 Cylinder Cars

Chev. - Ford - Dodge - Plym.

\$19.95 Labor

## Motor O'Haul

- 1 Grind Valves
- 2 Reface Valve Sts.
- 3 Align Rods
- 4 Adjust Mains
- 5 Inc Crankshaft
- 6 Ridge Ream
- 7 Clean Oil Lines
- 8 Install new Rings
- 9 Clean Carbon
- 10 New Rod Brgs.
- 11 Motor Tune-up
- 12 All New Gaskets
- 13 Motor Oil
- 14 500 Mile Check

\$89.50 Labor & Parts 6 Cyl.

1670 Redondo Blvd., Gardena (Between Western and Normandie)