



VEL MILETICH

### "How to Catch A Bird"

When I was a very small boy, a man who lived next door told me that I could catch a bird by putting salt on its tail.

Well, one day I tried it. I crept up on a bird... salted down its tail... and sure enough... I caught it. However, after capturing the bird, I shortly became aware that the real reason I caught it was because it was crippled. The salt actually neither hindered nor helped me.

The harmless tale told me our next door neighbor used me to waste about a half pound of salt, but it excited my imagination, and I had to satisfy my curiosity... just once.

Today's automotive television advertising to a great extent is designed to arouse your curiosity... to get you to come to a certain dealership... to shop for a car... and through words, action and confusion switch your desire from the advertised unit to a more deluxe, more expensive model. Human nature itself is a curious commodity. We all want the best. And, when we compare a practical, inexpensive item to one that is more luxurious and expensive, sometimes the amount of money involved becomes secondary. This is the basic theory behind the psychology of "low price" or "leader" advertising.

The only problem is that in some cases the "leaders" advertised by automotive dealers do not really exist. When you shop for the car, it is not available. It's being demonstrated. It's already been "sold." Or, the engine is missing. Freight is not included in the advertised price. Et cetera.

Right now, you and I are witnessing one of the most vicious feuds in the history of Southern California automotive advertising. Two or three local dealers are putting forth every effort to out-claim, out-promise, and out-gimmick each other. They say anything to arouse your curiosity, but are prepared to deliver little when you come to call.

I am strongly opposed to this type of gimmick advertising. I believe it creates a great deal of public ill will for the entire automotive industry, of which I am a small but deeply interested part. I believe it makes you, the public, leery of shopping for an automobile at any dealership for fear of being badgered, humiliated, insulted, embarrassed or disgusted by the misrepresented facts and high pressure sale tactics.

Make no mistakes about it. All automobile dealers are not the same! There are still many

## Education Vital at Early Age to Prevent Accidents

K. H. SUTHERLAND, M.D., County Health Officer  
In the way of life that is common to this country, a child's world should afford a considerable degree of physical safety and security. To some extent it does, as children are now spared the ravages once made by smallpox, pneumonia, scarlet fever and other epidemic diseases. However, many youngsters are saved from disease only to be lost or crippled through accidents. As a matter of fact, accidents are now the most important cause of death in children from one through 14 years of age.

NATIONAL statistics show that more than 15,000 accidental deaths occur in young children each year, while it is estimated that for every one who is killed 100 others receive disabling or crippling injuries.

Today's children seem to be surrounded by lethal weapons that range from the castor bean or a plastic bag to the automobile. But, we are told, it is the adult's sins of omission that are the cause of four-fifths of all accidents in children under five years of age.

EDUCATION against accidents should begin as early in the child's life as possible and should progress year by year. Moreover, it is education that should anticipate rather than follow disaster. A fisherman once explained his luck by saying, "I just decide where I'd go if I were a fish, and that's where I catch them." If parents could be sufficiently imaginative to perceive the hazards that attract and interest children and do everything possible to eliminate them, many accidents would be avoided.

Safety education should be so taught that by the time school age is reached the child is safety minded enough to take care of himself in a dangerous world. This education in safety can only be imparted to the young child by those grown-ups who are in daily and close association with him. It must also be remembered that by the time children are able to understand safety education, the examples set by adults in this respect are exceedingly important.

IT IS NOW generally accepted that discipline plays an important part in child accident prevention. Hazards increase as a child grows, and indulgent parents should realize that obedience is one of the child's best protections against accidents.

In the hazardous environment that encompasses the child, it is only good sense to ensure that he is safety conscious. This does not mean that he is to be made accident fearing and timid, for the proper safety education can make the child's world a pleasant as well as a safe one to live in. Certainly, in so far as it is within their power, it is the responsibility of all adults to make it so.

Regard of what other dealers may "claim," I am sure that you will discover with one visit to Vel's Ford Sales in Torrance that:

1. We can and will sell you your next car at a competitive money-saving price. Our low overhead policy allows us to take the "skinny" deals that most TV houses refuse.
2. Our excellently trained and equipped service department is eager to help you enjoy many trouble-free miles of driving pleasure.
3. We are capable of arranging whatever type terms your budget may require.
4. As your home-owned, community Ford Dealer, we will strive to earn your repeat business.

I hope you will exercise your privilege in shopping for a car. But I also hope before you buy that you will include a visit to Vel's Ford.

Please remember! We will not be undersold. It won't cost you a penny to check our deal. You won't be sorry.

Very truly yours,  
Vel Miletich,  
President

Vel's Ford Sales Co., Torrance, 1420 Cabrillo Ave. FA 8-5014; 1600 Cabrillo Ave. Hiway 101 at Hawthorne Blvd. FR 5-5088.

## Evangelist Opens Talks Here Sunday

A special revival crusade featuring Dr. Claude Cooper, described as an author, statesman, and famous evangelist in Southern Rhodesia, has been scheduled to open at the 10:45 a.m. services Sunday at the Torrance Foursquare Gospel Church, Arlington and Sepulveda.

Dr. Cooper has been conducting revival crusades in Southern Rhodesia for 24 years, according to the Rev. James P. Lowen, pastor of the Torrance church.

The evangelist was asked to return to Southern Rhodesia to head a coalition party as its premier shortly after arriving in the United States recently, but the Rev. Mr. Lowen reports that he turned it down to continue his ministry.

Dr. Cooper is the author of three books and is regarded by international ministers as one of the world's outstanding speakers. He is frequently referred to as the "William Jennings Bryan" of South Africa, the Rev. Mr. Lowen said.

Services at the church will be held at 7:30 p.m. Tuesday through Friday and at 10:45 a.m. on Sunday.

## Evangelist Opens Talks Here Sunday

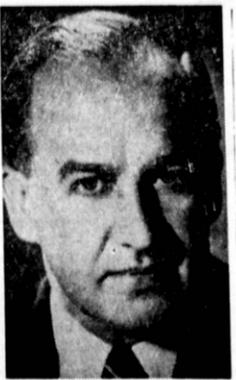
A special revival crusade featuring Dr. Claude Cooper, described as an author, statesman, and famous evangelist in Southern Rhodesia, has been scheduled to open at the 10:45 a.m. services Sunday at the Torrance Foursquare Gospel Church, Arlington and Sepulveda.

Dr. Cooper has been conducting revival crusades in Southern Rhodesia for 24 years, according to the Rev. James P. Lowen, pastor of the Torrance church.

The evangelist was asked to return to Southern Rhodesia to head a coalition party as its premier shortly after arriving in the United States recently, but the Rev. Mr. Lowen reports that he turned it down to continue his ministry.

Dr. Cooper is the author of three books and is regarded by international ministers as one of the world's outstanding speakers. He is frequently referred to as the "William Jennings Bryan" of South Africa, the Rev. Mr. Lowen said.

Services at the church will be held at 7:30 p.m. Tuesday through Friday and at 10:45 a.m. on Sunday.



DR. CLAUDE COOPER  
Opening Series on Sunday

### Harbor Baptist Men Hold Meeting Here

The third annual Rally of the Harbor Assn. American Baptist Men was held Saturday evening at the First Baptist Church of Torrance. Speaker for the evening was Dr. Milton Gould, pastor of First Baptist Church of Downey, Baptist Men's pastor-counselor.

Two men from Western Avenue Baptist Church were elected to Harbor Assn. offices: Ralph Johnston to the office of president, and Edward Enrietta as secretary-treasurer.

## Demands for Living Is Sunday Topic

Conflicting demands of everyday living can be resolved through spiritual understanding of God as divine Life. This is a theme of the lesson-sermon entitled "Life" to be read in all Christian Science churches on Sunday.

Spiritual selections include this passage from John's Gospel, "For God so loved the world, that he gave his only begotten Son, that whosoever believeth in him should not perish, but have everlasting life." And Jesus' promise of eternal life when he said to the woman of Samaria, "If thou knowest the gift of God, and who it is that saith to thee, Give me to drink; thou wouldest have asked of him, and he would have given thee living water... whosoever drinketh of the water that I shall give him shall never thirst; but the water that I shall give him shall be in him a well of water springing up into everlasting life."

In "Science and Health with Key to the Scriptures" Mary Baker Eddy declares, "Life is divine Principle, Mind, So. L. Spirit. Life is without beginning and without end... If Life ever had a beginning, it would also have an ending." "The understanding that Life is God, Spirit, lengthens our

days by strengthening our trust in the deathless reality of Life, its almightiness and immortality."

The Golden Text is also from John (17:3), "This is life eternal, that they might know thee the only true God, and

Jesus Christ, whom thou hast sent."



If You Are A Newcomer to Torrance Call

DORIS STAMM  
DA 7-9193

for a visit from Welcome Wagon

### GOD'S OPEN DOOR

This church is God's open door for expressing divine love and truth.

### JOIN US FOR WORSHIP

SUNDAY SERVICE  
8:15 A.M.—First Worship Service and Sunday School for Nursery through Junior  
10:45 A.M.—Duplicate Worship Service and Sunday School for Jr. High School through Adults.  
6:15 P.M.—Pastor's Class  
8:30 P.M.—Fellowship Groups for all ages.  
7:30 P.M.—Evangelistic Hour—Youth Choir—Chorus—Testimony Time.  
Pastor Preaching all Services  
Nursery open for your convenience

First BAPTIST CHURCH  
2118 CARSON STREET  
Morgan Gates, Pastor

# COST + 10%...at TRY-IT CAMERA

Because of our huge inventory, we are reducing 95% of our stock by offering it at 10% over our COST for Thurs., Fri., Sat., and Sun., Jan. 18-19-20-21 ONLY. These are legitimate COST PRICES. Choose any item and check discount store prices. We GUARANTEE we will save you MORE! All items are new & carry store & factory guarantees.

See RON or NORM before you buy ANY camera or tape recorder. WE GUARANTEE LOWER PRICES!

America's Finest Cameras at America's Lowest Prices



**Holiday II**  
8mm MOVIE CAMERA by MANSFIELD

Electric Eye Meter for perfect exposure every time.  
Fast F1.8 Turret, color corrected and coated lens system.  
Includes 13mm normal lens, 6.5mm wide angle and a 2 1/2x magnification telephoto lens.  
Built in conversion and lens filters.  
REGULAR LIST... 49.95  
OUR COST... 27.00  
PLUS 10%... 2.70  
YOU PAY... 29.70

Fairfield 8MM Action EDITOR & DRI-SPLICER  
REGULAR LIST... 29.95  
OUR COST... 11.90  
PLUS 10%... 1.19  
YOU PAY... 13.09

Q-BEAM, MAYFAIRLITE or SMITH-VICTOR FOR 8MM CAMERAS  
**MOVIE LITE**  
REGULAR LIST... 19.95  
OUR COST... 10.81  
PLUS 10%... 1.08  
YOU PAY... 11.89

STAR-D TRIPODS  
Star-D Model D-18  
Extends Over 5 Feet  
REG. LIST 15.95  
OUR COST 7.97  
PLUS 10% 1.08  
You Pay 8.76

SAVE MORE THAN 20% ON ROSE PARADE MOVIES & SLIDES  
These films are perfect photographically and developed by the finest labs. All fully guaranteed!  
Box of 10 Slides—Regular 4.95—NOW... 3.95  
Box of 70 Slides—Regular 14.95—NOW... 11.99  
50-Ft. 8MM Film—Regular 8.95—NOW... 7.48  
100-Ft. 8MM Film—Regular 18.50—NOW... 14.95

SKYLARK AUTOMATIC 3x2 SLIDE PROJECTOR  
300-watt lamp, blower-cooled, storage for 100 slides, Ready Matic slide changer, changes 20 slides at a time without expensive trays.  
REGULAR LIST... 49.95  
OUR COST... 21.00  
PLUS 10%... 2.10  
YOU PAY... 23.10

**Skylark**  
AUTOMATIC 3x2 SLIDE PROJECTOR by MANSFIELD

KODAK MOTOMATIC  
35 MM ELECTRIC EYE CAMERA  
REG. LIST... 110.00  
OUR COST... 68.00  
PLUS 10%... 6.80  
YOU PAY 74.80

POLAROID 3000 47 FILM  
REG. LIST 2.29  
NOW... 164

ANSKO TYPE 8MM COLOR FILM  
Including Processing  
Reg. 4.70—Now \$179

**YASHICA-U-MATIC**  
8mm Reflex with f1.8 Zoom lens, battery drive, Automatic Elec. Eye, complete with Trigger Grip.  
REGULAR LIST... 139.95  
OUR COST... 80.20  
PLUS 10%... 8.02  
YOU PAY 88.22

**POLAROID J-66 CAMERA**  
With built-in Electric Eye, flash, and develops its own pictures IN 10 SECONDS!

**COMPLETE J-66 POLAROID KIT**  
INCLUDES: Leather carrying case, 2 rolls of 3000 film, flashbulbs.  
REGULAR LIST... 117.95  
OUR COST... 81.10  
PLUS 10%... 8.11  
YOU PAY... 89.21

**LATEST 1962 EXACTA VX IIA**  
35mm camera with Penta Prism, range finder, automatic finder, automatic f1.9 Westcolor lens, and case.  
REG. LIST 299.95  
OUR COST 159.00  
PLUS 10% 15.90  
YOU PAY 174.90

**NEW BELL & HOWELL 8MM PROJECTOR**  
Features still, forward, reverse, speed control, 500-watt lamp, blower-cooled, 400-Ft. Reel capacity.  
Regular List 99.95  
OUR COST... 52.40  
PLUS 10%... 5.24  
YOU PAY 57.64

### Sales Manager Named

John E. Blum has been named western sales manager, Industrial Chemicals Division, Stauffer Chemical Co. He has previously been Southern California regional sales manager for the firm.

**WALTERIA COMMUNITY METHODIST CHURCH**  
3646 Newton Street  
David O. Beadles, Pastor  
Church Service - 9:00 & 11:00  
Church School - 9:00, 10:00 & 11:00

# REVIVAL CRUSADE

BEGINNING SUNDAY JAN. 21 at 11:45 A.M. & 7:15 P.M. and EVERY NIGHT EXCEPT SATURDAY and MONDAY at 7:30 P.M.

With Evangelist **CLAUDE COOPER** of RHODESIA, SO. AFRICA

• AUTHOR • STATESMAN • EVANGELIST

at the  
**TORRANCE FOURSQUARE GOSPEL CHURCH**  
Cor. ARLINGTON & SEPULVEDA BLVD.  
REV. JAMES P. LOWEN, Pastor

... WE TAKE NO CHANCES WITH YOUR COLOR FILM!  
Your pictures can only be taken once! We know by past experience that no one—BUT NO ONE—can process film like the manufacturer—Eastman Kodak Co. or Technicolor. We refuse to take chances, why should you? Buy your film and have it processed here... you'll notice the difference!

19-HOUR SERVICE (Except Weekends) PLUS DISCOUNT PRICES

BANK TERMS AVAILABLE • WE WELCOME INTERNATIONAL CHARGE AND BANKAMERICARD ACCOUNTS

**TRY-IT CAMERA**  
"WHERE YOU ALWAYS PAY THE LOWEST PRICES IN THE U.S.A."  
23033 SO. AVALON LOCATED IN TRY-IT STORES TE 4-8061