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Fishing Derby Announced By Oscar Maples Ford

A total of \$10,000 in prizes will be given away in the fishing derby sponsored by the Oscar Maples Ford agency, 1420 Cabrillo ave., according to the firm's president, Vel Miletich.

Grand prize winners in the 15 categories will be announced August 29 on Jack McElroy's "The Great Outdoors" TV program which may be seen every Wednesday night over channel 13 from 10-10:30 p.m.

Calling special attention to the derby which is now in progress and which will end August 25 at 6 p.m. is lovely Artie May of Burbank, named "Miss Sportsman's Dream."

Artie, a swimming instructor and model, will be "camping" in the Oscar Maples show room, 1240 Cabrillo for a whole month—swimming, eating, sleeping and even showering there.

She has been provided with a tent, cot, out-door cooking appliances, canned and dehydrated foods, portable shower and swimming pool. Her schedule calls for having breakfast at 8:30 a.m., lunch at noon, swimming exhibition at 4 p.m., shower, 5:30 p.m., and dinner at 6:30 p.m.

A customer-of-the-day will be chosen by the firm daily to have dinner with Artie.

As part of her daily routine she'll visit fishing boats and landings every day all up and down the coast, Miletich said.

While at the agency's show-room she will hand out rules and entry blanks to the fishing derby. These entry blanks and rules will also be available at the firm's other location at Hawthorne avenue and Pacific Coast highway.

Contest rules that that every fisherman who brings in his catch for weighing will receive a free fishing trip. Individuals may enter the contest as many times as they wish.

A prize will be given each month for the largest fish weighed in at Oscar Maples in each category.

Weigh-in stations will be at the firm's two locations—1420 Cabrillo avenue or Pacific Coast highway and Hawthorne. The two stations will be open until 9 p.m. week-days and 6 p.m. on Saturdays. There will be no

weigh-in on Sundays. Fish should be put on ice until Monday.

Various categories include: Barracuda; white sea bass; yellow tail; albacore, tuna, skipjack; surf-perch, corbina, croaker; bottom fish, halibut, cod, grouper, etc.; black sea bass; marlin; blue gill; bass (fresh water); trout; catfish golden trout ocean bass (all species); skin fishing.

Oscar Maples Ford will also have a 24-hour fishing report service during the season. Individuals may call FA. 8-5000 for the reports any time.



IN-DOOR OUT-DOOR LIVING

Lovely Artie May will make the display room of the Oscar Maples Ford agency, 1420 Cabrillo ave., her home for the next month. Chosen "Miss Sportsman's Dream," she will call attention to the Oscar Maples Ford fishing derby. With her are Vel Miletich, president of the firm, and Jack McElroy, (with fishing pole) of TV's "The Great Outdoors." Press Photo.

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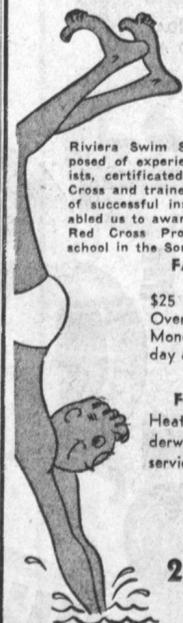
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