

**Realtor Attends Sales Clinic**

Lee R. Dawson, Sales Manager for Alter Realty & Insurance, and his wife Marjorie, left today for Las Vegas to attend the "Broker Institute Sales Clinic" of the National Association of Real Estate Boards, being held at the Flamingo Hotel, February 26 and 27.

Dawson is Educational Chairman of the Torrance-Lomita Board of Realtors and Chairman of Clean-up, Paint-up, Fix-up Committee of the Torrance Chamber of Commerce, and in his spare time directs the Sales force of the Alter organization of 10 offices in this area.

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SHOW TIME—Students put up sets for the North High School variety show, "Shipshape," to be presented tomorrow and Saturday. On ladder at left are Tina Sieh and Bob McHugh, while Joy Bingham and Barbara Cage are at right. Bernard Hofer is faculty director and Diana Bybee is student director. —Press Photo

**Smog Lectures Invade Classroom**

Smog invaded city and county school classrooms more than 200 times during the past year but it wasn't the eye-irritating, nose-stinging variety so many of us are accustomed to. According to a report released today by Air Pollution Control

Officer Smith Griswold the smog "invasions" were in the form of 206 lectures before 17,355 university, high school and elementary school students by representatives of the District's speakers' bureau. More than half the smog classes were held in various junior colleges and universities where 113 groups comprising nearly 9,000 students received the illustrated lectures.

**Civic Group to Hear Candidates**

The Southwest Park Civic Association will meet on Tuesday, March 4, in the Carl Steele School at 8 p.m. All of the candidates running for office in the Torrance municipal election to be held in April have been invited to give three-minute talks. New officers will be installed at a dinner-dance to be held March 1 at the Jumpin' Jack. The dinner will start at 8 p.m. New officers to be installed are R. P. Hogue, president; Warren Pancake, vice president; John Willacy, treasurer; Mrs. Glen Rickard, G. H. Wade, Robert Brigham, Robert Kovatch, and Mrs. Harry Hughes, board of directors.

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**Suggest Improved Salesmanship to Reduce Inventories**

The belief that improved salesmanship will help greatly to reduce merchandise inventories and thus quicken the wheels of business recovery, was expressed by William Sherman, automobile distributor, in a prize-winning address Thursday night before the Gardena Evening Toastmasters' Club.

Sherman, declared that one of the factors causing the current dip in business is that "salesmen don't sell anymore." "If the salesmen are good, business will be good," he stated. "The idea is to overcome sales resistance, and that takes skill and training. Then too, much has been forgotten about sales techniques during the golden years of the boom. We have

become soft, and it will be necessary to toughen up the muscles again, especially those muscles in the head." Because the demand for goods had long remained strong, and a steady stream of merchandise, including automobiles, went rapidly from factories to distributors, Sherman pointed out, the nation's sales forces generally had become "order takers."

"Now that the current has slowed down," he said, "we must start padding. In short, we are going to have to go back to work the way we used to 'way back when.'" Sherman declared it was necessary for sales personnel in all lines to change their approach, to develop new ideas, to acquire

more proficiency in presentation of merchandise. "If we do this," he said, "we will not only be strengthening our own businesses, but the nation's economy as a whole. There is still a great reservoir of purchasing power to be tapped, but it must be stimulated by enterprising business methods, as well as by continued advertising."

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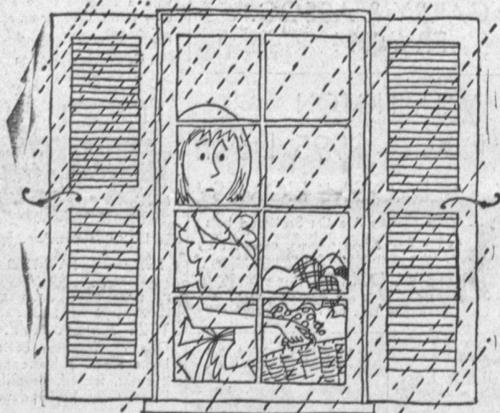
4x8x5/16 PLYSCORE	\$256 ea.
4x8x3/8 PLYSCORE	\$288 ea.
4x8x1/4 S1S	\$320 ea.
4x8x3/8 S1S	\$416 ea.
4x8x1/2 S1S	\$544 ea.
4x8x5/8 S1S	\$640 ea.
4x8x3/4 S1S	\$704 ea.
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