

# 100,000 Own Capital Shares

With objectives ranging from conservative long-term growth to investments in natural resources, wherever located, the four funds managed by Capital Research and Management Co. now having assets of over \$300 million and close to 100,000 shareholder accounts.

These funds, American Mutual Fund, Inc., International Resources Fund, Inc., The Investment Company of America, and Washington Mutual Investors Fund, Inc., are a vital part of the \$15 billion American mutual fund industry.

With the opening in Torrance of Diversified Mutual Funds, Ltd. investors in Torrance and the South Bay area have an opportunity to participate in this dynamic and growing industry.



HANLEY ROGERS

## Company Underwrites \$15 Million Investment

An underwriting for some \$15 million of additional capital was recently completed for Colonial Energy Shares, Inc. The receipt of this new money will enable Colonial Energy Shares to further diversify their list of investments.

In addition to investments in the oil and gas fields, the broadened investment policy of Colonial Energy Shares gives the company flexibility to invest in electric energy, nuclear energy, petrochemicals, high energy fuels, engineering, research and other activities related to the field of energy.

Under the same portfolio management is the Colonial Fund which was originally incorporated in 1904.

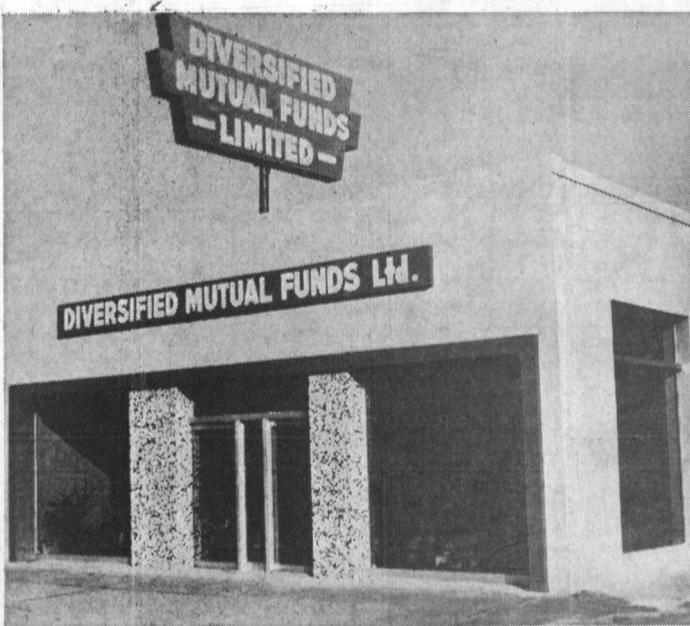
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OPEN HOUSE SUNDAY—Ceremonies welcoming Torrance's first brokerage house, Diversified Mutual Funds, will be held Sunday from 2 to 5 p. m. The new building is located at 1334 Post Ave. All interested Torrance residents have been invited to the opening day program.

# New Brokerage Firm to Open Here Sunday

Torrance welcomes its first brokerage house, and the South Bay area the first firm of its type, with inaugural festivities on Sunday, Sept. 13, from 2 to 5 p. m. of Diversified Mutual Funds, Ltd., at 1334 Post Ave. in Torrance. Open house will be hosted by

Hanley Rogers, district manager of the new office, assisted by his staff of licensed representatives. Refreshments will be served and residents of the entire South Bay district have been invited to attend. Diversified, created to fill the

needs of investors of moderate means, has division offices in Los Angeles, Long Beach and San Diego and plans 10 more offices within the year. The new Torrance office will handle over 100 mutual funds and all stocks and bonds and will render a complete financial planning and brokerage service. Firm is a member of Pacific Coast Stock Exchange and is affiliated with New York financial circles through its correspondent, Mitchell, Jones and Templeton, N.Y. Stock Exchange members.

## Oldest Mutual Fund Congratulates Diversified's New Torrance Office

Incorporated Investors, one of the country's three original mutual funds, extended this week its congratulations to Diversified Mutual Funds on opening of its new office in Torrance.

From the time it was founded at Boston in 1925, Incorporated Investors has watched the steady growth of mutual funds from state to state and town to town. It welcomes the opening of another office, the new office in Torrance, as yet one more fine endorsement of the ever growing favor mutual funds enjoy in this country today.

When Incorporated Investors started business 34 years ago, it had total assets of only \$100,000 and but a handful of stockholders. For the next year or so not many investors outside the New England area, and few if any as far away as California were aware of the mutual fund idea. Today the fund's \$325,000,000 total net assets are owned by more than 67,000 representing every state in the union and a number of foreign countries. More of its shares are owned in California than in any other state except Wisconsin.

eral industries—a cross-section of U. S. industry. This investment is continuously supervised for him by professional investment managers. The particular cross-section that makes up the portfolio of Incorporated Investors is one which its management believes—although, of course, it cannot know for sure—will show a rate of sales and earnings growth greater than that of the economy as a whole.

Secondly, mutual funds afford investors a possible hedge against inflation. It is interesting to note that while the value of Incorporated Investors shares will vary and have at times run counter to changes in the cost of living, during the past 15 years they have more than kept pace.

Can Benefit Children Thirdly, mutual funds offer many convenient services. Incorporated Investors not only offers a systematic investment program, a program for automatic reinvestment of dividends, and automatic withdrawal program but also a convenient program for giving gifts of its shares to children under either a trust or custodianship arrangement.

Finally, mutual funds are geared to a variety of investment objectives: current income, possible long-term growth of capital and income, or a conservative combination of these objectives.

From its start, the objectives of Incorporated Investors has been to build capital for its stockholders as a source of a growing income. In 1954 in response to investor demand, its management again pioneered with the founding of Incorporated Income Fund, a mutual fund designed, as its name suggests, for present income.

Neither Incorporated Investors nor its junior partner has ever given assurance that it would reach its particular investment objective. But both are carefully supervised by professional managers to meet the two distinctive goals.

These then are among the

Merchants Welcome Firm Torrance Chamber of Commerce and business men of the South Bay have extended a cordial welcome to the new enterprise which is designed to fill a long-felt need for investment representation of this type.

Rogers, popular head of the new office, is well-known in financial and investment circles and has been prominent in civic affairs. He is a member of the Torrance and Lomita Chambers, president of Toastmasters Club, board member of Torrance-Lomita Red Cross and investment advisor to Torrance YMCA. He is a graduate of University of Michigan and served as a naval lieutenant in World War II.

Dean L. Sears, former vice-president and branch manager of Bank of America, who will serve the Torrance area, Stanford Morris for Redondo Beach, Joe Peascoe for San Pedro, Bob Hickman for Manhattan Beach, Vi Norton for El Segundo and Flora Hameetman for Lomita, comprise the firm's staff of licensed representatives.

## Free Bridge Evening

Members of the Torrance Bridge Club offer new players a free introductory evening of bridge this month.

Presentation of this clipping will entitle the bearer to a free evening of play any Tuesday at the YWCA or Thursday at the Woman's Club 1422 Engracia. Games begin at 7:30 p.m.

major reasons why mutual funds have become the financial phenomenon of the 20th century. For investors who are willing to accept risks, they give a chance to share in the growth and prosperity of the U. S. economy, a possible hedge in event of further inflation, a wide range of investment objectives and a variety of ways to purchase.

## Institutional Has Four Share Classes

Institutional Shares, Ltd. originally incorporated in 1936, is under the sponsorship of Hare's Ltd., which also sponsors Institutional Income Fund, Inc., and

Canadian International Growth Fund, Ltd.

Institutional is made up of four classes of shares:

Institutional Bank Fund, which invests in the securities of U.S. banks and trusts companies having a combined capital and surplus of \$5 million or more.

Institutional Insurance Fund invests exclusively in the securities of U.S. insurance companies having combined capital and surplus of \$5 million or more.

Institutional Foundation Fund, which has an objective of long term growth of income and capital.

Institutional Growth Fund, which is a diversified common stock fund.

## 91,000 Investors Own Keystone Bond Funds

The Keystone Funds were established in 1932 to provide a management service in the selection and supervision of securities by classes. The combined assets of these funds had a market value of more than \$400 million on Jan. 1, 1959 and were owned by more than 91,000 investors.

Keystone Funds comprise four bond funds with an objective of protection of capital and present

## Money Grows in Dreyfus Fund

The Dreyfus Fund is a mutual fund in which the management hopes to make your money grow and takes what it considers sensible risks in that direction. During the six months ended June 30, 1959, the Dreyfus Corporation, acting as distributor, sold 1,599,188 shares of capital stock of the Fund.

Jack J. Dreyfus Jr. president, stated in a letter to shareholders: "In the year between June 30, 1958 and June 30, 1959, the total assets of the Fund rose from approximately \$22 million to \$65 million. This sort of growth—the result of market appreciation and purchases by investors—is remarkable and gratifying, but it carries with it increased responsibilities.

Currently, total net assets of the Dreyfus Fund are in excess of \$72 million. Dividends are payable quarterly.

income return and four common stock funds. They also have a fully managed growth fund, an income fund, and a Canadian fund.

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LICENSED REPRESENTATIVES: HANLEY ROGERS, STAN MORRIS, FLORA HAMEETMAN, DEAN L. SEARS, VIOLET NORTON, JOE PEASCOE, BOB HICKMAN

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Objectives: Long Term Capital Growth

**INTERNATIONAL RESOURCES FUND., INC.**  
Investments in Natural Resources, Wherever Located.

**Washington Mutual Investors Fund., Inc.**  
Objective: Current Income and Preservation of Capital Possible Growth.

**AMERICAN FUNDS DISTRIBUTORS, INC.**

To Torrance and the South Bay's  
Diversified Mutual Funds, Ltd.

Congratulations and Best Wishes

This Mutual Fund has investments which are selected for growth and capital gain possibilities. You can get a free copy of the booklet-prospectus describing this Mutual Fund from your local dealer or by writing:

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Diversified Mutual Funds, Ltd.

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**DREYFUS FUND**

Welcomes the Opening of Diversified Mutual Funds, Ltd. of Torrance

The Colonial Energy Shares congratulates Diversified Mutual Funds, Ltd. on the opening of their new office in Torrance.

Are You Interested in INVESTING in ENERGY?

Send for Prospectus and other descriptive material describing an investment in:  
**COLONIAL ENERGY SHARES**

Congratulations to Diversified Mutual Funds, Ltd., Torrance, 1959.

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