

# "CONTACTS" ... Are They Expensive?

News about the new plastic contact lenses has captured the interest of glasses wearers. Yet, many who would like to be free from wearing "spectacle" frames are depriving themselves of the benefit of "contacts" because they think the cost is prohibitive. Actually, over a period of years, contact lenses may SAVE you money!

In our 32 years of practice in the Harbor area, we have pioneered in fitting contact lenses, and our prices are as low as lens excellence and expert fitting allow. Liberal terms are gladly extended. We are open Friday evenings an all day Saturdays for your convenience. Get ALL the "facts and figures." Come in for a no-obligation demonstration or mail the coupon.

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## Employees Get Cash Bonus at Newberry's

Employees of Newberry's store, in keeping with a long-established policy, received a Christmas cash gift from manager J. H. Paget here it was disclosed today.

With almost 500 stores serving communities throughout the United States, Paget said the total Christmas gifts to Newberry employees exceeded \$300,000. This year Paget said the amount each employee received depended on the length of service.

The manager also pointed out today that Newberry's has in force a retirement plan paid for entirely by the company up to the first \$2000 of earnings, and by an employee-company participation plan on earnings exceeding \$2000.

In addition Newberry's provides all its employees with over nine months service company-paid life-insurance policies, sickness, hospital expense, and surgical benefits.

Also he explained that Newberry employees have a stock-option purchase plan available to them to become owners of their company's capital stock, and a discount on purchase at the store.

## RANCHERO DAYS TO GO NATIONWIDE

The Torrance Ranchero Days are going into the national limelight next year as part of the area's new tourist advertising campaign called "Southern California Spectacular '60."

The All-Year Club, which carries on the cooperative campaigns, announced that the Ranchero Days have been chosen as one of the 200 or more events round which the 1960 campaign is being built.

This is the 39th consecutive year of the Southland's campaign to attract tourist dollars. It follows a record-breaking year when nearly 4,500,000 vacationists spent nearly \$666,000,000 here.

Horace W. Brower, first vice-president, said the All-Year Club has made very effective use of the area's events in the past. But this is the first time, he said, that the major campaign theme has been based upon them.

## New Services Instituted for Blind in Homes

A new service to blind persons in their own homes was announced today by the Braille Institute. Performed by volunteers under the direction of the Social Service department, the service will include such benefits as visits to homebound blind people in need of shopping help, meal planning, or errand running. Also included are a reading service, letter writing, taking a blind person for a stroll, or companionship.

The volunteers undergo a four-week training period during which they become familiar with Braille books, Talking Books, and Braille writers.

A new class will begin early in the new year. Anyone wishing to join may call Grace Carpenter, director of volunteer services, NO 3-1111.



## Free Wheelin'

BY DICK DIMETTE

A GOOD SENSE OF HUMOR is almost a prerequisite of survival in the automobile business. Lacking it, we would all have a good chance of ending up in the rubber room at the fun house. With all the frustrations and uncertainties that are peculiar to automotive merchandising one must learn to live on hope faith and hard work. Automobile selling on the retail level is a difficult profession, and we use the term "profession" adverbly. The old picture of the car salesman as a hard-drinking, hard-living, fast-talking, high-pressure con artist no longer applies. It takes a lot of character and just plain guts to be a successful retail salesman in this field. It is, and has always been a traditionally straight-commission job. The salesman brings to the market place only his time. This he must trade for sales or his income is less than zero. He must dress well, maintain his car, and do a certain amount of entertaining. Much of his day-to-day work is done simply on hope, with the expectation that at least some indirect benefits will accrue. Typically, he is a family man with two or three children. His wife and family expect, and usually enjoy, a better-than-average standard of living. Here at DEVON MOTORS we have only one single man. Out of our 10-man force, seven have a total of 18 children, five are home owners, and two are in the process of buying. This is comparable to other dealerships. We hire no high pressure fly-by-night nor do we use inexperienced men. We feel that the purchase of an automobile is of such importance to the average buyer that he is entitled to professional assistance. The next time you shop for a car, if you will look upon your salesman as an expert whose job it is to assist, rather than to persuade, you might be surprised at how much more pleasant and advantageous this approach can be.

SALUTE TO VEL MILETICH. This weeks subject for "Know your Torrance dealers" is the genial and likeable owner of VEL'S FORD. Since we have qualified Ted Green as the handsomest dealer, it is only fair to state that Vel is indisputably the BIGGEST DEALER in Torrance. Standing six feet four in his stocking feet and weighing about 250 pounds, Vel looks just like what he once was, a football player. The only native of Torrance in our group, he was graduated from Torrance High School and immediately entered the automobile business. As a matter of fact, he was in this field several years before graduation, doing part-time and summer work for various dealers from age 12. Although young, Vel is certainly no Johnny-come-lately to this business. He is one of the few, known to your reporter, who really came up through the ranks. Before entering sales he held virtually every service position in an agency. This gives him a most comprehensive knowledge of all phases of dealer operation, which fact has been an important factor in his success. Vel has worked in the same location, his present one, since 1950. Holding every position in the dealership, from retail salesman to general manager, under two ownerships. In 1955 he bought an interest from the operator, in 1958 he completed purchase of 100 per

## College Store Window Done by Torrance Sales Students

Color, imagination, and personality are on display this week at El Camino College, where salesmanship students of Homer E. Toddy have used a variety of arts to devise an unusual window setting.

Although window dressing is not generally included as a part of the class activities, students pooled their talents and resources for an extracurricular project.

"It's all in the line of salesmanship," Toddy agreed, giving the green light to the project.

Theme of the window is "Jamaica Holiday." A semi-nautical design features two life-sized models and a half-size mannequin carrying a colorful basket of tropical fruits.

Dresses that clothe the mannequins were designed and hand-finished by Linda Ramay, an Inglewood student who plans to open her own business next year. To custom-made dresses, Miss Ramay added coordinated accessories for display.

A backdrop features an ocean liner, while pillows, rope, and streamers complete the holiday motif.

Floral art is added by Jerry Hedges of Torrance, who has worked in flower artistry since Christmas, 1957. He supplies fresh mums regularly. His background includes work in arrangements for weddings, banquets, corsages, and floral work for public events. A picturesque hat is the result of Hedges' work.

Shoes and bags were obtained by Howard Klarman of Torrance, whose student work is supplemented by a career as top salesman of a Compton shoe store.

A husband-and-wife student team, Virginia and Lyle Seubert of Torrance, complete the quintet of window designers. Mrs. Seubert is an artist, designer, and muralist. It was she who planned the entire setting, created the background art, and directed execution of the display.

Mrs. Seubert has had extensive experience in custom art work, renderings, and design of unique furnishings and murals.

Technical advice and assistance in construction was contributed

by Seubert, who also helped in creation of functional home furnishings to be shown in an exhibit next January.

Under direction of Toddy and with the cooperation of neighboring merchants, new displays are introduced in the merchandising windows each month.

Lighted during the evening, the exhibit is adjacent to the north entrance to the commerce building, just south of the administration building at 16007 S. Crenshaw Blvd.

## FOX MARKETS BUYS McCOWN DRUG STOCK

Fox Markets Inc. has bought all stock in the McCown Drug Co., it was disclosed today in a statement by Alvin J. McCown, president of the drug firm, and Edwin J. Fox, market president.

An expansion is being planned for the drug chain, Fox said. The stores will continue to be operated by the same management and personnel.

McCown has stores in Torrance, Ventura, Compton, Harbor City, Covina, and Altadena.

## Canadian Legion Unit to Install

The members of Gardena Post 13 and auxiliary of the Canadian Legion will install officers Saturday at 8 p.m. at the Veterans of Foreign Wars hall, 162nd St. and Western Ave., Gardena.

Dancing will follow the installation, according to Gordon Smith Adjutant of Post 13.

Canadian and British veterans and their families are being invited. Officers are, Commander Bernard Gillis, Commander Elect Frank Davies, President Florence Wilde, and President Elect Edna Rodrigue.

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## Chamber Parley Will Hear Talk by Rep. King

Rep. Cecil R. King will be the speaker at the Dec. 17 dinner meeting of the Redondo Beach Chamber of Commerce at the Plush Horse. Subject of his talk will be the "Recent Legislation Affecting Southern California." Reservations for the dinner which is open to the public, may be made at the Redondo Beach Chamber office 101 W. Diamond St., FR 6-0446.

King has represented the 17th District in Congress since 1942. He served 10 years in the California Legislature. For much of this period he was majority floor leader.

A resident of the 17 district continuously since 1925, King is third ranking member on the way and means committee, on which he has served 12 years.

King, for whom King Harbor is named, is ranking member of the California Congressional delegation.

## Hearings Planned on Palos Verdes Water Rate Hike

The California Public Utilities Commission today announced initial hearings on an application of the Palos Verdes Water Company for an increase in rates of approximately \$338,000 will be held in Palos Verdes Estates late in January or early in February.

At this series of hearings the company will present evidence supporting its request and public appearances will be received from customers, organizations, and official bodies.

Following the initial hearings a recess 30 to 45 days is planned to afford all interested parties an opportunity to study the evidence and to give commission accounting and engineering experts time to complete their investigation of the application.

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