

# Zody's Discount Stores Name Advertising Firm

The fast-growing chain of Zody's discount department stores has named Beckman-Koblitz, Inc., Los Angeles, as its advertising agency, according to Richard H. Wolfe, vice president and general manager.

Beckman-Koblitz will participate in all phases of the program, including counsel

for newspaper placement and store opening promotion, under supervision of Advertising Director Joe Orsino.

## SALUTE

Army Pvt. Charles F. Burmester, 22, son of Mr. and Mrs. Henry Burmester, 22529 S. Figueroa, Torrance, Calif., was assigned to Headquarters Company at Fort Leavenworth, Kan., May 26.

Fort Leavenworth is the home of the Army Command and General Staff College, the Army's senior tactical school, was established in 1881 as the School of Application of Infantry and Cavalry. Burmester, a driver in the company, entered the Army last February and completed basic training at Fort Ord, Calif.

He is a 1957 graduate of Banning High School, Wilmington, and was employed by Sears, Roebuck and Company in Torrance before entering the Army.

Army Reserve Maj. Mark A. Forgette, whose wife, Marjorie, lives at 317 S. Prospect Ave., Park Ridge, Ill., is receiving two weeks of annual active duty training at Fort Benjamin Harrison, Ind. The training is scheduled to be concluded June 18.

Major Forgette, son of Mrs. Helen C. Forgette, Lomita, Calif., is a graduate of Duluth (Minn.) Cathedral High School. He was graduated from the University of Minnesota in 1938.

The major is employed as manager of the TV Commercial Department of the J. Walter Thompson Co., in Chicago, Ill.

The 51,000-ton anti submarine warfare support aircraft carrier USS Kearsarge is now operating as a unit of the powerful Seventh Fleet in the Western Pacific.

Serving as a member of the carrier's crew is Gerald W. Rose, airman apprentice, USN, son of Mr. and Mrs. Charles A. Maroni of 4311 Calla Rd., Torrance.

The Kearsarge can best be compared with a "floating city" with its population of more than 1,800 men, a chapel, dining halls, clothing stores, cobbler and tailor shops, a library, power plants, a modern fully-equipped hospital, printing plant and many other facilities necessary to efficiently operate a city of similar size.

During her seventh Far Eastern Cruise, the carrier will conduct anti-submarine operations before returning to her home at Long Beach, Calif.

Theodore E. Unander, commissaryman third class, USN, son of Mr. and Mrs. Harold T. Unander of 1536 1/2 W. 226th St., Torrance, was promoted, May 16, while serving aboard the radar picket destroyer USS Henry W. Tucker operating in the Western Pacific.

He received the promotion by successfully competing in Navy-wide examinations for advancement in rate.

The Henry W. Tucker, a unit of Destroyer Division 32, is operating with America's Seventh Fleet.

Before entering the service in January 1959, he was graduated from Narbonne High School, Lomita.

Robert R. Woodward, seaman, USN, son of Bruce O. Woodward of 22012 Bonita St., Torrance, is serving with Landing Craft Division 13 participating in Phase III of "Exercise Green Light" off the coast of California.

Scheduled from May 8 to June, 8, this phase of the exercise involves Navy Marine Corps undersea, surface, air and ground forces, supported by minesweepers of the Royal Canadian Navy.

Highlight of the operation will be a large scale amphibious landing by the First Marine Division in the Camp Pendleton, Calif., area. The landing force will be supported by an amphibious task force and aircraft.

Zody's opened its first store in Garden Grove June 15, 1960, and the second location in South Bay shopping center on November 3. Next opening has been set for late summer when Zody's comes to Long Beach in the Los Altos area. Within two months thereafter a fourth store will be added in the San Fernando Valley.

This is only the beginning of a plan to have 36 Zody's throughout the state within the next several years, each to be a complete discount department store featuring medium and lower - medium priced merchandise that will appeal to the mass market. Self-service is a feature of

Zody's; merchandise ranges from ready-to-wear to hard goods. These are complete discount department stores in every respect, modern and inviting and of considerable size. For example, the new Zody's in Long Beach will cover approximately 79,000 sq. ft. on a 7 1/2-acre site. Unlike most discount operations, all departments are owned and operated by Zody's.

## Trailblazers

Local Scouting News

### PACK 785

Cub Scout Pack 785 sponsored by St. Catherine Labourer Catholic Church recently gave "Cub of the Month" award to David Lockwood, Torrance.

Harold A. Erlandsen, Institutional representative, presented the Pack Charter to Cub master Joe Herzog and Bill Ingles, committee chairman.

Guest of honor at the meeting was John D. Nikita, Field Scout Executive, Harbor District, Los Angeles area. He was introduced by Mr. William De Prez, Scout Master.

Highlight of the evening was the "Pinewood Derby". All cubs from each den participated in this project.

Trophies were awarded by Earl Sampier to the following boys: Craig Harradine, Lawndale, Den 3, 1st place; David Bunic, Torrance, Den 1, 2nd place; and Patrick Simonsen, Torrance, Den 2, 3rd place.

Workmanship awards were presented to: Robert Ingles, Gardena, Den 5, 1st place; David Bunic, Torrance, Den 1, 2nd place; and Michael Sanders, Torrance, Den 4 3rd place.

### TROOP 1600

Fly-up wings, Girl Scout pins, and World Pins were presented on the 8th of June by Mrs. Bernal Riggs, Girl Scout Neighborhood Chairman, and by Mrs. Leon Perry, Patrol leader to the Brownies of the Tulip Patrol of Troop 1600.

The girls, all fourth graders at Nativity School, Torrance, were Christine Camp, Sandra Foley, Jane Leinweber, Eileen McCormick, Maureen McGovern, Janet Perry, Susan Romeo, Suzanne Schwab, and Kathryn Stetson.

## I'M NEW HERE

Latest arrivals at Torrance Memorial Hospital include: Wayne Allen to Mr. and Mrs. George C. Thomas, 20931 Margaret St.; Lance Eric to Mr. and Mrs. Leonard S. Kasari, 2450 W. 223rd St.; Elizabeth Marie to Mr. and Mrs. Norris Carstenson, 1417 Cota Ave.

Robert Lee, Jr., to Mr. and Mrs. Robert Lee Edmonds, 2317 Torrance Blvd.; Mark Allen to Mr. and Mrs. S. Allen Lewis, 22602 S. Denker Ave.; Michael Lee to Mr. and Mrs. Merle Harper, 2203 Voorhees Ave., R. B.

Thomas Allen to Mr. and Mrs. Julian Hernandez, 1536 W. 223rd St.; Paul Kevin to Mr. and Mrs. James Fornelli, 22911 Arlington Ave.; Alice Mary to Mr. and Mrs. Warshaw, 1229 17th St. M.B.

### FATALISM

We are forced to fall back on fatalism as an explanation of irrational events (that is to say, events the reasonableness of which we do not understand.) The more we try to explain such events in history reasonably, the more unreasonable and incomprehensible do they become to us.

—Leo Tolstoy (1828-1910)  
Russian Novelist

### METAL MARKET

About two out of three new homes built today fall into the \$10-20,000 price range, Anaconda plumbing specialists report. Most of these homes contain more than one bath and copper hot and cold water lines.

## DIAL-A-PRAYER

NON-DENOMINATIONAL

# FA 8-3903

COURTESY OF

### HALVERSON-LEAVELL

### MORTUARY - TORRANCE

# the akron

**1 oz. ARPEGE Perfume by Lanvin**

- promise her anything ... but bring her here!
- incredibly yours ... and not a cologne, not a toilet water ... but the world-famed arpege perfume from france ... one glorious ounce in the convenient spray mist bottle!
- for giving or receiving ... here from paris ... the perfume demanded around the world
- \$25 wherever you search for it!

1 oz. 6.99  
sorry, no mail orders

**Boutique Decorator Flower Trees**

- high beauty for you ... up to 4 ft. tall!
- color, color, color ... nature and sunshine brought indoors!
- bright bouquets on slim tree stands ... loaded with hand-fashioned decorator flowers
- a dazzling array ... roses and carnations and daisies and dahlias and wild roses and forget-me-nots and poppies and holly ... spectacular togetherness!
- for a corner, in a window, on a low table, alone or in pairs ... and choose a four-foot or a two-foot tree!

3.99  
sorry, no mail orders

**Crystal Stemware from Sweden**

- the wondrous things they do with glass ... so delightful to have, to hold!
- here's crystal stemware from sweden ... scandinavian magic applied to glassware ... in five magnificent specimens
- choose sweden's five-inch goblet ... the sculptured sherbet glass ... the cocktail glass ... the petite cordial sipper ... the elegant wine glass ... may we suggest the entire set?
- for your further pleasure we have these drinking companions in pale blue, smoke or crystal clear

each 59c  
sorry, no mail orders

**All-Rubber Swim Caps**

- fashion goes fashions deep!
- dive to the depths with no fear of wet tresses ... swim in this snug rubber swim cap
- colors up to here ... bedecked with leaves, flowers, petals, etc.
- summer's here, m'am ... how dry you are! ... our price takes a dip

89c  
sorry, no mail orders

**Spaghetti Basket Chair**

- a 30-inch circle of wrought iron (large pizza size)
- and the seat and back are facings of light, unbreakable plastic ... spaghetti, like
- a clever, airy contemporary sitter ... a double-duty beauty indoors or out
- black wrought iron with facings in white, coral, turquoise, green

3.99  
sorry, no mail orders

**Raffia Beach Hats from Italy**

- italy's sunny colors!
- woven raffia ... light flattery for the young in heart and head
- perfect for the beach, at the wheel, for the evening stroll, for sunday in the park
- some wonderfully embellished with a colorbright tie scarf

89c  
with tie scarf: 1.59  
sorry, no mail orders

**Women's Mandarin Slippers**

- elfin slippers to suit your foot-fancy ... elegant embroidered satin, dotted with mandarin pearls!
- oriental footwear for your easy hours ... patterning around the house, on the beach, after the ball
- soft leather soles ... sizes small, medium, large
- color to match your mood ... blue, black, red, white, yellow, green, you name it!
- \$2 pr. elsewhere

pr. 89c  
sorry, no mail orders

**Stainless Utensils in Color**

- color in the kitchen!
- gleaming stainless with hard handles in decorator hues
- handles in terra cotta, orange, mustard, white, pink, blue, black
- spoons for stirring and straining ... forks, large and small
- spatulas (3 sizes), meat cleaver, food saw, soup ladle, potato masher, pancake turner

each 39c  
sorry, no mail orders

**Swedish Bubble Bud Vases**

- colors to complement any blossom ... hand-blown of bewitching swedish glass!
- elegance in a vase ... choose yours 8 inches or 10 inches tall
- it will brighten any flower ... bubbling brightly on a shelf or table
- exciting colors! blue, green, pink, gold, amethyst, clear, smoke
- \$2 in decorator shops

8 inch 89c  
10 inch 99c  
sorry, no mail orders

**Wool Feather Duster**

- australian wool in dazzling colors (are leathers passe?)
- a huge puff of red or orange or pink or yellow or green or blue ... on a black contoured handle ... and 20" long
- for a brisk whisk or a bright sight ... for dusting or decorating (but a couple in a vase!)

69c  
sorry, no mail orders

**Sale of African Ebony Sculpture**

- the ultimate in primitive village art ... hand-carved by Kenya tribesmen
- sculptured heads in solid ebony ... hard and shining as black marble
- heads nine inches high ... young warriors ... venerable chieftains ... african maidens ... others
- also foot-tall full figures in ebony ... detailed imitations of life from the african interior
- you'll feature a pair as book ends ... you'll spot one upon a shelf or mantel, on a table, on the man's desk ... and you'll treasure them for gift-giving
- art shops display these at \$10!

1.99  
sorry, no mail orders

OPEN Daily 9 A.M. to 9:30 P.M. Sundays 10 to 7

**SOUTH BAY, TORRANCE**  
Hawthorne Blvd. and 180th St. — FRontier 3-2424

**WEST LOS ANGELES**  
Sepulveda and National — EXmont 1-5225