



SUPERVISOR . . . Harry T. Ota, of 1632 W. 208th for the Los Angeles City Recreation and Parks Dept., has been appointed supervisor of maintenance department.

Communications Gap Causes Loss of Sales

A "communications gap" in the marketing of many consumer products has been blamed for a loss of sales, misuse of specific products, and consumer dissatisfaction by a Torrance executive.

W. E. Sawtell, vice president and marketing director for Deft, Inc., said the communications gap exists "unless the manufacturer provides the know-how for his product." Deft makes wood finishing products.

"Most products today require knowledge on the part of the retail salesperson and the consumer for purchase decision-making and proper application," Sawtell said. Packages, he said, should carry explicit wording as to

a product's function and method of use that can be easily explained and understood. "Claims should not be exaggerated," Sawtell said, but neither should they be omitted by taking for granted consumer awareness of product performance."

His own company, Sawtell said, recently redesigned all its packages in full color, but the firm took care to stress clarity of thought and legibility of type in describing product use and application.

Tour Ft. MacArthur

Members of the Palos Verdes - Torrance Chapter of National Association of Accountants toured Ft. MacArthur with their families.



JOHN E. COLE JR. Del Amo Manager

Lincoln Manager Selected

John E. Cole Jr. has been appointed an assistant vice president and regional manager of the Lincoln Savings and Loan Association's new Del Amo office.

The new office will be located in the Del Amo Financial Center, now under construction. Temporary facilities are located on the south western corner of Carson Street and Hawthorne Boulevard.

Cole, a graduate of the University of Southern California, has served as a branch manager for the savings firm for the past two years. He joined Lincoln Savings and Loan Association in 1964.

Grant Exception

A zone exception to permit Head Start classes to continue meeting in a home at 953 W. Torrance Blvd. in the Carson Area has been granted by the Regional Planning Commission. It was sought by the Economic and Youth Opportunities Agency.

Mailbox

Choice Asked In Directory

Editor, Press-Herald: I would like to relate my personal findings, observations, and reactions in reference to Senate Bill 229 which concerns soliciting by telephone.

Assemblyman John Burton (D-San Francisco) introduced a bill more than a year ago. It suggested placing an asterisk before a person's name in the annual alphabetical telephone directory if he did not wish to be bothered by unsolicited calls. The bill seemed to be a step in the right direction. However, nothing materialized from it.

Senator J. Kennick (D-Long Beach) introduced Senate Bill 229 in February re-

lative to purchases contracted through unsolicited phone calls. This bill would allow the buyer to change his mind within a 15-day "cooling off" period. Unfortunately, this does not prevent the initial call that seems to be a statewide annoyance to many listed telephone subscribers.

Discussion of this problem with a telephone company representative invariably brings forth the suggestion to "get an unlisted number."

There are many classic reasons why a subscriber may not choose to have his number omitted.

Most generally, solicitors use the semi-annual cross-file street address telephone directory in making calls. Anyone may subscribe to

this particular directory. (Locally, the amount is \$4.60.)

Many people who arrange for telephone service are unaware that their street address, name, and telephone number is being listed in this cross-file directory.

Where the telephone company allows the subscriber the "choice" in having his number listed in the annual alphabetical directory, by the same token, he should

also be allowed the privilege of making a similar choice in the cross-file listing.

If the telephone company issued a release specifically for this purpose, to be signed by their subscribers, those with personal reasons who resent this invasion of privacy would receive far less nuisance calls and those who have no objections also could sign accordingly.

MRS. PAULA OWEN
120 Via Sevilla

SWAP MEET

★ ★ BUY — TRADE — SWAP — SELL ★ ★

ANYTHING

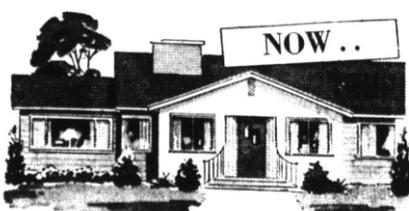
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Complete Home Service

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Spencer's now offers a complete home maintenance program tailored for each individual home.

Eliminate Large Expenses Have a complete home care plan and pay only a small monthly service charge.

This will help you with your household budget and you will know exactly what your household maintenance will cost each month.

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Storm Drain Bids to Open

Bids for construction of an \$800,000 Torrance storm drain project will be opened April 7, according to Supervisor Burton W. Chace. Plans and specifications, prepared under the direction of Torrance City Engineer Walter M. Noilac, have been approved.

The project will involve installation of about a mile and a half of drainage conduit with seven separate lines.

Contractors are required to submit offers on three out of four proposals for the work to the offices of County Flood Control District Chief Engineer Walter J. Wood. Award of the contract is due 10 days after the bid opening.

The project was included in the \$275 million storm drain bond issue approved in 1964.

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CHUCK NADER
That's Me; I'm He



5-PC. BEIGETONE DINETTE Extension table has self-edge no-mar top. 4 plastic-padded chairs. Was \$47.95 **\$39.88**



NADER'S WILL BE CLOSED EASTER

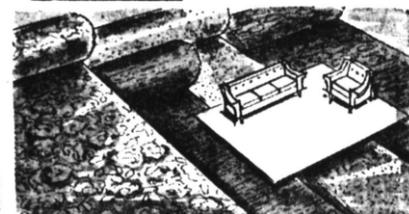
5-PC. DINETTE PEDESTAL SET

36" round table, extends to 48"; four swivel chairs. Sparkling brass assemble.

\$89.00

HEAVY CONTINUOUS FILAMENT

NYLON CARPET



Scroll Pebble or Tweed Patterns are deep, dense, luxurious in a total of 20 colors. 12' resistant.

\$4.88 SQUARE YARD

APARTMENT OWNERS! YOU ARE INVITED TO VISIT NADER'S NEW AND USED CONTRACT DEPT. E-Z TERMS AVAILABLE.



TRIM, SMART STYLE **BEDROOM** WAS \$109 **\$87.00** Double dresser, mirror, bookcase bed. Walnut finish, metal pulls.



1000 COILS, 20 YR. GUARANTEE **MATTRESS, BOX SPRING** Medium or Extra Firm — Full or Twin — Were \$59.00 each **\$47.00** Mattress or Box Spring



HIDE-A-BED This tremendous Nader Special includes a full size mattress. Fabric Color Choice **\$117.00**

Spanish Modern Bedroom Group

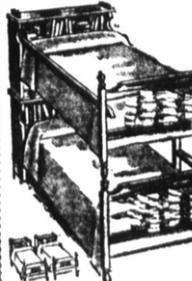
\$117 includes spacious 9 drawer dresser, framed mirror, twin or full panel bed. In beautiful Walnut teak wood. Only at Nader's such savings. 4 drawer chest \$59.88



Design for Living in Contemporary Style

WAS \$365.70 NOW **\$287.00**

This elegant slimline sofa has a button detailed back and reversible cushions, with polyfoam padding and a textured fabric cover. The Mr. and Mrs. chairs and ottoman have the same construction, with covers of a gay floral print.



The "PIONEER" **\$49.88**

Bookcase bunk bed with guard rail, ladder. In rich maple. Can be easily converted into Twin Beds.

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WORLD'S FINEST HOLIDAY HAM

\$1.19 lb.

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U.S.D.A. CHOICE **RUMP ROAST** **79** lb

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