



PATIO CENTER . . . Aluminum awnings are being featured at the Apollo Patio Center at 3125 W. Rosecrans Ave., Hawthorne. Aluminum is light weight and is one of the most corrosion resistant metals now available. Apollo features a complete line of aluminum awnings.

Modernization Council Meets

Bill Gray, president of Creative Communicators, will be guest speaker at the Building Contractors Association's Modernization Council Meeting at the Rodger Young Auditorium on Wednesday, starting at 6:30 p.m.

Gray's subject, "Salesmanship," is one which should interest everyone engaged in modernization, he says, "modernization is big business and it will get bigger. You are selling an intangible service and there is no type of sell-

ing that is more difficult. It is safe to predict that only those with superior selling techniques will successfully survive."

Gray's firm serves as promotional counselors to many southland firms and he conducts sales seminars, writes articles related to selective marketing and personal salesmanship and is highly regarded as an authoritative speaker on proper person-to-person communications and salesmanship.

Aluminum Awnings Colorful, Durable

Almost every southern California homeowner, including the huge army of "transplants" from other states, sooner or later comes up against the problem, "How do you enjoy the year round outdoor living without developing a skin like a lizard?"

Today's answer is simple. An Apollo outdoor aluminum patio or awning . . . a kind of "in-between" area that fills the gap between complete outside exposure and complete confinement inside.

Sound easy. All you do is dial a number and your Apollo representative has you in business before you can call the party together.

BUT IT wasn't always this way. Apollo Patio Center, 3125 West Rosecrans Avenue at Crenshaw Boulevard, Hawthorne, offers a brief history of patios so that you may appreciate the mushrooming of the aluminum patio business in this area.

Patio covers aren't recent or original. The first covers were trees . . . and some people still like them best. Then came wood frames with lightweight screening . . . But trees create a little problem underneath . . . And wood has certain maintenance problems.

Following World War II, aluminum was found to be the solution. Aluminum's advantages of lightweight and resistance to corrosion are known.

THE FIRST aluminum covers weren't too attractive. They were designed by backyard mechanics, working out of their garages. But they worked. They were low-cost, easy to maintain and lasted. A need was solved and a new industry was born.

Today's housing boom finds the aluminum patio business

keeping pace with much more attractive products which are more serviceable with cost figures much lower.

And now Apollo Aluminum Awnings scores another industry first with the most beautiful patio cover in the

world. This entirely revolutionary design eliminates the need for any unsightly structure. This beautiful, uncluttered design offers a completely guttered awning available in a variety of trims to fit the decor of your home.

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