



ARTIST'S CONCEPT OF THE \$5 MILLION CMA SHOPPING CITY WHICH WILL OPEN APRIL 20

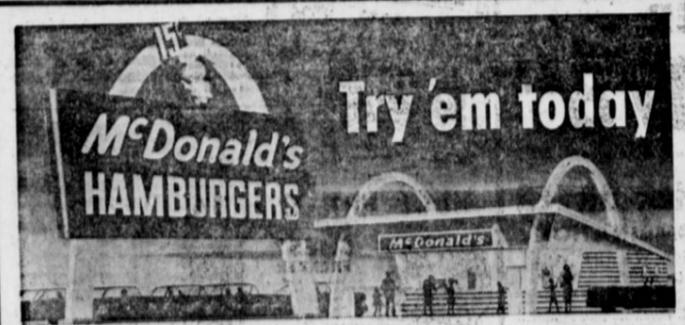


...it costs so little to add a phone

Why commute to the upstairs phone when one in the basement will let you stay at your work? An extra phone within reach makes lots of sense at little expense—adds a new and welcome convenience to family life. Phone or drop by our Business Office and select your phone from a wide variety of colors.

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America's Largest Independent Telephone System

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Try 'em today
McDonald's HAMBURGERS

Yes... try 'em today at McDonald's. Find out for yourself just how good a 15¢ Hamburger can be. They're made with 100% Pure Beef, government inspected, and ground fresh daily. They're served piping hot, on a toasted bun. Remember, at McDonald's you get fast, cheerful, courteous service... plenty of parking... no car hops... no tipping... just the tastiest food in town at extra thrifty prices.

McDONALD'S AMAZING MENU
Pure Beef Hamburger... 15¢
Tempting Cheeseburger... 19¢
Triple-Thick Shakes... 20¢
Golden French Fries... 10¢
Thirst-Quenching Coke... 10¢
Delightful Root Beer... 10¢
Steaming Hot Coffee... 10¢
Full-Flavor Orange Drink... 10¢
Refreshing Cold Milk... 10¢

the drive-in with the arches
McDonald's
17305 CRENSHAW BLVD. — TORRANCE

CMA to Open New \$5 Million 'Shopping City' on April 20

A \$5,000,000 shopping city, combining the newest concepts in department store merchandising, will be unveiled Thursday, April 20 with the grand opening of the Consumers Mart of America, 20225 S. Western Ave., it was announced today by J. A. Keilly, CMA president.

This will be the second such mart in the Southern California area in the past eight months. The first opened in Anaheim Aug. 25 and CMA also operates two additional units in Chicago, with others planned here in the near future, Kelly said.

THE GIANT shopping center has a shopping area in excess of 152,000 square feet under one roof and will be the world's largest membership department store. Included are a food, produce and fresh meat supermarket of 32,000 square feet and an automotive service center and gas station on the 15-acre grounds, with paved, lighted parking space for more than 1500 cars.

The entire modernistic structure, constructed by Co-ordinated Construction Co., headed by John B. Kilroy, is air-conditioned and provides the latest designs for floor traffic.

The Torrance Consumers Mart of America houses 70 major departments, with everything for home, family and auto. Departments include furniture, major and minor appliances, clothing, auto accessories, ladies ready-to-wear, beverages, paints, records, toys, jewelry, sporting goods, rugs, furs, snack bar and many others.

GENERAL manager of the new operation is Thomas E. Kelley, with 22 years of merchandising and selling experience. Kelley was general manager of the Chicago CMA units, and was recently transferred to the West Coast because of CMA expansion plans in Southern California.

CMA officials here include George Raft, Hollywood film star, who is vice president and an active participant in the business. Henry P. Stern is vice president in charge of operations, and Jarvis Weiss, vice president and treasurer. Advertising manager is William Ferguson.

DESIGNED for government and public service employees, CMA operates for eligible members who shop only by membership card, in a new form of merchandising that has gained both acceptance and recognition in the retailing field, Kelly explained.

These include city, county and state and U.S. government personnel, active and retired members of the Armed Forces, public utility company workers such as telephone, power, gas and water; employees of firms working under government supervision or contract and those receiving government pensions, annuities and

social security payments.

"BECAUSE of nation-wide purchasing power, low selling costs and minimum overhead, CMA offers practically all items at less than those obtainable through usual merchandising channels," Kelly said. "We have proved it by our success in other CMA shopping cities, particularly Anaheim, where we are enjoying phenomenal business. This factor convinced us that Torrance is an ideal market for our type of merchandising."

Kelly estimates gross sales the first year in the Torrance CMA will be in excess of \$30,000,000.

Grand opening ceremonies at the Torrance CMA will feature movie, radio and television stars, city, state and national government officials, entertainment and special attractions during the preview week, with ribbon-cutting ceremonies April 20 at noon.

Ryan Given New Orders For Doppler

Award of a new order totaling \$280,000 for spares for AN/APN-129 (V) navigation sets by the U.S. Army Signal Supply Agency, Philadelphia, has been announced by Ryan Electronics, a division of Ryan Aeronautical Co.

The AN/APN-129(V) is currently in volume production. The Doppler navigation set, used in the Army's Mohawk and Seminole reconnaissance planes, is completely automatic, highly accurate and is not reliant on radio aids, wind estimates or true airspeed data.

The self-contained, all-weather device, with surveillance and mapping radar tie-in, automatically measures heading speed, drift speed, ground speed and drift angle.

Cheese was used as a food more than 4000 years ago, and during the voyage of the Pilgrims, cheese was included in the stores of the Mayflower.



How many times has this man saved your life?

LIKE most of us, when the kids are in the car, you get that "extra careful" feeling. You know, that's the same way your friend—the service station dealer—feels when you stop by to see him.

You know, of course, that half the families in America save them.

Over the years, you've probably come to take your service station dealer pretty much for granted. But when your kids are riding with you, aren't you glad you took his advice and had your brakes checked? His suggestions—small though they may seem to be—may have saved your life more than once. His interest in your safety is more than interest in a customer—it's concern about a friend.

Your S&H Green Stamps make it possible for you to choose from over 1,500 top-quality, famous brand-name items at your S&H Green Stamp Redemption Store.

WESTERN DIVISION
The Sperry and Hutchinson Company
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An American Way of Thrift
for 25,000,000 Families...
Distributed since 1896

And what a valuable "extra" if your own service station gives you S&H Green Stamps.

THE MAN WHO KNOWS YOU BEST... SERVES YOU BEST!

NOW—HAVE BOTH HANDS READY

when you save with **Southwest Savings**

ON ONE HAND—you get the highest possible earnings consistent with insured safety. And, these earnings are paid quarterly by Southwest Savings. Open your Southwest account now. You, too, will discover it's the soundest, most profitable investment of all.

ON THE OTHER HAND—when you open a new account, or add to your present one, choose from a selection of valuable...

FREE GIFTS

- (or Blue Chip Stamps)
- \$1000 OR MORE 6-CUP ELECTRIC PERCOLATOR
 - \$1000 OR MORE DURA-CLAD VACUUM BOTTLE
 - \$1000 OR MORE UTILITY FLASHER LANTERN
 - \$1000 OR MORE ELECTRIC HEATING PAD
 - \$1000 OR MORE ALUMINUM FOOD WARMER
 - \$750 OR MORE 5-PIECE BARBECUE SET
 - \$500 OR MORE 50 FOOT GARDEN HOSE
 - or BLUE CHIP STAMPS (limit 1050 stamps)
- one gift or stamp allotment per customer

ASSETS OVER \$25,000.000

4 1/2% current annual rate PAID QUARTERLY

EACH ACCOUNT INSURED UP TO \$10,000

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