

# Old Time Janitor Fades Away; Modern Custodian Takes Place

The job of the old-time "janitor" disappeared along with the brass spittoon, and sawdust and broom cleaning methods, according to Gene Trobaugh, representative of the National Sanitary Supply Co.

Trobaugh explained that the maintenance of today's public and commercial buildings requires the services of well-trained custodians who are fully informed about new building materials and the products needed to maintain them.

"Evidence of the increasing importance now placed on cleanliness, safety and protection is the fact that \$33½ million per day is spent in this country for the maintenance of public and commercial buildings," Trobaugh said.

MORE THAN 95 per cent of this daily amount is spent

for wages, while the remaining 5 per cent goes for supplies and materials such as floor waxes, cleaners, and equipment, Trobaugh explained.

"The modern custodian is a specialist in every sense of the word, Trobaugh declared. It is his responsibility to keep buildings clean, attractive and protected. Because this job is one that requires a strong sense of responsibility, an interest in the newest developments and a dedication to the health and safety of the public, the custodian today plays a major role on the modern building management team."

TROBAUGH'S firm is bringing to Los Angeles today through Dec. 14, a unique, mobile maintenance training center to provide professional maintenance personnel in this area an opportunity to brief themselves on the latest de-

velopments in the field of building maintenance.

The exhibit includes displays devoted to the care of dozens of types of flooring materials, the latest cleaning methods, new product developments and other areas of interest to custodians, building managers and administrators of institutions.

Housed in a 50-foot air-conditioned trailer, the exhibit is provided by the makers of Johnson's Wax building maintenance products which are distributed in Southern California by the National Sanitary Supply Co.

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NO SCROOGE HERE . . . A happy feast ladens the table of the Bob Cratchett family of Dickens' "A Christmas Carol," El Camino College production set for tomorrow, Saturday and Sunday. Players are (from left) Don Brown, Raelene Love, Michael Walker, Ilse Raumberger, Kenneth Walker and Marian McGee.



OPENING FETE . . . Officials of the new Rolling Hills Furniture and civic leaders joined in toasting the opening of the new store in the Rolling Hills Plaza Shopping Center last week. Shown here (from left) are James Bower, developer of the center; Martin Denn, Chamber of Commerce president; Albert Levitt, partner with Bower in Jefferson, Inc.; Mayor Albert Ison; Mrs. Rose Masters; Angelo Buscemi; Bobbet King, Miss Torrance; Sam Buscemi; Mrs. Sam Buscemi; John Masters, Mrs. Angelo Buscemi, and Bob Gardner.

## A Closer Look

By Ernest Kreiling

HOLLYWOOD — "There is a new awareness on the part of television viewers that they can and should do something about TV programming," according to Mrs. Clara Logan, president of the National Assn. for Better Radio and Television (NAFB RAT).

A sharp increase in letters from individuals and organizations across the country asking what they can do to make their voice felt in broadcasting prompted this comment by Mrs. Logan.

There's little doubt that much of this new awareness stems directly from NAFBRAT's vigorous activities aimed at keeping broadcasters aware of the public's stake in radio and television programming.

For 13 years NAFBRAT has been striving to protect the public's interest in television and to alert the public to its responsibilities toward broadcasting in general.

ual length of commercial spot announcements.

4. There are significant deficiencies in the nation's religious, discussion, and agricultural programs.

THESE AND other findings will unquestionably carry considerable weight in the FCC's review of the station's performance before its license is renewed.

A non-profit organization working with a slim budget of about \$4,000 a year, NAFBRAT is doing much to assume our responsibility toward broadcasting, an industry that uses the publicly owned airwaves. (Information concerning NAFBRAT's activities can be obtained by writing to NAFBRAT, 882 Victoria Ave., Los Angeles 5.

Many broadcasters simply ignore NAFBRAT by claiming the organization lacks influence. But one broadcasting executive in Hollywood was probably more accurate and more honest when he observed, "Those girls keep us on our toes. Is that bad?"

EACH YEAR the association publishes a survey of children's programs to help parents guide their children's viewing. A published list of sponsors of network programs is available for use in registering complaints and recommendations directly with program sponsors where too often the real power lies.

Several comprehensive surveys of the amount of crime and violence on programs seen by children were widely publicized. And annually awards are made to programs NAFBRAT considers outstanding.

But NAFBRAT can take off its velvet glove to reveal an iron hand. Only recently the association filed with the FCC a comprehensive report on the programming of a Los Angeles TV station.

## Personnel Firm Adds New Aide

A. W. Charles, president of Personnel Factors, Inc., a management consulting firm, has announced that Gary S. Dean, a business and industrial psychologist, has joined the firm as a consulting psychologist, effective Dec. 1, 1962.

Dean received his AB degree in psychology from the University of Colorado and his MA in industrial and business psychology from USC. He recently received a Ford Foundation Grant and is currently enrolled for a doctorate at UCLA.

Prior to joining Personnel Factors, Inc., Dean was a human factors specialist with Systems Development Corp. for a period of four years. He also had considerable experience doing diagnostic testing and personality evaluation as a clinical technician for the Mental Hygiene outpatient services of the U.S. Army.

Dean is a native of Denver, single, and lives in Santa Monica.

LIFE'S LIKE THAT

By FRED NEHER



"You mean the quarterback can quiet this many people by holding up his hands? What a baby sitter he'd make!"

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**Christmas Bonus Buy**  
WEST BEND 12-CUP Automatic Percolator  
WONDERFUL FOR ENTERTAINING MAKES A HANDSOME GIFT  
NO-DRIP SPOUT FOLISHED ALUMINUM GRACEFUL STYLING COMPLETELY AUTOMATIC  
**\$7.78** WITH A \$5.00 PURCHASE

**Extra Special Offer!**  
DECCA LP 33 1/3 RPM Record Album "Around the Christmas Tree"  
A Special Christmas Program by: COLUMBUS BOY CHOIR • AXEL STORDAHL • DICK HAYMES • VINCENT LOPEZ • FOUR ACES • OWEN READELY & SHULMERICH CARILLON BELLS All the Favorite Yuletide Selections  
**\$2.98 Value**  
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**FROZEN VEGETABLES**  
Westpac Large Poly Bags  
GREEN PEAS, CUT CORN, MIXED VEGETABLES 24 OZ. BAG  
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**JOHNSTON'S FROZEN PIES**  
Large 9 Inch Family Size  
APPLE, BERRY, CHERRY, CUSTARD, PUMPKIN OR MINCE  
Save 20¢  
**49¢**

**Wong's Frozen Chinese Foods**  
PORK OR CHICKEN CHOP SUEY, SHRIMP CHOW MEIN, FRIED RICE OR EGG FOO YOUNG. PKG. 39¢  
EGG NOODLES, SWEET 'N SOUR PORK. PKG. 49¢

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**CHUNK TUNA** Carnation-Light Meat 6 1/2-Oz. Can **19¢** Save 10¢

**REALLY FRESH MAYONNAISE** Von's & Shopping Bag 24-Oz. Jar **29¢** Save 14¢

**LARGE EGGS** Dundee-Fresh! 6-Grade AA Doz. **39¢**

**WEEK-END SPECIALS ON TOP QUALITY MEATS**

**PORK LOINS** Fresh! Eastern Corn-Fed **43¢/lb.**  
WHOLE RIB LOIN . . . **49¢/lb.** HALF **49¢/lb.**

**Pork Loin Chops**  
RIB END CHOPS **49¢/lb.** LOIN END **59¢/lb.** CENTER CUT RIB **69¢/lb.**

**Fresh! FRYER PARTS**  
CALIFORNIA GROWN—U.S.D.A. GRADE A Delivered Daily from Nearby Ranches . . . Fresh! Better Flavor!  
LEGS **49¢/lb.** THIGHS **55¢/lb.** BREASTS **59¢/lb.** WINGS **29¢/lb.**  
BACKS & NECKS . . . **9¢/lb.**

**Chuck Steaks** OR CHUCK ROAST CHOICE CENTER CUTS **49¢/lb.**  
**Ground Chuck** ALWAYS FRESH AND EXTRA LEAN **59¢/lb.**  
**Pork Sausage** 100% PURE PORK FRESHLY GROUND **49¢/lb.**  
**Sliced Bacon** VON'S TABLE KING (Water 10% 69c/lb.) 1 LB. PKG. **59¢**

**Seafood Sea-lections**  
Catalina Brand Shell SWORDFISH **69¢/lb.**  
Fresh, Cleaned, Cooked LOCAL LOBSTERS **\$1.49/lb.**  
Min. Friday—Frozen BREADED GREEN SEAFOOD SHRIMP MIX **69¢/lb.** 79¢/lb. 89¢/lb.

**FRESH FRUITS & VEGETABLES**

**LETTUCE** Crispy Fresh. A Lift for Salads & Sandwiches  
LARGE SOLID HEADS **2/19¢**

**GREEN BEANS** 19¢/lb.  
Fancy Washington Apples GOLDEN DELICIOUS **2:25¢**

**SPECIALS IN THE DELICATESSEN**

**FRANKS** 49¢  
WILSON'S—ALL MEAT 1-Lb. Pkg.  
Franks are delicious with . . . MEETER'S WISCONSIN SAUERKRAUT 29¢/lb.

**Our Own—Rich & Creamy SLICED AMERICAN CHEESE** 59¢  
Hickory Smoked—12-Oz. Pkg. SWIFT PREMIUM SMOKIES 59¢

**Folger's Instant Coffee** 15-OZ. JAR **\$1.29**  
Saxon Apple Juice 29¢  
Welchde Grape Drink 3:11.00  
Salvo Detergent Tablets 41¢

**KRISPY Crackers** Sunshine 1-Lb. Box **33¢**

**ORANGE JUICE** Snow Crop-Frozen 6-Oz. Can **6/19¢** Save 34¢

**ICE CREAM** Jerseymaid-Catering 1/2 Gal. Ctn. Ass. Flavors **59¢** Save 10¢

**SPRECKELS SUGAR** Pure Granulated Buy Now for Holiday Baking 5-Lb. Bag **49¢**

**Bakery Specials**  
VON'S BAKERIES Raisin Bread CHOICE FULL OF RAISINS DELICIOUS TOASTED Reg. Loaf **29¢**  
Chocolate Cake 2-LAYER WITH CHOC. PECAN ICING 1/2 Cake 50c . . . Whole **98¢**  
VAN DE KAMP'S Cinnamon Loaf Coffee Cake . . . ea. **39¢**  
Strawberry or Apple Puffs . . . Pkg. of 4 **39¢**  
Van de Kamp's Own. Chocolates . . . . . lb. **\$1.29**

**Liquor Features**  
MOUNTAIN RIDGE STRAIGHT BOURBON 86 Proof Save **\$3.59** 40¢ FIFTH

**Listerine** ANTISEPTIC MOUTH WASH—KILLS GERMS Week-End Special! 16 OZ. **53¢**

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**Gerber's Baby Foods** 7 4-1/2 OZ. CANS **\$1.00** STRAINED OR CHOPPED NI-MEAT DIP-INERS

**KEN-L-RATION Dog Food** 1-LB. CAN 26-OZ. CAN **2:37¢** **2:55¢**

**Mr. Clean All Purpose Cleaner** 1/2-GAL. **41¢**  
Premium Duz Detergent 1/2-GAL. **57¢**  
Camay Complexion Soap 3:29¢  
Kirk's Castile Soap 2:19¢