

Thursday, February 15, 1973—Van Nuys (Calif.)

THE NEWS

Sun-17-A Wed-17-A Thurs-17-A Fri-17-A Sat-17-A Sun-17-A

GM Donates \$600,000 for Art School's New Campus

A grant of \$600,000 by General Motors toward the establishment of the planned new campus of Art Center College of Design in Los Angeles has been announced by Don Kubly, president, on behalf of the College's board of regents.

The new campus, for which ground breaking is anticipated early next year, will be located on a 17-acre site in the San Rafael Hills above the Rose Bowl in Pasadena. A dedication to Kubly.

GM's grant will actually provide \$1.2 million toward Art Center's \$8 million capital funds goal, since a further \$600,000 will now be released to the college under the terms of a recent \$2,000,000 matching commitment by the Fairchild Foundation of New York.

William L. Mitchell, GM's vice president in charge of design staff, who serves as a member of the college's advisory committee, has pointed out that the GM grant "recognizes the position of leadership which Art Center College of Design has maintained in professional design education."

The college has enjoyed a long and close association with General Motors as it has with the other major automotive corporations.

GM has already contributed substantial scholarship support for Art Center's industrial design students, and its senior executives regularly visit the campus to work with the faculty in proposing guiding and critiquing realistic transportation design projects.

In the field of transportation design, Art Center College enjoys a unique worldwide reputation, and whether an automobile is built in the United States or in Japan or in Europe, it is virtually certain that an Art Center graduate has had some influence on its design, according to spokesmen.

In recent years, this influence has become especially significant in the rapidly growing mass transportation and recreational vehicle industries.

Art Center College of Design, founded 43 years ago, attracts students from every state and 29 countries. It offers bachelor and master degrees in the industrial design department as well as transportation design, product design, an environmental studies as well as in the major fields of advertising design, illustration, photography, film making and the fine arts.

Much Metal

Aluminum is said to be among the most abundant of all the metal elements in the earth's crust.

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Men's women's children's

shoes at 1/2 price?

WOMEN'S BOOTS AT 1/2 PRICE

Brand	Style	Close	Brand	Style	Close	Brand	Style	Close
price	Shoe	price	price	Shoe	price	price	Shoe	price
where	price	where	where	price	where	where	price	where
Women's boots			Women's shoes			Men's shoes		
\$25.50	\$25.50	\$12.75	\$17.50	\$17.50	\$8.75	\$25.50	\$25.50	\$12.75
\$18.95	\$18.95	\$9.47	\$18.95	\$18.95	\$9.47	\$25.50	\$25.50	\$12.75
\$23.50	\$23.50	\$11.75	\$18.95	\$18.95	\$9.47	\$25.50	\$25.50	\$12.75
\$17.95	\$17.95	\$8.97	\$18.95	\$18.95	\$9.47	\$25.50	\$25.50	\$12.75
Women's sandals			Women's shoes			Men's shoes		
\$18.95	\$18.95	\$9.47	\$18.95	\$18.95	\$9.47	\$25.50	\$25.50	\$12.75
\$14.50	\$14.50	\$7.25	\$18.95	\$18.95	\$9.47	\$25.50	\$25.50	\$12.75
\$12.50	\$12.50	\$6.25	\$18.95	\$18.95	\$9.47	\$25.50	\$25.50	\$12.75
Women's boots			Women's shoes			Men's shoes		
\$13.50	\$13.50	\$6.75	\$18.95	\$18.95	\$9.47	\$25.50	\$25.50	\$12.75
\$10.50	\$10.50	\$5.25	\$18.95	\$18.95	\$9.47	\$25.50	\$25.50	\$12.75
Women's boots			Women's shoes			Men's shoes		
\$13.50	\$13.50	\$6.75	\$18.95	\$18.95	\$9.47	\$25.50	\$25.50	\$12.75
\$10.50	\$10.50	\$5.25	\$18.95	\$18.95	\$9.47	\$25.50	\$25.50	\$12.75

If you don't believe it, read this.

Every man's, woman's and kid's shoe in this store was pulled out of the cut-price stock of the 73 Standard Shoe Stores where it sold for twice these prices. In some cases three or four times these prices.

How can we afford to sell shoes at less than they cost us?

We can't, but we have to anyway. About 3/4 of one percent of the high-fashion, high-quality shoes at the 73 Standard Shoe Stores have to be closed out and disposed of.

Those are the remainders, broken sizes, etc.

3/4 isn't much. It's only one pair out of every

134 pairs.

On the other hand, 3/4 of our total shoe sales of \$12,000,000 a year is too many shoes to let accumulate on the shelves.

We simply can't afford to be indecisive with a fast moving shoe business like ours.

We bring the broken remainders and slow movers to this store as fast as we can spot the problem shoes.

We mark them down to 1/2 price.

In many cases, less than half price.

Out they go. Would you come over and take them away for us?

We'll make it worth your while.

OPEN WASHINGTONS BIRTHDAY MONDAY 10 A.M. to 9 P.M.

Standard Shoe Stores'

OPEN WASHINGTONS BIRTHDAY MONDAY 10 A.M. to 9 P.M.

shoe disposal store

right here in Reseda.
18222 Sherman Way between Reseda Blvd & Lindley.
Phone 881-7212. BankAmericard, Master Charge.
(CLOSED TUESDAY)
Open Wed, Thu, Fri 10-9; Sat, Sun 10-6.

Pants and shirts dyed-to-match. Pair 'em up in double knit.



7⁹⁸

Men's sport shirt with long point collar, 4 button placket, hemmed cuffs and bottom. 100% polyester double-knit, 100% polyester undershirt, with solid trim collar, and 100% cotton Dura-Knit jersey knit solids. Short sleeves, machine washable. Sizes S, M, L, XL.

\$15

Matching slacks of 100% dacron polyester double knit. Wide belt loops, western pockets, flared legs. Assorted patterns. Sizes 30-42.

\$13

Matching slacks of 100% polyester knit in solid colors. Surface inherent stitches, wide waist band and belt loops. Western pockets, flared legs. Sizes 30-42.



5⁹⁹

Polyester double knit shoes give barefoot comfort like never before. Three handsome styles, sizes 7-12.

JCPenney

We know what you're looking for.

BURBANK
NORTHridge

CANOGA PARK
RESEDA

GRANADA HILLS
SAN FERNANDO

NORTH HOLLYWOOD
VAN NUYS