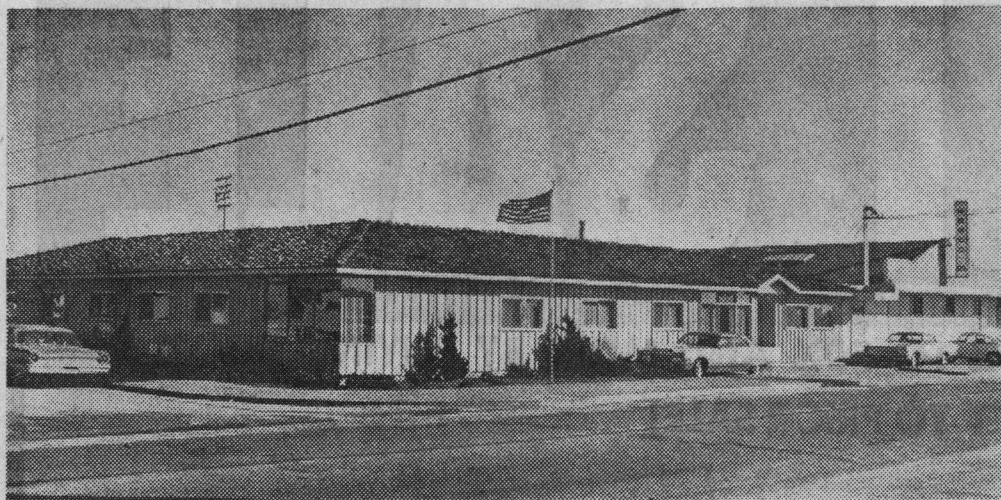


# EBSCO Is Many Things—And St. Valentine's Aide



From this one-story spacious building at 920 - 41st Ave., the Western Regional Headquarters of EBSCO Industries, Inc.,

serves the needs of thousands of U.S. military units in 13 Western States of the Continental U.S., plus Alaska, Hawaii, Japan, Korea, and Viet-

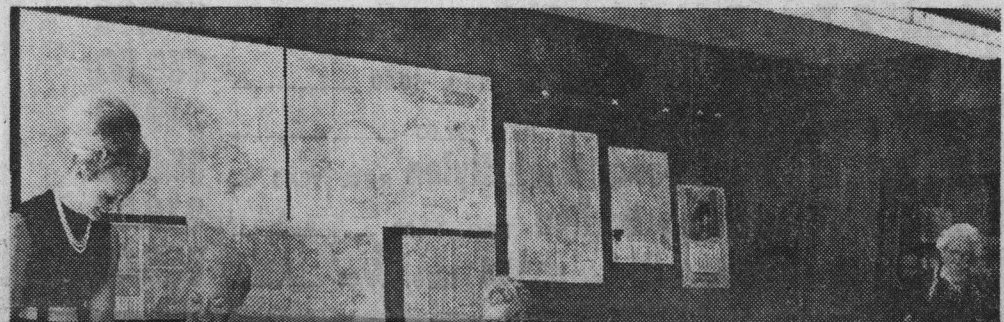
nam — wherever in the Pacific Basin American military men have followed the Stars and Stripes.



One of the busiest EBSCO facilities in Santa Cruz is the carpet, drapery and furniture division which sells to both

military and civilian customers. At right, Marie Martinelli works on a drapery job for a local home, while Ruth Ken-

yon at left completes the draperies for a day room in Vietnam. A retail sales room is located on the premises.



By MEL BAUGHMAN  
Sentinel Staff Writer

For thousands of American military personnel and their loved ones who know the loneliness of separation, today, St. Valentine's Day, 1971, will be a little less lonely thanks to a service provided by EBSCO Industries, Inc. from its Western Regional office at 920 - 41st Avenue.

That office, directed by Hugh T. Paris, senior vice president and regional manager, has launched a floral delivery order service for personnel of armed forces overseas in cooperation with FTD, Florist Transport Delivery.

On two recent days, nearly 500 orders were processed, Paris said. A week's orders will average about 1,000.

The Santa Cruz office makes sure that each order is processed with meticulous attention to detail to assure that the right variety of flowers, accompanied by whatever message the GI has requested, gets to its destination on time.

EBSCO Industries, Inc., calls itself a "creative sales and manufacturing organization." And that it is.

A recent visit to the 27,000-square-foot facility revealed not only the company's creativity, but also its versatility in anticipating and meeting the needs of military and civilian customers alike.

A cornerstone of the firm's business, of course, is the Military Service Company, a division that provides everything from personalized mugs, cups, ashtrays and other souvenir items for unit day rooms and officer's and NCO clubs to chairs, tablecloths, custom printed stationery, plaques, and magazines that are purchased with unit (non-appropriated) funds.

Indeed, according to Paris, 75 per cent of the company's business is in military products, of which 90 per cent is paid for with these funds that are separate from those provided in congressional appropriations.

Of the remaining 25 per cent of EBSCO's business, 20 per cent is in advertising media and 5 per cent in carpets and draperies.

The 1970 annual report states that net sales for all divisions of EBSCO Industries totaled \$22,181,155.

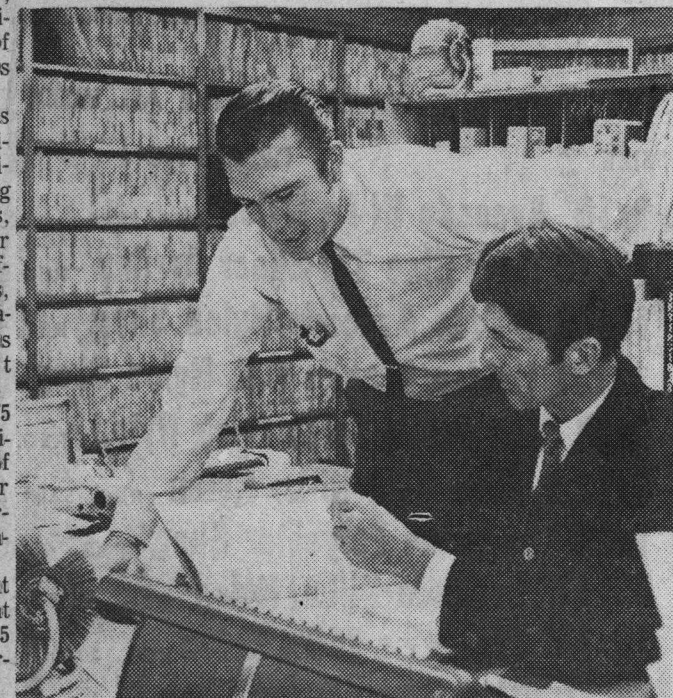
Now in its 26th year, EBSCO's

## Industries Of SC County

lished downtown, at 129 Walnut Ave. Five years ago, in August, 1966, the company moved into its present quarters on 41st Avenue; next August the fifth anniversary at that location will be marked.

Today the staff numbers some 50 employees led by Paris, a retired Army colonel; R. B. Page, assistant vice president and merchandising manager; and Joseph L. Morrison, assistant secretary and regional controller. Page and Morrison also are veterans of the armed forces who, like Paris, understand the importance of esprit de corps and high morale to an effective armed force.

While printing, draperies, carpet, furniture and decorating are growing portions of the company's business, Paris is especially enthusiastic about the potential of EBSCO Indoor Advertising, a logical outgrowth from the original magazine business.



Don MacAngus, right, supervisor of EBSCO's order department, confers with Heinz Mueller, assistant merchandising

Says Paris, EBSCO specializes in providing promotion and advertising services to local businesses. EBSCO originated and pioneered the magazine reading service as a medium of promotion and advertising for local businesses.

"The future of this division seems highly dynamic.

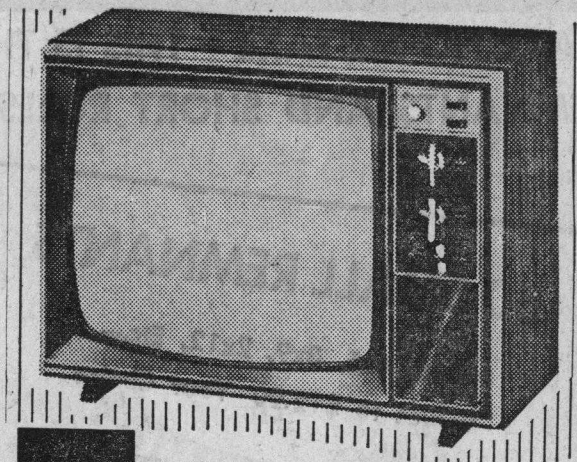
"Waiting room visitors throughout the United States in physicians' offices, beauty salons, barber shops, hospitals, libraries, and other waiting area are provided current, orderly reading material through the sponsorship of a local business.

"EBSCO enables a local business to put its advertising message into a waiting area on an exclusive basis. The service brings together the need of local business to promote and the need for providing entertainment to people in reception and waiting rooms."

This type of advertising, which Paris calls the "sixth medium," is expected to bring continued significant growth to EBSCO Industries, Inc. and to its Santa Cruz office.

But for thousands and thousands of American GIs, EBSCO and Military Service Company probably always will have a special place in memory as the agent of St. Valentine, the patron saint of lovers.

## THE PRACTICAL FAMILY-SIZED COLOR TV. SHARP 18" (diag. meas.) PICTURE PERFECT TV



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The table model for people who take TV viewing seriously. Rich, true-to-life color. Rich, elegantly styled walnut grain cabinet. Other deluxe features, as well. "Split-Second Start" — instant picture... instant sound. Slide lever tint and color controls. AFC switch and preset fine tuning control. ONLY Dynamic front mounted speaker. Dipole VHF and loop UHF antennas. UL

**\$349.95**

Model C-8010

TV CART—in solid walnut and satin finished chrome.

**\$19.95 Value — NO EXTRA CHARGE!**

'ROSS' Portable 8-Track Player . . . . **\$34.50**

'ROSS' Portable Radio & Cassette Recorder . . . **\$39.50**

**— CASSETTES —**

Our Regular Low Discount Price—

**C-30 79c — C-60 89c — C-90 \$1.19**

**SPECIAL—**

10 CASSETTE CARRIER





St. Valentine's Day, 1971 — today — will be a little happier for thousands of American servicemen and their loved ones at home thanks to the efforts of this team of five

women at EBSCO Industries' Western Regional headquarters here. In recent weeks these women—from left, Edy-  
anne Lambert, Rose Luce, Florence Caldwell, Naomi Alexander, and Hazel Swaf-

ford — have processed thousand of orders for floral gifts to be sent to GIs' sweethearts and families. The local EBSCO office processes an average of 1,000 such orders each week.

international headquarters are in Birmingham, Ala. Eastern Regional office is Red Bank, N. J.

The organization is the outgrowth of the sales genius of a young man, Elton B. Stephens, who in the 1930s sold magazines to pay his college expenses. Indeed, magazine subscription sales were the foundation of EBSCO; this function today is carried on by a library service division called EBSCO Subscription Services.

Military Service Company was born during World War II when Stephens and his wife, Alys, started to sell magazines to the armed forces. Magazines require binders and racks and it wasn't long until Stephens began making these items. His first manufacturing corporation, now the Vulcan Industries division, was organized in 1946.

Three years later, in 1949, a small office was opened in San Francisco. Sales continue to grow. In 1956, a need for a warehouse brought the company to Santa Cruz.

The appeal of Santa Cruz was not lost upon the EBSCO leadership and an office was estab-

lished. In the background office,

## County's Mayors, Supervisor Seek Path To Cooperation

The county's four city mayors, and county officials Thursday discussed the idea of working together in various service areas to help give the taxpayer more for his dollar.

The procedure on selecting what subjects should be tackled first took up much of the conversation.

The mayors agreed that "roads and their maintenance" would be a good place to start. Ralph Sanson, supervisors' chairman, said he would talk over the subject with his colleagues and report back as to what the county feels would be areas where city-county cooperation is needed.

Santa Cruz Mayor Ernest Wicklund, who called the meeting, felt that police protection, communications, library services and planning were

items that could received cooperative attention.

However, the group felt it was wise to limit its efforts to two subjects at first before going further.

Other mayors attending the meeting were M.W. Lotts of Scotts Valley, William Murphy of Watsonville and Phillip Walker of Capitola.



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## Toastmasters Club 1803 Meets

James Flindt was named best speaker of the week for his talk on "Is Capital Punishment Necessary" at the recent meeting of Toastmaster's 1803.

Bob Bosso had the best table topics and Jack Burnett was the best evaluator.

Men 18 and older interested in improving their public speaking ability are invited to the club's weekly meetings.

## Nurses To Hear Elden L. Holmes

Elden L. Holmes, president of Wessendorf and Holmes, will speak to the Central Coast Chapter of the California Nurses Assn., on funerals and the psychology of grief.

The meeting will be Wednesday night at 7 p.m. at the Wessendorf and Holmes chapel.

