

'Graduation' Now a Major Investment for Families

By REYNOLDS KNIGHT
June graduation spells tradition and commencement exercises. It also means caps and gowns and nearly \$13 million in revenues to companies that sell and rent them.
Last week some two million high school students and more than a half-million collegians received sheepskins—and the "graduation industry" provided everything from class rings to yearbooks, recording another record season of profits.
Since 1960 the number of graduates has climbed more than 50 per cent, and at the same time a rising affluence has put more and more money per capita in the hands of the students.
The school ring has become highly profitable for manufac-

turers in the field. The average school ring now sells for more than \$20, while college rings can cost as much as \$50.
ONE COMPANY executive noted that at some of the more affluent universities the student body was expressing a desire for diamonds.
Another prospering item, of course, is the yearbook. Today, high school yearbook contracts can run well up into four figures, and a yearbook sale for a large college can total more than \$75,000.
Diplomas, yearbooks, rings and commencement announcements are all integral parts of the graduation machinery and the industry is providing the fuel to keep it running smoothly.
As one New York teacher

recently put it, "Graduation is getting to be a major investment for youngsters and parents."
NUCLEAR-generated electricity is being supplied to an increasing number of American homes and businesses and power experts believe this growth will continue at an even greater rate.
In fact, the nuclear reactor is expected to be the source of at least one-half of all the energy generated both in the United States and abroad by the end of this century.
The country's total nuclear-generated power output, now rated at over 1 million kilowatts, will increase to 6½ million kilowatts by 1970 and shoot to an estimated 700 million kilowatts by the year 2,000, according to industry forecasts.

AN INDICATION of the big swing to nuclear-fueled power stations is the volume of orders being received by companies manufacturing components for these plants. A leading manufacturer of nuclear-reactor pumps, Borg-Warner's Byron Jackson Pumps division, for example, received orders for main reactor pumps for 10 major projects in the first quarter of 1967 alone.
In addition to the long-range need for new sources of power, a major factor in the growth of nuclear-fueled plants has been the technological developments that are bringing the cost of nuclear electricity down to a level competitive with hydro-electric and coal-produced power. Engineers at Byron Jackson, for example, have come up

with a new reactor-pump design that has substantially reduced both original and operating costs.
A hotel in the Southwest has switched to drip-dry sheets and other linens to cut laundering costs. The new fad among decorators is the familiar chandelier. Makers of ceiling-light fixtures had sales of nearly \$115 million last year. It seems apartment-building owners are outdoing each other in putting chandeliers in lobbies and some unlikely places like bathrooms.
MUCH BUSINESS in this country is conducted by people driving automobiles. Sales representatives are the major users of cars, but various other business personnel also use them in their business.

Some tips on summer driving recently have been issued by Quality Adjustment Service, Inc., automobile physical-damage specialists.
First: there will be many vacationers on the road during the summer. Routes that are well known to you may be unfamiliar to them, causing momentary hesitation at times. Allow for the other motorist's possible indecision.
Second: generally set your speed with the prevailing traffic pattern. Going too fast for existing conditions is a major cause of accidents, but on a high-speed road a slow-moving vehicle can also be a hazard.
COOLING systems of autos undergo their most crucial test during the summer months. Third: make sure

that the cooling system of your car has been properly checked and serviced.
Fourth: don't set too tight a business schedule, advises Quality Adjustment Service, a subsidiary of CIT, and don't rush to meet that schedule. Relax. Don't drive when you are tired.
And fifth: drive defensively. That is, drive in such a manner that you will not become involved in an accident no matter what another driver or pedestrian might suddenly and perhaps foolishly do.
"WOMEN need a wardrobe of hose," a hosiery manufacturer states. Higher hemlines have prompted hose and lingerie makers to plan a variety of lines, including textured, opaque, colored and fish-net hose.

Specials Are



9^c ea. MORRELL YORKSHIRE Sliced Bacon **59^c lb.**

FARMER JOHN **69^c lb.**

TENDER JUICY **0-BONE ROAST 55^c lb.**

BONELESS **FAMILY STEAK 79^c lb.**

FRESH HOURLY **GROUND CHUCK 59^c lb.**

FRESH HOURLY **GROUND ROUND 69^c lb.**

LARGE "AA" EGGS 33^c

FARMER'S GEMS U.S.D.A. GRADE 'AA' DOZEN

BLUE CHIP STAMPS

CARNATION IMITATION **ICE MILK 29^c** HALF GALLON

DEL MONTE **FRUIT COCKTAIL 5** 16-oz. Cans **\$1**

SPAM **LUNCH MEAT 49^c** 12-oz. Can

FROZEN FOOD

3-COURSE MORTON ASST'D. DINNERS 49^c 17-OZ. PKG.

WELCH'S **GRAPE JUICE 5** 6-OZ. CANS **\$1**

HAWAIIAN **PUNCH BARS 3** 6-PAKS **\$1**

HUNTINGTON—8-COUNT **BEEF or VEAL PATTIES 89^c**

BUTCHER BOY BARBEQUE—11-OZ. **BEEF or PASTRAMI 59^c**

PRODUCE

ONION 3 1/2^c lb.

VEGETABLES

STOKELY CUT OR SLICED GREEN BEANS, SHELLIE BEANS, PEAS, CREAM CORN

4 16-OZ. CANS **\$1**

PAPER TOWELS

ZEE PRINTED

4 GIANT ROLLS **\$1**

BOYS SLICED BREAD 25^c 15 1/2-OZ. LOAF

FRUIT

APPLES 10^c lb.

ORANGES 25^c lb.

LEMONS 19^c lb.

BAKERY ITEMS

FRESH BAKED **CHERRY PIE 65^c**

FRESH BAKED **Fruit Top ROLLS 29^c** PKG.

LIQUOR DEPT.

GOLDEN VELVET **BEER 2⁹⁸** 24, 12-OZ. CANS Case

DANUBE—80-PROOF **VODKA or GIN 2⁹⁸** 100% GRAIN NEUTRAL SPIRITS Fifth

MARGARINE 15^c

BOYS LABEL 1-Lb.

FOODS

SUNSHINE BARBECUE SNACKS 39^c 10 1/2-oz. Pkg.

CHOCOLATE CHIPS 29^c 7 1/2-oz. Pkg.

HI-HO CRACKERS 33^c 10-oz. Pkg.

IVORY BAR SOAP 4 29^c PERSONAL SIZE

SHOP WHEN IT'S COOL!

9 A.M. 'til MIDNITE



PRICES EFFECTIVE THURS. THRU WED. 7:30 P.M. RECOND.

Manhattan Beach at Inglewood
HERMOSA BEACH
Prospect & Pier Ave.
GARDENA
Redondo Beach & Van Ness

WILMINGTON
Avalon at Inglewood
TORRANCE
Normandie & Carson
TORRANCE
Arlington & Sepulveda