

MARKET TOWN'S
"SALE OF THE YEAR"
CUT YOUR BUDGET
DOLLAR DOWN TO
89¢
AT MARKET TOWN

MARKET TOWN

15017 CRENSHAW
 Corner Compton
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4 BIG SALE DAYS
 THURS., FRI., SAT., SUN. — JULY 22, 23, 24, 25

89¢
89¢
89¢

TREND
DETERGENT
6 lge. pks. 89¢

HUNT'S
CLING PEACHES
4 lge. 2 1/2 cans 89¢

LIBBY'S FROZEN PEAS
7 14-oz. pkg. 89¢

VET'S DOG FOOD
16 1-lb. cans 89¢

QUEEN'S PRIDE FACIAL TISSUE
7 300-ct. boxes 89¢

GUARANTEED MEATS

CUDAHY'S EASTERN REX SLICED BACON 3 1-lb. Cello Pkgs. **\$1**

SAGE ROLLS 3 1-lb. Cello Pkgs. **\$1**

GROUND BEEF 3 lbs. **\$1**

BEEF LIVER 3 lbs. **\$1**

An Outstanding Market Town Value!

ROUND STEAK 59¢ lb.

Swiss Steaks 57¢ **RUMP ROAST** 57¢

FILLET OF BASS 35¢ lb.

HALIBUT STEAK 49¢ lb.

JUMBO SHRIMP 69¢ lb.

FAB DETERGENT GIANT PKG. 72¢	AJAX CLEANSER 2 REG. CANS 25¢	CHEER DETERGENT GIANT PKG. 72¢	SUNSHINE Krispy Crackers 1-LB. BOX 25¢	NABISCO RITZ CRACKERS 1-LB. BOX 34¢	PALMOLIVE TOILET SOAP 3 reg. 21c 2 bath 21c
					CASHEMER BOUQUET SOAP 3 reg. 21c 2 bath 21c



PONY BOY . . . Precision and teamwork are the hallmarks of the famed Curtis Six Pony Hitch, which will give exhibitions at the California State Fair Sept. 2 through 12 this year. The team has won honors throughout the United States and Canada at Fairs and exhibitions.

Reynolds Knight
Crystal Ball Gazers, Industries Should both Take Summer Rests

Industrially, this month and next constitute the traditional summer lull. The customer is vacationing. More and more industrial plants are adopting the midsummer en masse vacation idea for their staffs. Coal miners are having their two weeks off now. Makers of goods that are sold by annual models — that includes automobiles and many appliances — are clearing their showrooms and tooling up for late-fall introduction of next year's wares.

Therefore, July and August would be good months for economic prophets to take a holiday, too. Until after Labor Day the forecasts that the recession is behind us cannot be definitely tested (although they seem now to be well founded).

Example: Farm machinery production is down: is it summer lull, or reflection of further decline in farm income? Steel scrap prices weaken: seasonal, or evidence that the coming rise in steel prices will curtail buying? Work weeks, as Dr. Arthur F. Burns noted last week, are longer, but new hirings are few. If industry generally expected an uprush of sales, wouldn't it be hiring new hands?

By October, we shall have some answers to go with our questions. . . .

Nose Knows
 In an age when industry seems so completely mechanical and research so scientific and impersonal, it's pleasing to find evidence of the human element.

In Johnson Wax Company's employe magazine there's a story about a salesman's sensitive nose. Selling industrial waxes to metal-working plants, he was annoyed by the odor of rapid beef tallow — used for many years as a lubricant in shaping parts.

"Why not try wax?" he asked. "At least it won't smell like that stuff." The plant, which makes aluminum toothpaste tubes, tried wax and immediately got a much better finish — less costly and without the smell.

The man reported it to Johnson's. Samples were tested with various companies. For cutting and drawing operations, certain waxes proved to be better. Output increased, replacement of parts was cut, costs and time reduced. Johnson's and the University of Michigan worked together and found out why: wax does not break down under heat or high pressure. Its polarity made it stick to the surfaces being worked.

Today wax plays an important role in the American metalworking industry — all because that salesman followed his nose.

THINGS TO COME — A new garden hose attachment turns the spray to a fine fog suitable for fire-fighting. . . . A stain-concealing kit for touching up furniture simulates five types of wood — brown mahogany, red mahogany, walnut, blond and maple. . . . Optometrists will soon have a new graph to measure your face and to help make sure the frames of your glasses are becoming. . . . Plastic wads for shotgun shells will add to the weapon's reaching power. . . . A children's painting kit produces pictures that glow in the dark.

CARTON'S BIRTHDAY — Nearly 50 per cent of the nation's beverage milk is expected to be packed in a record-breaking 10.5 billion paper milk containers this year, which marks the twentieth anniversary of the one-trip paper milk carton.

Commenting on the anniversary Ezra Taft Benson, Secretary of Agriculture, said: "The paper milk container is one of the most spectacular packaging achievements of the century. It has vitally changed the entire milk marketing industry in America. Twenty years ago approximately 95 per cent of all fluid milk was delivered to the home, but today major metropolitan areas sell up to 75 per cent of their milk in stores in paper containers."

At a ceremony in the secretary's office, William F. May, general manager of American Can Company's fibre milk con-

tainer department, and E. M. Norton, executive director of the National Milk Producers Federation, presented Secretary Benson with the sixty-five-billionth paper milk container to be produced by the industry.

BILLION-DOLLAR CALLING — Public relations is today a billion-dollar-a-year business employing some 100,000 persons, says Mrs. Denny Griswold, publisher of Public Relations News, weekly news-letter of the profession.

Mrs. Griswold figures that much of the billion with which public relations persons are concerned goes into advertising expenditures, but more than \$100 million annually is spent on printed matter — annual reports, internal and external house organs, brochures and similar publications aimed at stockholders, customers, community leaders and public officials.

More important, says the publisher who with her late husband, Glenn Griswold, founded Public Relations News, is the progress the voting profession has made in bringing about better working relationships among more and more of the groups making up the business and social organization of the country.

BITS O' BUSINESS — With all union miners on vacation, production of coal in the week ended July 3 declined 83 per cent. . . . The wholesale price index of the Labor Department rose one-tenth of 1 per cent in the July 6 week. . . . Southern pine lumber mills reported an 85 per cent increase in orders since the West Coast fir strike began. . . . Automobile retail sales of 661,200 new cars in June was 8 per cent above the 1953 figure.

Job Seekers Can Be More Casual

That more casual California look will be allowed for persons claiming unemployment insurance from state Department of Employment offices, according to a directive received by the Torrance office.

If girls are attired in shorts or slacks, or mothers bring their small children to claim the checks, they will not be disqualified as they were formerly, Fred Boren, assistant manager of the Torrance office, has announced.

The old system was based on the assumption that persons in casual dress were not prepared to go out for a job interview if one was available, he said. Now, such persons will be allowed a reasonable time to change clothes, or to find a sifter for their children.

Past regulations have caused most people to come to the Torrance office in attire suitable for a job interview, Boren declared.

The state directive said that persons would be referred for work because they were qualified for work, and not because they happened to be in the office at a particular time.

Zone Hearing Slated

A hearing into the proposal to set up a zoning plan in the Carson area has been scheduled by the Board of Supervisors for Thursday, July 29th, residents of the area were reminded yesterday.

The hearing will open at 10 a.m., in Room 501 of the Hall of Records at 220 So. Broadway in Los Angeles.

A PLAYFUL DOG
 Omaha, Neb. — Workmen suspected a juvenile prank when small red flags, serving as temporary markings to warn motorists to stay clear of freshly painted strips, always ended up in the gutter. However, they