

## Farm Price Policy Should Have Some Major Revisions by 1957

There is a strong possibility that farm price policy will get a drastic going-over no later than 1957. Farmers, and small businessmen in rural areas, could well start figuring now how they will be affected and what they should do to anticipate changes.

The American Farm Bureau Federation said that continuance of high price supports into peacetime had created problems for the farmer, rather than solving them. The New York state bureau president echoed this sentiment. The Federation's Washington lobby, the same day, was warning a Congressional subcommittee that price supports are ruining markets abroad for the United States.

These actions are more significant than the conversion of Adlai Stevenson to 90 per cent supports, and the attacks by Democratic senators on the administration for letting farm incomes fall. The farm price support is in perhaps the same plight as was prohibition in 1930. Politicians in more than half of the country were still loud in praising the Eighteenth Amendment but the voters were sick of it.

Jobs. Commitments in these regions should be kept as short-term as possible.

**CANNED POP ROOM** — A major packaging innovation is catching on with the American public, according to the American Can Co.

Its soft drinks in cans, Canco estimates that about 500 million cans of carbonated beverages will be bought by consumers this year—double the 1954 figure. Aggressive merchandising of established brands has boosted sales of canned soft drinks this year; during the first eight months of 1955 Canco delivered eight times as many of its beverage containers as it did in the like period of 1954.

Civilians aren't the only users. The Coca-Cola Co. is shipping millions of canned "coke" to American troops in the Far East. Troops on Louisiana maneuvers enjoy "coke" and other brands in cans.

Canco officials see as bright a career ahead for their soft drink can as that of the beer can the company developed 20 years ago. Starting from scratch in 1935, the beer can now accounts for about 16 per cent of all cans produced in this country.

**THINGS TO COME**—A Chicago renter of formal clothes delivers them in a carton like suitcase, with spaces for shirt, shoes, and studs. . . You can get a glass-fiber radio antenna to match your automobile. . . Franchises are offered for a lawn-care machine; it mows, seeds, fertilizes and scatters poison for crabsgrass, all in one mechanism. . . For gay concrete walks, walls, etc., it is now possible to buy pastel-colored cement. . . A corrugated plastic window alternates opaque and clear surfaces to pass light and halt glare.

**HAPPY DIET EXAMPLE**—Low-calorie foods can solve real life problems caused by obesity—and the living proof of this statement is the theme of an unusual advertising campaign.

Mrs. Tillie Lewis, president of Tasti-Diet foods, hit upon the idea of such a campaign after the happy ending of the first such project undertaken by her company. This occurred in the case of Mrs. Lillian Korzen, 5-foot, 190-pound housewife of Chicago, whose husband took her into divorce court because

she was "just too fat." The judge suggested a five months' delay while Mrs. Korzen showed if she could lose 50 pounds.

Mrs. Lewis offered Mrs. Korzen her help. The housewife was placed on the Lewis AMA-approved low-calorie menu plan, and was given a five-month supply of the 37 Tasti-Diet low-calorie foods. Newspapers recently reported that she had lost the 50 pounds.

The "living-proof" campaign, as Mrs. Lewis calls it, opened with advertisements in Chicago newspapers.

**'ROUND AND 'ROUND**—Some millions of Americans from the great open spaces remember as the first railroad station they ever saw a superannated box car, resting on a crib of equally decrepit cross-ties which raised it to the level of the track beside which it stood.

Not too beautiful, the boxcar stations had the great advantage of quick erection. A work-car with the structure on top was spotted alongside the spot the station was to occupy, and a wrecking crane lifted it off and set it on its base.

As time passed, most of the boxcars were supplanted by more dignified structures of brick and frame, painted in a distinctive color for each line.

Now the circle is complete. Wherever repairs to a small station will cost more than \$3000, the Rock Island Railroad is tearing the old station down and sending a new one out on a flat car, to be lifted off and set on the waiting foundation. This time it's a prefab, especially designed. Boxcars themselves cost too much.

**BITS O' BUSINESS**—Gross national product rose to an annual level of \$391.5 billion in the third quarter, the Department of Commerce reported. . . Business failures declined to 207 in the last week reported upon by Dun and Bradstreet. . . Department store sales in New York in the Nov. 12 week, were 4 per cent above the 1954 level.

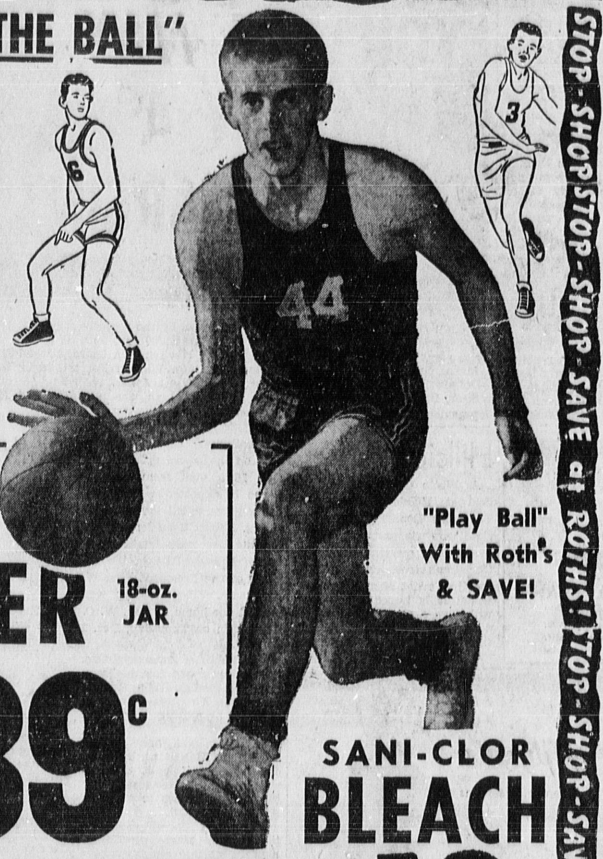
### It's So Easy

. . . to reach 120,000 readers with a low-cost HERALD Want-Ad. Just phone FA 8-4000. Ask for Ad-Taker.

STOP-STOP-SHOP at ROTH'S! STOP-STOP-SHOP SAVE at ROTH'S!

## "STAY ON THE BALL"

All Smart, Budget-Wise Grocery Shoppers 'Know the Score' When They Shop Roth's Low Prices — They're 'Ahead of the Game' With Every Purchase, Large or Small.



"Play Ball" With Roth's & SAVE!

All American PEANUT BUTTER

18-oz. JAR

39<sup>c</sup>

CHILDREN LOVE IT! — A MUST FOR THEIR SCHOOL LUNCHES

HIS FINEST MEATS

39<sup>c</sup> lb

29<sup>c</sup> lb.

49<sup>c</sup> lb.

29<sup>c</sup>

FRESH FILLET of SOLE 49<sup>c</sup> lb.

- Reg. . . . . 12c
- Juicy 46-oz. Can . . . 27c
- agus. No. 300 . . . . 48c
- oz. . . . . 39c
- 3 oz. . . . . 19c
- Chop Suey, Tri Pak . . 59c
- ODLES, 12 oz. . . . . 29c
- s. 24-oz. Jar . . . . . 37c
- and Beans
- ot. 24-oz. Can . . . . 31c

# Roths

PRICES EFFECTIVE THURS., FRI., SAT., SUN., DEC. 8 - 9 - 10 - 11  
109 S. HAWTHORNE BLVD. | 1321 Post Avenue, Hawthorne | Torrance

SEPULVEDA AT NATIONAL 2412 PICO BLVD., SANTA MONICA  
310 E. MANCHESTER, L.A. 2709 E. MAIN, VENTURA  
12021 W. WASHINGTON, CULVER CITY

SANI-CLOR BLEACH

1/2 Gal. 19<sup>c</sup>

WINE LIQUORS

IMPORTED RUM LIGHT or DARK FULL FIFTH \$2.99

BIEN CUYEE CALIFORNIA BRANDY FULL FIFTH \$3.49

OLD ENGLISH Tom & Jerry Batter PINT 69<sup>c</sup> JAR

GAYLORD CALIFORNIA CHAMPAGNE FULL FIFTH \$1.98

HOUSE OF ROTH — 6-Year Old BOTTLED IN BOND KENTUCKY STRAIGHT BOURBON FULL FIFTH \$4.19

We Carry A Complete Line of Holiday Decanter Whiskeys — Many Items Carry A 10% Discount By The Case!

**\$200 LESS**

than Ford, Chevy, Plymouth at TWIN PONTIAC

How do they do it? The Twins have the best & smallest showroom, lowest overhead, limited advertising. Our Frigidaire is world's highest trader. You get the volume deal and save the difference. \$125 down delivers. 15 mile credit ok. Get a 1/2 Pontiac for \$200 less than a small car at Twin today!

**EXCESS CASH YOURS TO SPEND**

We pay what you owe on trade-in, extra down goes to you in cash. Just 15 min. for holidays. And no expense till February. With a Five Junior Star Chevrolet, the same, no high rent or fancy fixtures at the beach. Take the short drive for that long deal. Just 25 min. from downtown L. A. Service plan for out-of-town buyers. Write for price list or call Chicago 8-2254. NOW!

TWIN PONTIAC - Hermosa Beach  
On Pac. Coast Hwy. 101 midway bet. Santa Monica & Long Beach

## ZIM IS BACK TODAY!

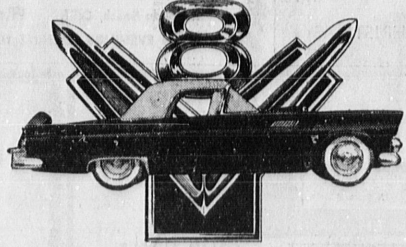
ONCE AGAIN WE RESUME OUR FORMER POLICY OF SERVING FINE HOME-COOKED MEALS AT MODERATE PRICES . . .

A CORDIAL INVITATION IS EXTENDED TO ALL OUR OLD CUSTOMERS TO VISIT US AGAIN REAL SOON! OPEN 6 A.M. TO 7:30 P.M. DAILY - SERVING BREAKFAST - LUNCH - DINNER - SHORT ORDERS

HOME-MADE PIES

### ZIM'S CAFE

24616 NARBONNE — LOMITA



## Yes, you actually get The Thunderbird Y-8 engine in the '56 Ford

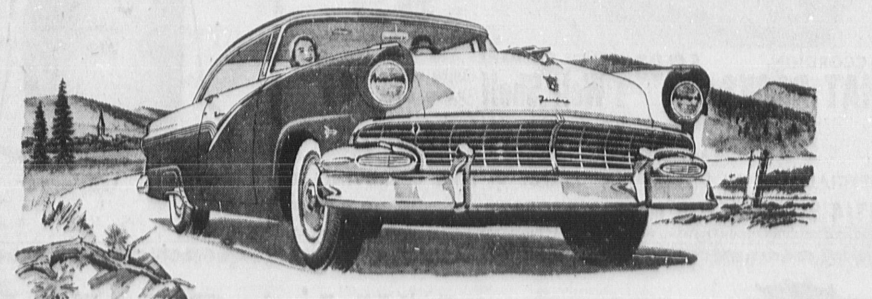
And this Thunderbird Y-8 is the standard eight in all Ford Fairlane and Station Wagon models, at no extra cost!

Now you can have the power you've always dreamed about . . . and in a family-size Ford! When you order an eight-cylinder Ford Fairlane or Station Wagon model you get the big Thunderbird Y-8—the very same engine that made Ford's Thunderbird famous.

Thunderbird Y-8 power makes uphill feel like downhill . . . distances disappear. You can pass in instants when instants count. And when you want swift, sure, take-off power you get it . . . and now!

You get a 4-barrel carburetor and dual exhausts. As in all Ford engines for '56, you get a 12-volt ignition system for fast all-weather starts . . . low-friction, high-compression design for more miles from less gas. And, above all, the new Thunderbird eight is a Y-8 engine with deep-block build for quieter, smoother performance . . . longer engine life.

In addition to Thunderbird lightning, Ford offers you the Thunderbird look! You can see it's a blood brother of the fabulous Thunderbird! What's more, you get Ford's exclusive Lifeguard Design. Come in and Test Drive the fine car at half the fine-car price.



Try the Thunderbird Y-8 in the fine car at half the fine-car price!

### OSCAR MAPLES INC.

YOUR FORD DEALER

1420 CABILLO AVE. FAIRfax 8-5014

TV at its Best! Don't Miss 'Ford Theatre' KRCA (4), Thursday, 9:30 p.m.