- 13



EDISON HONORED . . . An exact replica of Thomas Edison's first incandescent light globe, perfected in 1879, lights up as Patti Harrison, "Miss Electrical Week," operates an old time hand generator. The replica was displayed in honor of this week's national celebration of Edison's birthday.

Expanded Needs of Red Cross Outlined by New Fund Chairman

Torrance's 1958 Red Cross
Fund appeal—slated to get underway next month—will be
directed by Dr. Don Moshos of

Reservations Indicate Huge TV Audience

program to be telecast from New York City direct to the Grand Ballroom of the Lafayette Hotel in Long Beach by closed circuit TV.

The course of stepping in the prove Red Cross role in the row Red Cross role in the role in the row Red Cross role in the row Red Cross role in the role in the row Red Cross role in the row Red Cross role in the role in the row Red Cross role in the row Red Cross role in the r

Club which is sponsoring the event in company with the Orange County Sales Executive Group and the Long Be ach Chubwer of Commerce. A calculate the Commerce of Co

ticipate.
On this list are such names On this list are such names as George Romney, president of America Motors; Richard S. Burke, assistant to the president of Sears, Roebuck and Co.; J. C. Penney; Philip Salesbury, publisher of Sales Management, Magazine, S. Management, Magazine, S Co.; J. C. Penney; Philip Salesbury, publisher of Sales Management Magazine; Sylvia Porter, famous financial columnist. Dr. Ernest Dichter and James M. Vicary, noted motivational research experts; Dr. Ralph T. Collins and others of equal standing in the business and educational world.

These three 90 minutes business forums will provide an aumparalleled opportunity for local business people to ac-

These three 90 minutes business forums will provide an unparalleled opportunity for local business people to acquaint themselves with the very latest developments in sales management procedures employed by America's top organizations, Anderson points out.

Long Beach for more than two years, said Mickey Thompson, events director of the big strip at 223rd St. near Alameda Ave. A re-arrangement of the plant set-up and electronic timing facilities will enable drivers to make averaged runs in both north and south directions.

shos' appointment to this community's top Red Cross fund post was made this week by Jack Cunningham, chairman of the Southern Region's forthcoming campaign.

Chairman of the local Red

Cross branch for the past two years, Dr. Moshos assumes the fund chairmanship for the first More than 200 advance reservations already have been received for the 1958 Tele-Sell pacities. He is also actively

Th is announcement was made yesterday by Howard G. Anderson, president of the Long Beach Sales Executive as the reason for pursuing ex-

"Chamber of Commerce. A capacity audience of approximately 1000 business people from this area is expected on each of the three evenings, March 4, 5 and 6, Anderson said.

Long Beach is one of 62 American cities to which this sales and management training program will be beamed simultaneously.

Arthur H. "Red" Motley, publisher of Parade Magazine and one of America's most dynamic speakers, and Morris I. Pickus, president of Tele-Clinics, Inc., are co-producers of the program. Thirty-three of the nation's foremost sales and marketing authorities will participate.

On this list are such names

Race Planned

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PRIORITY . . . CHUNK STYLE, DELICIOUS IN YOUR FAVORITE SALADS AND SANDWICH TREATS! . . . 6 1/2 oz. Can

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SPRINGFIELD REAL OLD-FASHIONED GOODNESS. CUT GREEN BEANS : SPRINGFIELD . . . TENDER CRISP BEANS RICH IN GARDEN FLAVOR . . . 303 Can DEL MONTE DICED BEETS : : 15° FOR SATISFYING MEALS ... GIVES ZIP TO SALADS ... 303 Sign Jay NEW POTATOES: TELES TOMATO SAUCE: 3 for 17° SPRINGFIELD SPANISH STYLE ... ADD NEW INTEREST TO YOUR MENU... SPRINGFIELD ... DELICIOUS WHOLE UNPEELED APRICOTS, REAL OLD FASHIONED VARIETY



JIM DAND BANANA

DEL MONTE

THINFLAKS INSTANT

ORCHIDS IA PAPER WRAP PACKA

EACHES

SIOUX BEE HONEY SWEETEN YOUR FOODS WITH NATURE'S OWN SUGAR-HONEY.

CALO DOG FOOD
PERFECTLY BALANCED DIET AND FORTIFIED WITH
QUALITY PROTEIN ... TALL CANS.





JUST WAIT 'TIL YOU TASTE ITS DELICIOUS FLAVOR . . . ITS JUICY GOODNESS . . . ITS TEMPTING TENDERNESS . . . FOR THIS IS NOT ORDINARY STEAK . . . IT'S JIM DANDY'S "BONDED" U S D A STEER BEEF . . . YOUR ASSURANCE OF MEAT SATIS-

SIMMER IN TASTY GRAVY, MAN-OH-MAN THIS IS REAL FLAVOR. BONELESS ROUND STEAK

FULL CUTS OF DELICIOUS SAVORY, JUICY TRIMMED WASTE-FREE BONELESS STEAKS, LOADED WITH RICH SATISFYING FLAVOR ... PAN-FRIES TO PERFECTION ... DELECTABLE SERVED AS POTTED BEEF STEAKS ... WELL MARBLED WITH CREAMY WHITE FAT.

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GROUND ROUND

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GENUINE CAPON CHICKENS ... NEWI A REAL BELIGHT ... 49 th

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SLICED BACON 59th BEST-VAL ... RICH WONDERFUL SMOKY FLAVOR . . .

PRICES EFFECTIVE . . . THURSDAY, FRIDAY, SATURDAY, SUNDAY FEBRUARY 13th, 14th, 15th, 16th.

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