MONEY

SAME LOW PRICES (We Arrange)

WHARTON

NO OTHER DENTIST IN OFFICE

1308 SARTORI ABOVE MCMAHAN'S FURNITURE

Fradelis

Dinners

OPEN EVENINGS AND SATURDAYS



FA 0-0707 FOR PRICES Frats Pledge Three Men From Torrance

Three Torrance students are among 55 men who pledged to seven social fraternities at Long Beach State College re-

They are Charles C. Clayton They are Charles C. Clayton, 18414 Prairie, Sigma Alpha Ep-silon; Bill M. Meyer, 23013 S. Berendo St., Zeta Beta Tau, and Robert A. Lugo, 22912 Pe-troleum Ave., Tau Kappa Epsi-

The new members participat-The new members participated in the 1960 Greek Week at LBSC which ended Friday with a formal dance in the grand ballroom of the Lafayette Hotel, Long Beach. They also aided in a campus charity drive for the City of Hope.

Packaging Industry Racing Time To Find Cheaper, Better Product

Although it rarely gets any business news headlines, the packaging industry currently is in the throes of a feverish competition that could make the baseball pennant races resemble a taffy-pull by com-

The contest involves the hundreds of companies which make glass, metal, plastic, or paper packaging for the myriad foods, beverages, and other household products demanded by our expanding population.

These packaging compan-

ies are putting millions o dollars into research to develop better and cheaper cans, cartons, boxes and bot-tles—and for good reason. Successful sale of, say, a new "no-return' milk bottle design to a giant dairy company can mean health and profit, rather than stagnation, to the neakering company he to the packaging company be cause of the huge volume it brings.

松 林 林

Glass container makers currently are going all-out in the fight. They're betting on such items as colored bottles

for beverages, throwaway bottles for milk and beer, and extra-sturdy treated jars and bottles to put them ahead in the packaging parade. They're hoping this year to boost their share of the packaging field to about 23 billion bottles and jars. Whether this goal is met.

Whether this goal is met will depend at least partially on what innovations are offered by makers of the com peting packaging materials.

か な な There is no doubt about it American industry subscribes to the old saying about the

HERE'S

WHERE

TO FIND

YOUR NEAREST

FOOD GIANT

MARKET

BUENA PARK

• EAST LOS ANGELES EL MONTE
 1045 Exline St. Next to Sears · GARDENA

GARDEN GROVE

INGLEWOOD
 11202 S. Crenshaw Blvd,
 LA PUENTE
 13925 Elliott Ave.

MANHATTAN BEACH
 2400 Sepulveda Blvd,
 MISSION HILLS

PANORAMA CITY

8340 Van Nuys RESEDA

SAN PEDRO
28849 Western Ave

VAN NUYS 7134 Sepulveda

WESTMINSTER

WEST COVINA

WHITTIER • WOODLAND HILLS 22741 Victory Blvd.

TORRANCE
3731 Pacific Coast Hwy.
TORRANCE (North)

LOS ANGELES
 11208 S. Western A
 LYNWOOD

HAWTHORNE

BURBANK CANOGA PARK COSTA MESA

proverbial "ounce of preven-tion." Recently Long Island's Republic Aviation Corp, played host to over 300 youthful scientists and engi-neers—teen agers who are members of eastern and middle Atlantic JETS clubs—för an all-day technical sypmos-ium. JETS stands for Junior num. JETS stands for Junior Engineering Technical So-clety, a national organization started in 1950 by Michigan State University as a cooperative effort through which industry, scientific societies, and educational institutions may work together to show may work together to simu-late interest in high-school scientific studies. After 10-years of operation Jets has expanded to almost 400 chapters in 35 states and two foreign countries.

This is a good example of how American industry is working to build up a reservoir of skilled technical people for the future. Republic alone sponsors 12 JETS chapters in various buth, schools ters in various high schools on Long Island — supplying funds for equipment used by the students in scientific pro jects and also furnishing technical know-how through company counselors assigned to work with the high school

Things to come-Soon to be marketed is a folding, alum-inum-frame baby's crib that weighs a mere 13 pounds; its nylon-web "floor" reportedly is soft enough to serve as is soft enough to serve as a mattress. For offices, there's a new typewriter that emits two musical notes instead of the traditional "ding" when the end of typed lines nears. An Eastern company has developed a "super-glue" said to be so potent that a single drop will hold two tons suspended; it's recommended for repairing weighty porcelain and enamel items, such as batifuls and sinks.

tubs and sinks.

Revival — A successful advertising message of a generation ago is being revived. It is the famed B-U-L-O-V-A, Bullova Watch Time radio announcement which, when introduced in 1926, was the first "space comparaily" in the

troduced in 1926, was the first "spot commercial" in the then-new radio industry.

The technique, developed to associate Bulova with the correct time, was credited with helping start the firm's upward sales spiral in the late 1920's — a spiral that has made Bulova the largest manufacturer of jeweled watches ufacturer of jeweled watches in the industry today.

A A A

The company also plans expanded use of print advertising for its 1960 line of watches, radios, portable ster-eophonic phonographs, elec-tric razors and other products. No television is sched-

ducts. No television is sched-uled at present.
Explaining the use of print advertising, Tad Jeffery, vice president and director of ad-vertising, said: "Selling a vertising, said: "Selling a watch requires more than a transitory impact. Therefore we feel we need the durability of print ads to help reg-ister our messages most ef-fectively. Fine jeweled watchrecuvely. Fine jeweled watches are seldom bought on impulse. The sales story must be presented in a manner that can be studied and absorbed. Print media are ideally suited to this task."

Beware of Spies-Gleaning information about one's rivals may have originated with the military in bygone centuries, but today it's becoming increasingly important in American business.

Businessmen want advance knowledge about such things as the other fellow's new pro-ducts—the technological secrefs behind them, sales cam-paigns being planned, and similar valuable information. A trade magazine recently re-ported "industrial spying" is on the increase.

Some forms of snooping: hiring men away from com-petitors, overhearing "pri-vate" conversations at trade gatherings, and using a helicopter to view a rival's expanded plant from the air.

Bits 'O Business - Many Bits O Business — Many newspaper publishers are looking into the added busi-ness of printing advertising circulars on newsprint as a way to hoost hard-to-get profits... People who like trailer living are expected to spend about \$675-million for some about \$675-million for some 160 000 new "mobile homes" this year . . . Contracts for future construction protects in the continental U.S. to-January, down five per cent from the January 1959 floure.

**We're Accomplishing Some Of The Fastest** Turn-overs in Town...And That's Why We Can Continue To Offer Both...

FOOD GIANT'S OWN

FOOD GIANT'S Own CREAMY . SMOOTH All Purpose Laura Scudder Detergent

EASTERN • Grain Fed • Fresh Pork

FULL

FULL RIB HAL

U.S.D.A. Grade "A" . Fresh Frozen. ROASTING

4 LOW PRICED SALE DAYS MARCH 10, 11, 12, 13 • Limit Rights Reserved

31/2 to 41/2-lb. Average

BEEF RIB ROAST RIB STEAKS 895 KINGAN'S • Eastern • Mild-Cured • Extra Lean

PORK CHOPS Center Cuts

FOOD GIANT'S "Banquet Perfect" • With Flavor Booster
BUTTER BEEF OR **VEAL STEAKS** 

SLICED BACON # 49 BACON 2 LBS. 89¢

PORK LINK SAUSAGE

**GULF CAUGHT** SHRIMP 5-1b. Box \$3,39

fillet ocean WHITEFISH 49c

FRESH PRODUCE



ORANGE

Sweet Navel

Juicy fresh flavor. Try sweet slices for breakfast. No sugar needed. Eat them for better health, too.

16 Crispy . Crunchy

Solid, early, new heads. Had corned beef, lately?

Healthful . Nutritious 2 Lorge 19°

CABBAGE ROMAINE

In SAN PEDRO Western

3.8-oz. \$1

24990 Crenshaw Blvd. at Compton

4848 W. 190th St. at Anza

In TORRANCE In INC. VOOD 9731 202 Pacific Coast Hwy, Crenshaw Blvd.

MA PERKINS . Red . Ripe PREMIUM . Rich-Bodied Flavor California TOMATO JUICE · 16-02: 19° MILANI'S . Famous For Flavor 1890 DRESSING 1301 49° HEMET • Ripe • Perfect Sandwich Garnish JUMBO OLIVES BARTLETT • Halves in Heavy Syrup HUNT'S PEARS STOKELY • Unsweetened • Naturally Wonderful ORANGE JUICE BETTY CROCKER . Date, Orange, or Raisin Bran MUFFIN MIXES FRANCO AMERICAN WISCONSIN . Pride of the Dairyland LEO'S • Famous Sandwich Meats SMOKED TURKEY ROLL, SLICED BEEF or HAM BEEF THINS Choice Choice RUPERT'S • Frozen • Eastern WHITING Big 1 1/2-lb. 35

FOUR FISHERMEN . Fried

FISHSTICKS

PURE . TOMATO

FLAV-R-PAC • Frozen Chopped or Leaf

ARCHWAY . Variety

FRUIT

FROZEN 8-oz. Package

Pizza With 396 With Sousoge 496 OH BOY . Frozen Italian Dinner

Spaghetti &

SMOKED

Meatballs 14-oz. 49° A School Lunch Favorite

4 8-oz. \$1

LIQUOR 8 YEARS OLD "DOYLE SPRINGS" Straight BOURBON WALTER'S • Colorado's Finest BOCK

BEER

No Messy T In GARDENA In HAWTHORNE In MANHATTAN BEACH In NO. TORRANCE

5. Hawthorne Blvd. Sepulveda Blvd. at 132nd at Marine