

INVITES YOU

TO ENJOY

THESE GREAT

RECORDINGS

Ed Sullivan



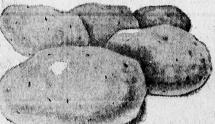
Stock up! 4-DAY SALE Thurs. thru Sun.

Just Arrived KISS ME KATE SHOWBOAT ONLY \$1.69 Ed

Album No. 1 Also on Sale! "MY FAIR LADY" ONLY 99c ...

AT FOX!

SPRECKLES BAG GIVE OREEN



NEW CROP RIO OSO!

Large, Juicy Freestones from Northern Orchards ROMAINE

LETTUCE Large Head

MUSCAT Large Clusters!

WE GIVE NO. 1 TALL CAN GREEN STAMPS

Wong's Chicken Chow Mein Frozen Chinese Food Package 49c

ALS!

. 72

6 :

7c

198

49 is

49c

ENTER FOX'S TV PRIZE JAMBOREE

BOYS, GIRLS! ENTER THIS GREAT CONTEST NOW!
OFFICIAL ENTRY BLANKS AT FOX MARKETS! NOTHING TO BUY!



Businessmen Slant Sales Pitch Toward Quick, Lasting Results

By REYNOLDS KNIGHT
Many businessmen throughout the nation are putting more oomph into their sales

HELP FOR EGGMEN — U.S. pitches and more dollars into their advertising and promo-tion budgets in an effort to

spur lagging sales.

The emphasis right now on programs aimed at provid-ing the best possible results in the shortest time, rather than those designed for long-term sales results

One manifestation is that American business seems to be American business seems to be moving toward four-color advertisements, in magazines and newspapers. This trend also will mean more expenditures for color TV when it really

all-expense-paid trips abroad, and special premiums for sales performance. At least one appliance industry plans to have movies stars on hand at its regional sales promotion meeting it. an effort trip abroad and off at specified times, and opaque covers across layer doucts, Lawatsch said.

AMERICANS ON The same and off at specified times, and opaque covers across layer doucts, Lawatsch said. gional sales promotion meeting it. an effort to draw more dealers.

bright year for media men and

HELP FOR EGGMEN - U.S. poultrymen, fretful over recent low egg prices, can take heart from reports of an inexpensive production technique shown to increase cash income from eggs by up to 46 per cent.

Manfred F. Lawatsch, poul-try nutritionist at the Cargill-Nutrena research farm in Min-nesota, told a meeting of the Poultry Science Association of

for color TV when it really gets rolling.

The average light-rationed bird returned a net annual income of \$1.67 compared with only \$1.15 for the average hen in the conventional light surrountens.

to become more and more important, a survey by a leading financial publication reveals.

Stronger, more competitive sales staffs also seem to be the order of the day, with many offering attractive and off at specified times, and a second of the same of the s

More than 3½ million U. S. families will move to new homes before the end of the year.

Some will be newlyweds, Some will be newlyweds, some will be elderly, and some where in between will be the typical first-time homebuyer. He is 33 years old, has three children and an average income of 86500, says West Gatewood, housing specialist at Allied Chemical's Barrett Division. Mr. Typical will buy a home costing approximately \$13,375.

This composite homebuyer will want available space to construct a family, or recreation room, if one is not already included. Chances are he's handy enough to erect studding and walls of gypsum board or install a fibreboard tiled ceiling. He also desires a home that is constructed of quality fire-safe materials such as Bar-Fire shingles and aluminum siding, and has rock wool inum siding, and has rock wool insulation. His new home probably will be in the suburbs.

IT'S SAFE to say his wife will want a compact, well equipped kitchen with modern appliances and plenty of counter and cabinet space. Three bedrooms are the minimum she'll settle for, and a lavoratory or half bath in addition to the master bathroom will be high on her list of desires. She will also want a utility room. will also want a utility room or space for her automatic washer and dryer and adequate closet space throughout the house.

A garage is no longer a ranking demand, Gatewood says, because carports made of translucent plastic panels, such as Allite, have risen to great popularity.

THINGS TO COME — Newest item among automatic dispensers is a machine which gives out trading stamps to the customer. It automatically dispenses the correct number for the total sale being registered . . . And now, if you want a contour bed, you can purchase a budget-priced unit (under \$200) which converts an ordinary bed into a hydraulically operated and electrically controlled resting place within less than three minutes.

TOYS NOT IN ATTIC — Shipments of toys in the first six months of the year have surpassed last year's record by 9.3 per cent, according to Toy Manufacturers of the USA, Inc. Manufacturers of the USA, Inc, An industry spokesman says this year's sales could top previous records, but he temperation by citing factors which could affect sales adversely, such as foreign imports, a large and changing variety of products, high developmental, promotional and selling costs, and relatively small profit margins.





MORE BY THE CASE

HOLLAND

BEER

best import at local prices! BOTTLE \$7 25

TORRANCE—20900 Hawthorne Blvd.
TORRANCE—182nd & Arlington TORRANCE—1321 Post Ave.
GARDENA—Van Ness and Rosecrans