

# FATHER'S DAY SPECIALS

Sunday, June 15, 16, 17, 18



## TIE-RIFIC TIES

Ties, ties, and more ties, to make Father's Day a great day. Magic Chef has ties for elegant fathers, casual fathers, sporting fathers, all kinds of fathers—pure silk velours, foulards, stippleweaves, basketweaves, grenadines, and many more! Every one a \$2.50 value!

**SPECIAL PRICE**  
**\$1.49**



## CANNON BEACH TOWELS

Extra-large luxury, absorbent, terrycloth towels for beach, bath or pool side. In smart designs and even smarter colors, these thick, thirsty towels are a wonderful buy.

**\$1.88**

Best-Tasting Ever!

# Monte CATSUP

# 25¢

LARGE 6-ounce bottles

## GOLDEN CREME Grade "AA" BUTTER

One Pound Carton **69¢**



What does Father want for dinner? Steak—that's what! Good red meat, melting tender, broiled to its savory best, served with his favorite steak sauce (or just with melted butter) . . . Give him steak for dinner—and he might even cook it himself!

# STEAKS for POP

U.S.D.A. Gov't. Graded "CHOICE" Steer Beef

# T-BONE - SIRLOIN CLUB or CUBE-STEAKS

# 98¢ lb

Use as good as is possible for you.

## SAUCE

Quart **59¢**

Golden Creme Cottage Cheese. Large 2 1/2 Can

## PEARS

**33¢**

Steaks and a wonderful aroma.

## SAUCE

6-oz. Jar **29¢**

Shine and come out sparkling.

## Disinfectant

22-ounce Jar **49¢**

Minute Maid

## ORANGE JUICE

6-oz. CAN **25¢**

Dietary Supplement **PLAN**  
Chocolate or Vanilla  
FULL QUART **59¢**

GIFFORD—Medium Ripe

## SPICED OLIVES

TALL CAN **29¢**

Armour's Eastern

## Boneless Pork Loins

The pick of Iowa's choicest grain-fed pork. It's corn feeding that makes these Eastern loins so delicious. Fresh loins, assure you of extra flavor.

**69¢ lb**

Eastern Grain Fed

## Fresh Spareribs

Bake these small ribs for an hour—then baste and broil for 10 minutes with sweet and sour barbecue sauce. Um-m-m that smoked flavor.

**49¢ lb**



U.S.D.A. Government Graded CHOICE Steer Beef—Boneless

## TOP SIRLOIN STEAKS

**\$1.29 lb.**

U.S.D.A. Government Graded CHOICE Steer Beef—By the Piece

## FILET MIGNON STEAKS

or Genuine New York Steaks **\$1.79 lb.**

Farmer John Fine Quality

## SLICED BACON

1-lb. Pkg. **59¢**

4 Fishermen Heat & Eat

## FRIED SCALLOPS

12-oz. Bag **69¢**

Chinook Northern Water Fresh

## SALMON STEAKS

**98¢ lb.**

Feiler's Frozen

## Sandwich STEAKS

Box of 24 Steaks \$1.59  
2-oz. Steak **7¢**

Includes 6 Free Gillette super double edge blue blades

**\$1.95**  
\$2.84 Reg.

Summer Dessert

# PELONS

# 3¢ lb

Del Amo Shopping Center  
Corner of Hawthorne & Sepulveda

Ruben's Chicago Brand, Reg. \$1.59

## PASTRAMI

SLICED By the **83¢ lb.**  
89¢ lb. Piece

**NEW CROP KOSHER DILLS 35¢ lb**

CASHEW DATE Reg. 79¢

## COFFEE CAKE

**59¢ lb.**

Cream Topping—Chocolate Crust—Delicious  
**Black Bottom Pie \$1.19**

Del Amo Shopping Center  
Corner of Hawthorne & Sepulveda

# MAGIC CHEF





"It's easy to control Harvey's weight . . . when he needs to lose, I feed him on a diet of new hats!"

## Owning, Operating Own Business Has Drawbacks, Reporter Claims

By REYNOLDS KNIGHT

The independence of owning and operating your own business is not all peaches and cream by any means, especially in these times.

Last year there were 15,445 business failures, and the year before there were 14,053. Dun & Bradstreet, the credit-rating agency, reported last week. And the average liability of the floundering company set a record of \$60,772.

Although the recent recession may have been responsible for some of the failures it cannot be made the scapegoat for all of them. About 42 per cent of the failures were chalked up to incompetence, primarily in the areas of sales.

The news is not quite as bad as it sounds at first glance, however, if you consider how greatly the number of the nation's businesses has increased. The rate of failures for each 10,000 concerns was not a record by any means. The rate for each 10,000 concerns was 57 last year, compared to 52 the year before and 56 in the recession year of 1958. Back in 1932 the rate of failures to each 10,000 reached 154.

**LIVING WITH PLASTICS**—With construction on a post-recession upswing, attention is again focused on new building techniques and other innovations in the industry. Many companies exhibiting at the recent 9th National Plastics Exposition at the Coliseum in New York City, for instance, placed particular stress on plastics for building.

The B. F. Goodrich Chemical Co.'s "Plastics for Living" show featured a cutaway model of a modern home using everything from plumbing to wall covering, siding and flooring—everything, including the kitchen sink.

**COMPANY** spokesmen, including president Harry B. Warner, predicted that the market for plastic building materials would increase from today's \$450 million to ten times that figure by 1970, when plastics, they said, will account for about 20 per cent of the materials being used in home construction.

BFG Chemical exhibited approximately 100 products made from Geon vinyls, including the new hi-temp Geon that withstands operating temperatures 60 degrees higher than conventional vinyl; Estane, the company's unique thermoplastic polyurethane, and Abson, a new acrylonitrile-butadiene-styrene product.

A hi-temp Geon plumbing system was displayed in one section of the model. Other vinyl features were window frames, sashes and storm doors, gutters and downspouts, awnings, window boxes and raceways for electric wiring, decorative ceilings and translucent lighting panels, upholstery and drapery material patterned by a new vinyl spray technique.

**'AGE MAKES THE Difference**—That's the belief of one major U. S. distilling firm which this month announced that it is serving up Bourbons and blended whiskeys of much greater maturity "to break the near-monopoly of the foreign producer in the large, profitable aged-whiskey field."

Lewis S. Rosenstiel, chairman and president of Schenley Industries, Inc., reported that his company has been putting aside for longer aging periods

a dozen major brands each year over the past decade.

Rosenstiel said that his company is now completing national distribution of these brands at ages 7, 8, 10, 12 and 15 years to compete with Scotch and Canadian whiskeys whose sales in this country have doubled since 1951, as well as to compete with domestic whiskeys at the minimum quality aging period of 4 to 5 years.

**"THIS GIVES** Schenley a 2-to-5 year marketing edge over other U.S. distillers," he said, adding that the firm will spend more than \$21 million in a two-year period in advertising to inform consumers of this "coming of age" of U. S. whiskeys.

Rosenstiel explained that the constituents that give whiskey aroma, flavor and mellowness increase each year as whiskey is aged in the barrel. Laboratory analyses, he pointed out, show that after 12 years of aging the aroma of whiskey has improved 460 per cent, the flavor 1800 per cent and the mellowness 2850 per cent.

**THINGS TO COME**—A new pocket-size stove, just the thing for outings this summer weighs only 1 1/2 pounds, yet is suitable for preparing meals, warming baby bottles, or for use as a torch. Self-regulating, it burns gasoline, lighter fluid and even kerosene, and one filling lasts more than an hour and a half . . . Short cut for business executives and students in the note-taking department is an easy-to-learn method based on the alphabet and featuring a short form of 50 of the most-used words in the English language.

**PRICE WARS** — Price wars apparently are plaguing the gasoline industry in many parts of the country, despite recent decisions by major mid-continent refiners to raise prices a cent a gallon. Gasoline stocks in the week ended May 26 were more than a million barrels below last year. Yet in one midwest area the retail prices on regular-grade gasoline dropped as low as 21.9 cents a gallon, the lowest since 1946.

**BITS O' BUSINESS** — Most farm wives these days don't count on eggs for their "mad money," according to statistics. Today production of about 4.5 million eggs largely is handled by big commercial operations . . . The Post Office Dept. is considering a new type of stamp that would not require cancellation because it would be impossible to remove without being destroyed.

## Teen Club Will Sponsor Dance

Alondra Regional Park's "Islanders" Teen Club is sponsoring "Summertime Dance" for all South Bay Teen-agers to raise funds for "Operation Skyrocket" an outstanding July 4th pyro-technics display. The dance features the "Bel Airs" for dancing pleasure and will feature top entertainment to round out what promises to be a "top attraction" evening. Dance time is June 17, 8:30 to 11:30 p.m. for teenagers 14-19 years at 3535 Redondo Beach Blvd. Price is \$1.00 for stags and couples. Tickets are available at the park or from "Islanders" members.