

'Gimmick' Selling Rapped; Top Businessmen Told to Push Value

By REYNOLDS KNIGHT

Some 500 representatives of business and industry were given some hard-headed advice on price versus quality last week during the 33rd annual Boston Conference on Distribution.

A leading sales executive for a nationally known line of consumer products warned "it's about time to close the market on bargain basement prices and concentrate on quality."

The last 10 years have seen an onrush of selling "gimmicks" and "deals" even though the consumer was willing and able to spend the full price for products and services. During this period the public was made overly price-minded because business quoted lower prices or gave longer discounts (or trading stamps) instead of emphasizing the plus values of better products.

NEW YULE LOOK—"Honeycomb" paper, used to form the familiar red yule bell of yesterday, is expected to be back on the Christmas scene this season as the 100-year-old uni-

que paper form is given new form and dress.

This Christmas in stores from coast to coast there'll be a new idea on display, designed to beautify American homes and add easy, do-it-yourself touches to holiday decorations fashioned from this adaptable paper.

RESUMPTION OF the use of such paper has opened a broad new vista for paper conversion firms, according to Hallmark Cards, the firm that pioneered the comeback of "honeycomb" paper. The greeting card firm now has more than 200 different product items utilizing such paper.

The many new design techniques possible through use of "honeycomb," and the elastic nature of the product, make it possible to offer scores of stylish decorations not possible with stiff paper or cardboard. Three-dimensional and cylindrical decorations, such as Santa Clauses and snowmen, can be made much more stylish through use of this

medium, and housewives can easily assemble them.

PROBLEM OF THE RAILS—The fact that the railroads of the nation are in serious financial straits is not news to many observers, but a leading railway official last month emphasized their increasingly critical position when he said the industry is running out of cash.

"Working capital of the railroads at the end of the last available month, May 1961, amounted to \$315 million—the worst showing since the

end of 1939, when current liabilities included an enormous amount of defaulted obligations," said W. Arthur Grotz, president, Western Maryland Railway. The rail official noted that at Dec. 31, 1960, working capital amounted to \$788 million, or two-and-a-half times the present total.

In 1960, Class I railroads paid federal income taxes of \$204,263,000, state taxes of \$400,359,000 and retirement and unemployment insurance taxes of close to \$400,000,000. Under present laws the total taxes paid will greatly increase

in the immediate future, Grotz pointed out.

The burden of taxation comes at a time when increased competition of subsidized transportation has reduced revenues of railroads by diverting more and more profitable business or by compelling railroads to reduce rates, Grotz said.

THINGS TO COME—A manufacturer of thermometers has come out with one that fastens to the auto antenna; he also has come up with a gauge that is encased in a swizzle stick to assure a drink of exactly the right temperature. Even water fountains these days are being affected by the sound of music with introduc-

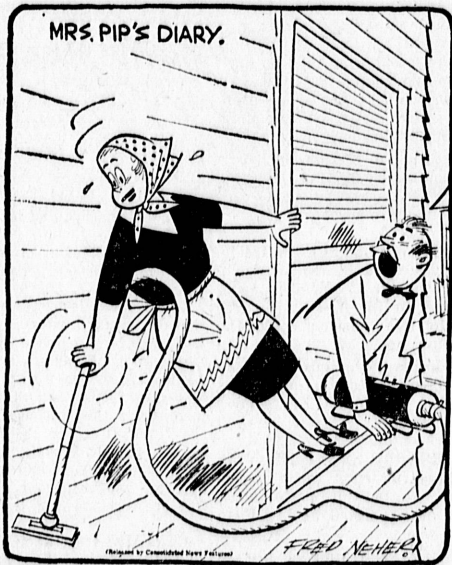
tion of a new device that utilizes a hi-fi radio or electronic music system to control the patterns and color effects in water fountains. Add to the list of aerosol cans an adhesive that comes out without fouling the valve, so the maker says.

DEBUTANTE OFF-SEASON—Launching a young lady into the social stream means big business for hotel men, caterers, shop keepers and orchestra leaders, especially in the New York area. If the outlook for this year's crop of debuts in New York is any barometer for the social season in other sections of the nation, the busi-

ness prospects for those who cater to the whims of society's chosen few are grim indeed. There'll be fewer girls presented this season in Manhattan, with 30 fewer balls on the schedule, a leading social consultant reports. It also appears that sponsors of this year's crop of debuts are not quite as lavish in their plans for putting the best foot forward for their proteges.

Present price range for such affairs in fashionable New York hotels is \$17,000 for 400 guests or \$32,000 for 1,000. Heretofore, such affairs have ranged as high as \$250,000.

BITS O' BUSINESS—candy in Christmas stock and gift packages will probably be cheaper this season due to a decline in the price of major ingredients such as cocoa, sugar, and nuts. Anyone who can come up with a formula for making silk from a sow's ear may find him in demand when high price for raw silk prevails, forcing clothing firms to switch to other fibers. American families this year will receive close to \$42 billion from insurance companies; the estimate includes death and other forms of payments.



MRS. PIP'S DIARY.

"Don't go hog wild on cleaning day, Helen!"

Chapel Theatre 'Gang' Excited About Opening

Grand opening of "Green Grow the Lilacs," to be presented by Don Gish and Steve Sands at Chapel Theatre, located in the Fish Shanty shopping center, 4164 Pacific Coast Hwy., will be Friday, Nov. 3, at 8:30 p.m.

Finishing touches are being made on costumes, scenery, props, chorus and square dancing groups, and generally there is great excitement at Chapel Theatre.

THE PERFORMERS are caught in the spirit of the excitement which is created in the party scene when neighbors get together for a "play party" which gave the farmers in the early days in Indian Territory their once-a-year time to get together and throw troubles, worries, and unhappiness to the winds to let themselves go all out in their "fun party"—and the women and children had their big opportunity to

dress up and show off their "pretties."

THERE IS NO doubt that the audience will thrill and be carried away by the array of color, and emotions that will swell the theater to its very rafters. Opening night will be a great experience for both the performers and spectators.

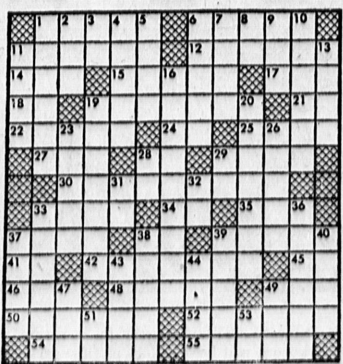
Reservations for any of the four weekend performances, starting Friday may be made by calling FR 2-9636, or FR 8-9017 evenings.

The Allan Bratton Marionettes will present a special Halloween show Tuesday for young and old, with curtain time being 6:30 p.m. for the first showing, and 7:30 p.m. for the second performance that evening. Reservations may be made by calling FR 5-5259, FR 2-5658, or FR 8-9017 for the special Halloween performance, birthday parties, or any weekend performance of the Allan Bratton Marionettes.

CROSSWORD PUZZLE

ACROSS
1—Sheer dress material
6—At that place
11—Arranged like rays
12—Full of chicks
14—Period of time
15—Student
17—Simian
18—Spanish for "yes"
19—Wooden supports
21—Prefix: not
22—Trials
24—Compass point
25—Playing card
27—Click beetle
28—Faroe islands
29—War god
30—Highest points
32—Mine vein
34—Parent (colloq.)
35—Lamprey
37—Mud
38—Special (abbr.)
39—Essence
41—Indefinite article
42—Having no sunlight
45—Compass point
46—Dry, as wine
48—Waller unsteadily
49—Exclamation
50—Walk wearily
52—Joined
53—Beef animal
54—Belle on eyes

DOWN
1—Diverse
2—Room in barn
3—Two (Roman number)
4—Landlady
5—Jewish month
6—Threefold
7—Sword handle
8—Printer's measure
9—Brown tint
10—Discover
11—Remainder
13—Slippery
16—Fruit
18—Long steps
20—Thoroughfare
22—Deep sleep
23—Place again
26—Preposition
29—Man's nickname
31—Compass point
33—Symbol for calcium
36—Place again
38—Preposition
39—Man's nickname
40—Fence
43—Force onward
44—Shade trees
47—Sever
49—Mature
51—Prefix: down
53—A state (abbr.)



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WONDER MARE

Part, Hard Plastic Palomino rarin' to play!

For children from 1 to 7, this Spring Action filly will withstand a hard-riding from all youngsters. 39½" long with a saddle height of 21½" from ground. Made to sell for \$19.95

13.98

TONKA Paving Dept.

Every unit in this 4-piece set is fully operational. Bulldozer, with adjustable blade. Grader can be steered from cab, has "dual floating" rear wheels, movable blade. Cement Mixer is geared to turn as truck moves. Dump truck unloads manually.

14.49

IDEAL Robot Commando

"Most amazing mechanical man ever!" With the amazing "voice-control mike!" Fires rockets and missiles on your command. 19" high with eyes that roll. "Beeping" noises signal his approach. Complete with rockets and polyethylene missiles. 4 rubber tires. Operates on three "D" cell batteries

14.88

HORSMAN 36" Walking Doll "Princess Peggy"

- Big as a three year old
- Sculptured limbs... fingers
- Fully jointed
- Miracle Head... tilts, turns, takes any position
- Permanently rooted Washable Hair
- Dressed in: Simulated Corduroy Slacks, Leatherette Jacket

12.49

HORSMAN 10½" Vinyl Doll

- Fully Jointed
- Rooted Curly Hairdo
- Turning Head
- Sleeping Glass-sine Eyes
- Fully Clothed
- Assorted Dress

3.28

Folding Doll Stroller

SOUTHBEND—Green embossed body, tubular steel front rail. Canopy and shopping bag. 25" full length tubular handle. 5" white spoke wheel, ¾" green tire.

2.98

REMCO Fascination Electric Maze Game

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2.98

Sav-on Cameras & Film

NEW! KODAK Carousel Projector

Fully automatic 35mm slide projector. Round tray holds full 80-slide slow... stores like a library... changes like a hi-fi record! Controls grouped in keyboard at rear.

List 137.50 **122.49**

BROWNIE "Starmatic II" Outfit

Unique camera with electric eye... automatically sets its own lens for correct exposure. Camera, case, flash-holder, bulbs, batteries & film.

List 44.50 **35.79**

BROWNIE "Starlet" Outfit

For color or black & white snapshots. Includes Camera, Super-mite flash-holder, bulbs, film, batteries & neck strap. List 12.50

9.49

BROWNIE "310" Movie Projector

Completely automatic. Threading with single switch controls. Holds 200' of 8mm film, enough for 15 minute shows. F/1.6 lens.

List 74.50 **59.49**

KODAK "500" Slide Projector

Compact, light-weight 35 mm projector in a self contained push-lined case. Elevation and focus controls on top for easy use. Readymatic Changer. List 67.95

49.95

Kodacolor Film

Choice of 120-127 or 620. List 1.35

89¢

35mm Slide Magazine

AIRQUIP—Holds 36 2x2" slides

1.39

8mm Reel & Can Set

All metal—Holds 200' of film

49¢

Flashbulbs—BOND

BOND—Preferred by professionals #5

98¢

TIDE Wash Day Miracle

Giant Size **69¢**

Large Size **3 : 39¢**

Medium Size **12 : 1.00**

IVORY Soap

Large Size **3 : 39¢**

Medium Size **12 : 1.00**

Bab-O CLEANSER

Giant Size **2 : 39¢**

Easy-Off OVEN CLEANER

FREE Applicator with each Jar

Reg. 89¢ **58¢**

16 oz.

WESTCLOX Campus Watch

"Mademoiselle"—Can be worn around the neck, wrist or waist. Destined to be the favorite around the campus this year.

6.95

Electric Blanket

CENTURY—Advertised in LIFE • Double Bed Size • Machine Washable • Automatic Control with Light • Colors.

Single Control **12.89**

Soilax With GERMISOL

... Now fights household germs. No scrub! No Rinse!

4 for 88¢

Vano STARCH

Concentrated

½ gal. **39¢**

Cracker Jacks

Price in Every Box

3 : 19¢

Metrecal Dietary For Weight Control

Complete Low Calorie Nutrition for Effective Weight Loss • 900 Calories • Appetite Satisfaction • Convenient • No Drugs

POWDER ½ lb. Can **79¢**
3½ lb. Can **4.68**

Assorted Flavors • Chocolate • Butterscotch • Plain

LIQUID

8 oz. Cans 6 PAK **1.49**

WAFERS

Pak of 36 **98¢**

Playtex NURSER KIT

- No Sterilizing—disposable bottles are pre-sterilized
- Really Air Free—reduces spitting up and colic.

Complete Kit **8.95**

PINE CONE Moth Killer

Keeps clothes fresh along with killing moths. Cone shaped with hanger attached.

79¢

First Quality Charmeen NYLON HOSIERY

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- Season's Most Flattering Shades
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- Budget Priced
- Available Only at SAY-ON

SEAMLESS SHEERS

For that flattering bare-leg look. Exclusive fashion toe fit never again instep wrinkles.

- Demi-Toe
- Reinforced Heel & Toe
- Micro-Mesh Resistant

YOUR CHOICE 89¢

FULL FASHIONED SHEERS

With pencil line seams, flattering narrow heels, quality controlled for perfect fit and lasting levelness.

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Assorted books of helpful information for college students. Complete with illustrations.

1.25 - 1.50
1.75 - 2.50

Carnation Evaporated Milk

Tall Cans

2 for 27¢

Ad Prices Prevail: Oct. 29th-Nov. 1st Sunday through Wednesday

Ladies' Belts

Soft, luxurious vinyl fabric, resists tears & scratches. Assorted colors and designs. Sizes: 22 to 30.

79¢

HEALTH WEIGH

Over-sized dial with magnified lens. Graduated to 300 lbs. Attractive embossed vinyl mat in pastel shades.

2.98

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