

Research Proves American Male Potent Purchaser

By REYNOLDS KNIGHT
Market research, a tool largely employed by consumer products companies to improve merchandising effectiveness, has unearthed a rich new lode: the American male.

For years, the male has been regarded as secondary to the lady of the house as a purchasing decision-maker. However, in recent studies the male has emerged as a potent buying force, not only of traditional male products such as tobacco, shaving equipment and sporting goods, but of big-ticket items like clothing, appliances and automobiles.

The male market numbers 55 million persons over 20 years of age now; by 1970 it will total 60 million. More important, it includes a high percentage of persons with discretionary buying power, unlike the female market, whose spending power is largely budget-bound (theoretically, anyway).

THE LATENT buying potential of the U. S. males has spurred many companies to delve deeper into the male market. They have found it to be quite sharply segmented by age groups, marital, occupational and educational factors.

While research remains sketchy, initial results of the "find" are evident in a number of recent advertising campaigns that use a new approach to the family pocket-book via the man of the house.

PROGRESS IN PIPELINES—The boom in natural gas consumption since World War II has created scores of companies that produce and distribute gas or manufacture appliances that use the fuel. But it has also kept the gas industry busy with expansion programs.

A case in point is the Panhandle Pipe Line Co., one of the nation's oldest and largest producers and transmitters of natural gas. Although it has 9,400 miles of pipeline capable of delivering 1.7 billion cubic feet of natural gas daily, Panhandle recently announced plans for a \$68-million pipeline expansion.

The construction program—which will increase daily delivery capacity by 300 million cubic feet—calls for building 400 miles of main line loop and 116 miles of lateral lines in its Midwest market area. The pipeline will cross six rivers and require 47,000 additional horsepower at 11 compressor stations in three states.

Panhandle said the expansion was necessitated by increasing consumer demand and was made possible by a favorable rate case settlement with the Federal Power Commission.

What about supplies, now that it has a delivery capacity of two billion cubic feet a day? No problem. Panhandle and its subsidiary, the Turnpike Gas Co., have combined reserves of natural gas in excess of 14 trillion cubic feet. That's trillion, with a 't'.

SELLING FRIENDSHIP—Scratch a famous athlete and you'll probably find a hard-sell commercial salesman. Scratch the best all-around athlete of this generation and you'll find a hard-sell non-commercial salesman.

Like many of the world champion contemporaries, Olympic decathlon champion Rafer Johnson has moved from the field of sports to the sales

field. But he is selling friendship, rather than cigarettes, sporting goods, hair oil or stocks and bonds.

As co-director of the People-to-People University program, the world record holder for the decathlon and winner of the 1960 Sullivan Award as the nation's out-standing athlete has helped stimulate the organization of more than 400 on-campus People-to-People programs to build friendship and understanding between American and foreign students.

With the support of state governors, Johnson and co-directors Bill Dawson and Rick Barnes conduct meetings of student representatives at state capitols. They outline the aims of the student friendship program, conduct planning and work sessions covering People-to-People on-campus operations and send the student representatives back to their respective campuses with manuals on setting up and conducting programs. In the first four months of his "sales campaign, Johnson averaged 300 miles of travel, 14 hours of work and two speeches daily.

THINGS TO COME—Nylon headed golf clubs that reportedly swing easier and drive farther than conventional wood or plastic-headed clubs have been introduced. . . An off-the-road tracked vehicle for travel over snow or marshland and up steep grades is on the market; the vehicle holds three passengers and 1,500 pounds of cargo. . . Instant bacon?

Yep. A major meat company recently announced plans to market a precooked bacon that warms in three minutes, creates no fat and does not shrink or curl when heated.

SEAT BELT SPLURGE—Auto seat belts, long touted as a major safety feature by safety councils and other public service groups, are now getting backing from other influential sources: automakers, gasoline companies, tire manufacturers, and even banks. The support of the seat belts stems from several recent developments including proof that they are really lifesavers in auto accidents, and a research report that indicated 95 per cent of the nation is hostile to the belts. Expect to see increasing industry-sponsored advertisements, TV spots and promotion campaigns for seat belts in coming months.

BITS O' BUSINESS—The downturn in housing starts last month has cut prices of some lumber products; continued price slices are possible unless the construction market firms. . . Total business sales in May edged up to \$66.4 billion, a slight increase over April of \$66.2 billion, according to a recent government report.

Traffic Signal Installation in Lomita Complete

Installation of pedestrian safety traffic signals has been completed at Eshelman Avenue and Lomita Boulevard in Lomita, Supervisor Burton W. Chace announced yesterday. "These 'walk-don't walk' crossing signals will greatly enhance the cause of pedestrian safety at this intersection," Chace said.

Midyear Economic Review Shows New Record Highs

Although California's mid-year economy shares all of the nation's current economic strengths and weaknesses, the state's continuing internal explosions pertaining to population growth (now approaching 17,100,000), suburbia expansion and non-residential construction, increased personal income and retail sales are observed in the economic indicators compiled by the State Chamber.

Total civilian employment in the state during the first half of 1962 has been proceeding at an annual rate of 6,150,000 which is 148,000 or 2.5 per cent greater than the monthly average of 1961. An important development is that the increase has been continuous throughout the year.

Each month showed an increase of well over 2 per cent compared with the same month of the previous year.

REFLECTING national trends as being the second best year since World War II, new passenger car registrations in California, during the first half of 1962 exceeded by one-fourth registrations reported during the like period of 1961.

It is quite likely that some 700,000 new automobiles will be registered during 1962. Department store sales, reflecting general business conditions throughout the state, showed an 8 per cent gain during the same period of time.

DURING THE first half of the year, a popular indicator of business fluidity, bank debits, recorded an 18 per cent gain over 1961 and 26 per cent over 1960.

The state's growth and expansion is reflected in the record of private and public construction activities. As evidenced by building permits, the 17 per cent growth already in 1962 indicates that this year will be one of the best in the state's history.

THE VOLUME of farm marketings in the state has been at record levels. Prices, while exhibiting the usual spottiness, are generally favorable. Numbers of cattle, chickens and turkeys on farms this year are the largest in history.

OF THE nine industrial classifications which are regularly reported to the State Chamber's indicators, five showed substantial increased employment during the first half of 1962 (as compared with the like period of 1961) three were about even, and one declined.

In the percentage relationship of man-months worked, the highest increase was 4.4 per cent for the Government category. The next category, Manufacturing, followed closely with a gain of 4.2 per cent. Other categorical increases were: Services, 3.3 per cent; Trade, 2.6 per cent; and Finance, Insurance and Real Estate, 2.5 per cent.

The three groupings that held about even with the prior year figures were Construction, Mining, and Public Utilities.

Call Clumberford or Gillett 3-6181 for location of store nearest you

VON'S and Shopping Bag

Here's the Beef that Brings the Smiles!

THE 'CHOICEST' OF THE U.S.A. CHOICE STEER BEEF

USDA CHOICE CUSTOM TRIMMED FOR THE BEST VALUE FOR YOUR MONEY!

Bonus Coupons NOW REDEEMABLE Complete Your Set of Beautiful Sierra Rose DINNERWARE Bonus Coupons in Your Super Savings Coupon Book Now Redeemable for Any Reg. \$1.49 Unit WITH COUPON AND ANY PURCHASE Only 88¢

Von's Table King SLICED BACON Finest Quality . . . Brown Sugar Cured REGULAR OR THICK SLICED . . . 59¢ WAFER SLICED . . . 1-LB. PKG. 69¢

Seafood Sea-lections Swordfish Steaks 69¢ Fresh Ocean Perch 69¢ Gorton's Frozen—Grade A FISH CAKES BREADED SCALLOPS JISH SNICKS 60¢ 29¢ 70¢ 49¢ 80¢ 59¢

CHUCK ROASTS 39¢/lb. U.S.A. Choice . . . Only Custom Trimmed for Value! BLADE CUTS 7-Bone Roast 47¢ BONELESS CHUCK 85¢

FRESH BUTTER Jerseymaid—1st Quality Grade AA 1 lb. Ctn. 67¢

KRAFT MAYONNAISE "Kitchen Fresh." 24 Oz. Jar Save 14¢ 39¢

SCOTT TISSUE "Deep Soft." Assorted Colors Stock Up! Per Roll 10¢

TOMATO CATSUP Del Monte, 14 Oz. Bottle 2/29¢

VON'S & SHOPPING BAG DRY NON-FAT Powdered Milk 49¢ CUT-RITE Plastic Wrap 25¢ HERFORD Corned Beef 39¢ FIRESIDE SANDWICH Cookies 3/1

VEGETABLE DISHES Seasoned, Ready to Heat and Serve! CORN & PEAS WITH TOMATOES GREEN PEAS WITH CELERY CUT GOLDEN CORN WITH BUTTER GREEN PEAS WITH BUTTER 29¢ LIMA BEANS WITH CHEESE LIMA BEANS WITH TOMATOES MIXED VEGETABLES WITH ONIONS GREEN PEAS WITH CREAM SAUCE GREEN PEAS WITH MUSHROOMS 39¢

FANCY FARMS HAWAIIAN Pineapple Juice 4/1 DEL MONTE GOLDEN Cream Corn 2/39¢ SAFFOLA Safflower Oil 69¢ LIFTONS Instant Tea 79¢

FOLGER'S COFFEE Mountain Grown! 2 LB. CAN \$1.17 1 lb. Can 59¢

VON'S & SHOPPING BAG MEAT PIES Beef, Chicken or Turkey FROZEN 8 OZ. PKG. Save 35¢ 5/1

JOHNSTON'S FRUIT PIES Apple, Berry, Cherry, Custard LARGE 9 IN. FAMILY SIZE Save 24¢ 49¢

Gordo's Taco Dinner 39¢ Campbell's Bouillon 2/33¢ Mazola Margarine 39¢ Hawaiian Punch Bars 39¢

CHIC-E Pet Food 2/31¢

LIQUID Clorox Bleach 69¢

HEINZ Baby Foods 3/29¢

HEINZ Junior Foods 2/27¢

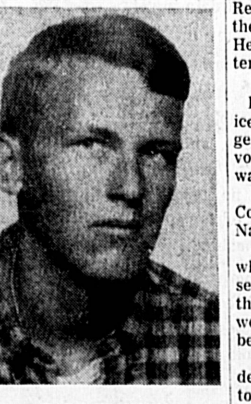
T & M FROZEN Veal Cutlets 89¢

Scotties Facial Tissue 25¢ Scotkins Napkins 2/45¢ Waldorf Toilet Tissue 3/19¢ Soft-Weve Toilet Tissue 2/25¢

Explorers Win Eagle Scout Rank

Two Explorer Scouts were presented with Eagle Scout awards at a Court of Honor held by Explorer Post 315X Friday, July 27. Honored were Dale Thomas Hanson, son of Mr. and Mrs. Alford W. Han-

son, 1314 W. 219th St., and John Erickson, son of Mr. and Mrs. M. L. Erickson, 1814 Calamar Ave.



DALE HANSON

Dale, a senior at Narbonne High, has been a member of the Explorers since 1960. He has served a delegate to the Region 12 Conference, and at the Harbor District cabinet. He is currently completing his term as president of post.

DALE is an Emergency Service Explorer for the Los Angeles area. He has been involved in scouting since he was 11. He plans to attend Harbor College, and later to enter the Navy. John joined the Boy Scouts when he was eight. He has served as patrol leader in both the Cub and Boy Scouts, and won his Eagle badge as a member of Explorer Post 315X. HE IS a member of the Order of the Arrow and recently took part in a canoeing trip down the Colorado River. He

was chairman of the Harbor district Cabinet, and a vice-chairman of the Los Angeles area cabinet.



JOHN ERICKSON

Best Steaks You Ever Broiled or Sizzled on the Barbecue . . . A Treat to Eat That's Among Life's Most Tender Moments! Have a "Steak Out" Tonight . . . Your Favorites Are Sale Priced!

T-Bone \$1.19 CUSTOM TRIMMED . . . TAILS OFF

Porterhouse \$1.29 BIG, JUICY HE-MAN FAVORITES!

Top Sirloin \$1.49 BONELESS DELUXE STEAKS

RIB STEAKS 89¢/lb. BONELESS ROUND or Family Style Steaks CUSTOM TRIMMED

Ground Chuck 59¢ **Ground Round 69¢**

Cube Steaks 98¢ BONELESS TENDERIZED

Sirloin Tip 98¢ U.S.A. CHOICE BONELESS STEAKS

Chuck Steaks 47¢ PREPARE 'EM WITH ADROPPIES!

Get Your Free Barbecued Chuck Steak Recipe at Meat Counter

BONELESS BRISKET OF CORNED BEEF 59¢ Serve Hot with Cabbage or Potato Salad for Sandwiches EXTRA SPECIAL PRICE!

FRESH BUTTER Jerseymaid—1st Quality Grade AA 1 lb. Ctn. 67¢

KRAFT MAYONNAISE "Kitchen Fresh." 24 Oz. Jar Save 14¢ 39¢

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"Stop growling! Everyone should have a hobby!"