

Local Business Outlet Mainstay Of U.S. Economy

APRIL 2, 1964

THE TORRANCE HERALD

By REYNOLDS KNIGHT
One of the key forces that makes the American economy tick is the partnership between big business and small, local firms that sell the products or services of large, national companies under franchise agreements. A familiar example of the franchise is the man who owns the corner gas station. Thousands of other small firms are set up the same way. They operate motels and restaurants, sell groceries, bottle soft drinks, rent and sell cars, tour your neighborhood with ice cream wagons, run your corner drugstore and sell almost every type of retail product.

with about \$35 billion in annual volume; gas stations come next with \$14 billion. The largest other categories of franchises are the grocery stores, accounting for \$4.5 billion, and the soft-drink bottlers whose sales add up to a respectable \$2 billion.

As a segment of the economy, franchised local firms are becoming even more important. About 338,000 of these firms are already operating, and in 1964 another 30,000 are expected to open their doors, each providing jobs for at least five Americans.

TOMATO JUICE MAKES POINT—A recent survey of consumer preferences in the packaging of tomato juice seems to prove the point that while the customer is always right, she may not always get what she wants. The study, conducted for the Glass Container Manufacturers

Institute among consumers and retail food stores, showed that almost half of all U. S. families using tomato juice would like to buy it in glass jars or bottles, but only a small fraction of the pack actually is available in glass.

Flavored tomato juice cocktail has been packaged in glass for some time, but use of glass for just plain tomato juice is comparatively new, according to the survey. The greatest number of housewives interviewed preferred the product in its new package because of their conviction "that glass is safer and better for storing unused portions after opening the container and that tomato juice in glass has a better flavor."

The survey also revealed that only about half of U. S. food stores stock glass-packed tomato juice, and that even then it is only a small part of their stock.

TAX-PAID COMPETITION—The Association of American Railroads, concerned with government spending on facilities used by their competitors, points out that the total of such funds this year will be \$10.3 billion. "This tops 1963's previous record-high total by more than \$800 million," the AAR said. Half of the expenditure is by the federal government.

The AAR study showed that construction and maintenance of highways will account for almost \$4 billion of the \$5.3 billion of the federal government's 1964 transport expenditures. Of the remainder, \$777 million will be spent on the federal airways system; \$85 million on airport development, administration and research; \$85 million on cash subsidies to domestic airlines and helicopter carriers; and \$341 million on water transportation, including \$183 million for in-

land and intracoastal waterways.


THING TO COME—A new portable phonograph that can play all the standard types of records runs on six ordinary flashlight batteries. Hazards from power lawn mowers will be lessened this year by a new type that automatically locks its wheels and stops the rotary blade the instant the driver leaves the seat. Refrigerators can be made bigger inside but have the same outside dimensions with new space-saving insulation techniques.

WHERE THE JOBS ARE—Although 16 million Californians may disagree, statistics show that the young man looking for a job should not be too quick to take Horace Greeley's famed "go west" advice. That's because most of the companies with a capitalization of a million dollars or more still are

based closer to the nation's eastern shores. New York is tops, being headquarters for more than 2,500 of the million-dollar companies, and second-place Chicago is home for more than 1,000. California's booming Los Angeles shares honors with Philadelphia and Dallas in rounding out the five most popular headquarters cities for the big concerns.


BITS O' BUSINESS—Managers of New York's established hotels say the upcoming 1964 World's Fair has hurt

business, thus far, more than it's helped. The reason, they explain, is the surge of new hotel construction in anticipation of World's Fair crowds, and a pre-fair decline in convention business. Firms using contests to help sell their products are finding that cash is the No. 1 attraction and vacation trips are becoming more popular, while merchandise prizes are losing their appeal. Information on "almost anything" is offered to businessmen by a group of Harvard graduate students at a price of around \$5 an hour plus expenses.




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BONELESS STEAKS SAVE 21c POUND	BONELESS BEEF ROAST SAVE 20c POUND	PORK LOIN ROAST SAVE 22c POUND	FARMER JOHN Link SAUSAGE SKINLESS
97¢ lb.	87¢ lb.	37¢ lb.	4 1/2 LB. PKGS. \$1 SAVE 28c
• RUMP • SHOULDER CLOD • SIRLOIN TIP	FULL 7 RIB CUT • OVEN READY		

BONELESS TOP SIRLOIN SAVE \$1.39 30c LB. 79¢ lb.	ROASTING CHICKEN FRESH Lancaster Farms 49¢	LOIN PORK ROAST 3-4 LB. AVG. SAVE 20c LB. 49¢	SLICED BACON FARMER JOHN REGULAR OR THICK 59¢
BONELESS BEEF STEW SAVE 10c LB. 79¢	BEEF SAUSAGE McCOY'S 1-LB. ROLL SAVE 16c 33¢	LOIN RIB CHOPS CENTER CUT SAVE 29c LB. 69¢	FRESH FILLET DOVER SOLE SAVE 9c LB. 89¢
STEAKS BROIL - BBQ SAVE 9c LB. 89¢	HAM SLICES CENTER CUTS SAVE 31c LB. 98¢	LGE. LOIN PORK CHOPS SAVE 20c LB. 59¢	HALIBUT STEAKS FLASH FROZEN CENTER CUTS 59¢
BONELESS ROUND STEAK Center Cuts 79¢	SPARE RIBS COUNTRY STYLE SAVE 10c LB. 59¢	SPARE RIBS SMALL SIZE SAVE 20c LB. 49¢	FRESH FILLET RED SNAPPER SAVE 20c LB. 59¢

TROPICAL PRESERVES PINEAPPLE/APRICOT STRAWBERRY PEACH GRAPE JELLY SAVE 11c **2 POUND JAR 49¢**

KOUNTY KIST MUSHROOMS PIECES and STEMS SAVE 25c **10 2 OZ. CANS \$1**

STEAK SAUCE DAWN FRESH SAVE 10c **10 5 1/2 OZ. CANS \$1**

18 OZ. JAR BUTTER 49¢

Frozen Food Treats

MINUTE MAID - Save 22c **ORANGE JUICE 3 6 OZ. CANS 89¢**

WONG'S CHINESE DINNERS SPARERIBS, FRIED SHRIMP, CANTONESE, SUKIYAKI - SAVE 16c **11 OZ. TRAY 49¢**



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FRESH PRODUCE

D'ANJOU PEARS SAVE 9¢ LB. **10¢** lb.

ARTICHOKES FRESH SAVE 9c EA. **10¢** Valencia - Save 16c **ORANGES** 4 POUND CELLO BAG **39¢**

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MAXWELL HOUSE COFFEE - 1 lb. can. 73c
MAXWELL HOUSE COFFEE - 2 lb. can. \$1.45
PACIFIC STA CRISP CRACKERS, 1 lb. box 29c
DASH Low Suds DETERGENT - 3 lb. box 77c

SPIC-N-SPAN 16 oz. can. 31c
ZEST TOILET SOAP Bath Size 2/39c
SCOTT TOWELS Giant Roll 31c
AEROWAX LIQUID Quart Size 87c