

Drummer Learns New Languages, Travels Abroad

Science Shrinks Piles New Way Without Surgery Stops Itch—Relieves Pain

New York, N. Y. (Special)—For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids, stop itching, and relieve pain—without surgery.

In one hemorrhoid case after another, "very striking improvement" was reported and verified by a doctor's observations. Pain was relieved promptly. And, while gently relieving pain, actual reduction or retraction (shrinking) took place.

And most amazing of all—this improvement was maintained in cases where a doctor's observations were continued over a period of many months! In fact, results were so thorough that sufferers were able to make such astonishing state-

ments as "Piles have ceased to be a problem!" And among these sufferers were a very wide variety of hemorrhoid conditions, some of 10 to 20 years' standing.

All this, without the use of narcotics, anesthetics or astringents of any kind. The secret is a new healing substance (Bio-Dyne®)—the discovery of a world-famous research institution. Already, Bio-Dyne is in wide use for healing injured tissue on all parts of the body.

This new healing substance is offered in suppository or ointment form called Preparation H®. Ask for individually sealed convenient Preparation H Suppositories or Preparation H Ointment with special applicator. Preparation H is sold at all drug counters.

By REYNOLDS KNIGHT
Way back when the West was being won, the traveling salesman or drummer, as he was called, was trekking around the countryside educating the hardy settlers he encountered to the merits and wonders of his product line.

Today, the drummer's beat has changed, and he finds himself learning exotic languages and practicing strange customs as he catapults himself to the far extremities of the world to make his sales. The size of the orders he sends home has grown as phenomenally as the size of the territory this commercial envoy now embraces.

Hawking anything from air conditioners to airliners, our men in distant lands have written spectacular sales sagas across company atlases in recent years. American exports

this year are expected to soar to a record \$24 billion for a gain of 9 per cent over 1963.

Products picked as fastest-growing in the international market include: computers, office machines, heavy machinery, aircraft, coal and household appliances. The more affluent regions such as Europe and the United Kingdom have exhibited a strong demand for such products as frozen food and clothing.

Backing up the itinerant salesman's assault on foreign soil are such aids-from-home as numerous foreign branches of U. S. banks, export insurance and lavish government-sponsored trade exhibitions.

WILL IT SELL?—In this era of low-priced writing instruments, is there still a market for the deluxe, top quality

fountain pen? Definitely yes, says one of the nation's leading pen makers.

Last year, to commemorate its 50th anniversary, the W. A. Sheaffer Pen Co. Fort Madison, Iowa, re-introduced its famous "Lifetime" fountain pen, guaranteed for the life of the original owner. Its price ranged from \$12.50 to \$30, depending upon styling. To an industry accustomed to selling writing instruments in the \$1 to \$5 range, Sheaffer's move was a radical one.

Now, however, there's proof that the marketing maneuver paid off. An independent check of over-the-counter movement of all writing instruments in 1963 indicates that "Lifetime" fountain pen sales totaled well over \$1 million, exceeding even the manufacturer's early forecasts.

Naturally, Sheaffer this year is continuing to market "Lifetime" pens—along with its popular price fountain pens and ballpoints—and is backing the line with substantial advertising in leading periodicals.

The firm's president, Walter A. Sheaffer II, agrees with auto makers and other industrialists: there is a market for the very best.

OLD COLLEGE TRY—While recruiting teams from business and industry roam major college campuses in the annual search for mathematical, scientific and other talents, a group of enterprising seniors from a small college deep in Northern Maine decided not to sit back and take a chance of being passed by.

The 12—all Ricker College (Houlton, Me.) business and

economics majors—arranged a trip to New York to set up a temporary placement bureau in the heart of the city to make job interviewing easier for prospective employers. First interview, for the group as a whole, was at C.I.T. Financial Corp. which helped sponsor the trip and which is financing three new dormitories at Ricker under a 12-year lease-and-eventually-own plan.

From there the group fanned out for three days of interviewing by more than a dozen major companies and trips to the stock exchanges, the Federal Reserve Bank and industrial plants. Several were called back to second interviews.

"We know that at least some of us have obtained jobs," said Bob Miller, 23, spokesman for the group. "But if only one

job resulted, we will have proved our point."

THINGS TO COME—Soon you will be able to see a dream come true. The long-awaited sight-sound tape recorder that can play back television programs is expected to be offered by set manufacturers within the next 18 months.

Golfers (and their spouses) will be happy to learn that they can improve their games right in their own backyards with a new, five-hole lawn course complete with cups, flags and plastic balls. The game is basically a chipping game played with a five-iron.

Bright note: a new, flexible, cool-to-the-touch light source that operates an ordinary household current is sold by the foot and can be twisted, coiled, or bent while lit.

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...THE STORE THAT THINKS FIRST

★ 4411 W. SLAUSON at Overhill, LOS ANGELES ★ 5472 CRENSHAW BLVD.

Featuring Famous Brands

ALL VARIETIES

GERBER'S STRAINED BABY FOOD 12 REG. JARS \$1

SAVE 35c

TUNA CARNATION — SAVE 45c 5 NO. 1/2 CANS \$1
CHUNK STYLE — LIGHT MEAT

POTATO CHIPS KITCHEN FRESH 49¢
1 LB. PKG. SAVE 10c

SMUCKER JELLIES Apple, Grape, Cinnamon Apple, Elderberry, Crab Apple, Apple Mint 5 10 OZ. JARS \$1
SAVE 45c

BEVERAGES STARLET DIETETIC 5¢
NO DEPOSIT 12-OZ. BOTTLES — SAVE 5c

PETER PAN PEANUT BUTTER SMOOTH or CHUNKY 49¢
Save 18c - 18 oz. Jar

WHOLE SWEET PICKLES WILSHIRE DOODLE DANDY 29¢
SAVE 12c 12 OZ. JAR

DERBY CHILI CON CARNE WITH BEANS 5 16 OZ. CANS \$1
SAVE 67c

DERBY Spanish Style TAMALES SAVE 25c 5 15 1/2 OZ. CANS \$1

MIRACLE WHIP 39¢
KRAFT SALAD DRESSING — QUART JAR SAVE 20c

Quality

FARMER JOHN SMOKED HAM

No Center Slices Removed - Compare!

FULL SHANK HALF 7-8 lb. Avg. 33¢/lb

SHANK END CUTS FARMER JOHN SMOKED HAM 29¢/lb
Delicious for Ham Hocks and Beans

BUTT PORTION FARMER JOHN SMOKED HAM — SAVE 12c LB. — 47¢/lb

HAM SLICES FARMER JOHN CENTER SLICES — SAVE 31c LB. — 98¢/lb

CHUCK STEAK OR 7 BONE ROAST — CENTER CUTS 37¢/lb
SAVE 34c POUND

O-BONE ROAST CENTER CUTS — SAVE 20c POUND 49¢

BONELESS BEEF SOLID MEAT NECK CUTS — SAVE 20c LB. 69¢

FRESH GROUND BEEF SAVE 10c POUND 37¢

PORK LOIN ROAST FULL 7 RIB CUT 33¢/lb
SAVE 20c LB.

FRESH LOIN PORK ROAST 3-4 LB. AVG. SAVE 20c LB. 45¢

CENTER CUT LOIN RIB CHOPS SAVE 29c POUND 69¢

SLICED BACON OSCAR MAYER SARAN VAC. PACK SAVE 10c LB. 69¢

FROM THE WATERS OF THE WORLD - FRESH FILLET OCEAN

Liquors

"KENTUCKY SUPREME"
KENTUCKY BONDED
BOURBON

100 PROOF - EXCELLENT QUALITY
BONDED BOURBON AT A MOST
INEXPENSIVE PRICE.

\$3.98 FIFTH

"MORGAN BROS." 10 YR. OLD — VERY LIGHT
STRAIGHT BOURBON \$4.78 QT. **\$3.88** FIFTH

"E. L. CANADIAN" IMPORTED — Distilled and Blended
CANADIAN WHISKY (Especially Light) \$4.99 QT. **\$3.99** FIFTH

"PATERSON'S BEST" Distilled and Blended in Scotland
IMPORTED SCOTCH WONDERFUL QUALITY \$4.99 QT. **\$3.99** FIFTH

Van de Kamp's SPECIALS

THURS. - SUN. MAY 7-10

MOTHER'S DAY CAKE 1.29

CHOCOLATE 1.29

BANANA NUT LOAF 49c

FRENCH BUTTER ROLLS 29c

MOTHER'S DAY

OUR REGULAR BARBET FIRST QUALITY

NYLONS

ALL 99c SEAMLESS 69¢

MESH DEMITOE SPECIAL FOR MOTHER'S DAY 3 for \$2

7 BIG SALE DAYS

PACIFIC HONEY TREAT GRAHAM CRACKERS 1-lb. Pkg. 35¢	CANADA DRY GINGER ALE 28 OZ. BOTTLE 2/59¢	AJAX CLEANSER REG. SIZE 2/33¢	SOAKY BUBBLE BATH REG. SIZE 69¢	BAGGIES Sandwich Bags 50 COUNT PKG. 29¢	TOILET REG. BAR 3
CAMAY TOILET SOAP REGULAR BAR 3 for 29¢					
IVORY SOAP MEDIUM SIZE BAR 3 for 31¢					