

And Where's the Money You Got In the Tax Cut?

By REYNOLDS KNIGHT
Economists, bankers and businessmen these days are all wondering: what happened to the "extra money" taxpayers are supposed to have as a result of the recent tax cut?

Retail sales during January and February were at peak levels, but those of March did not advance as expected. Indeed, retail sales in March fell below the levels set in the January-February period, and early-April results indicate a

continuation of this downward trend.

Bankers testify grimly that the additional money has not turned up in increased bank savings, either. Scratching their heads, they note that savings are coming in at a rate actually slower than last year.

The theories perpetuated by the economic sleuths in the case of the disappearing ducats are numerous and cover any possibility from increased spending for services to a new

wave of investment in stocks and bonds.

Most everyone seriously pondering the problem feels that ultimately the surplus of spendable income will show up in higher retail sales and higher savings deposits. But as of now, we seem to be baffled by The Case of The Missing Spenders.

BRIGHT BOOM—Nurtured by the sales boom of the last two years, the nation's auto population is burgeoning. One

expert in the field recently forecast that car ownership will increase at the rate of 2.5 million annually in the next five years.

Manufacturers in the related car care field are working to keep the boom bright. They are shining up to the growing number of motorists, offering new waxes and polishes that almost make elbow grease a thing of the past.

One of the more dramatic recent developments is a paste wax that is formulated to

spread almost as easily as a liquid and provide a protective gloss without hard rubbing. It's a feature of a new "Auto Wax Kit" put out by the Johnson's Wax firm.

The new formula permits application even in sunlight, and a moderately clean car need not be washed first. Another feature is a special applicator pad with a tab for removing bugs and tar.

By 1968 there will be an estimated 4,000,000 more car owners under age 24 than today. Because younger persons

traditionally are receptive to new ideas, look for sharpening market-place competition in the car care field.

NICKEL NOSTALGIA—It's hard to imagine today that when the first Woolworth "5 & 10" was opened, not a single item sold for over a nickel.

That was in Lancaster Pa. back in 1879 when young Frank Woolworth opened his doors for business in a tiny store 14 feet wide by 35 feet deep. His inventory consisting

of such items as fire shovels, pie plates and candlesticks was valued at a modest \$410. The first day's sales, though, were an encouraging \$125.65. By the end of '79, there were two Woolworth stores in operation, with total annual sales of \$12,024.

Subsequent chapters of the Woolworth success story are equally impressive. Last year, Woolworth's sales reached nearly \$1.2 billion. At last count, the company was operating 2,117 retail stores in the U. S. and Puerto Rico, 279 in Canada, 109 in West Germany and West Berlin and 10 in Mexico. In addition, a British subsidiary operates more than 1,000 stores in the United Kingdom, Ireland, the West Indies and Southern Rhodesia.

Inflation and rises in the standard of living have long since altered the "5 & 10" concept, and today many Woolworth stores carry merchandise priced from pennies to over \$100 on some, 50,000 different items ranging from pencils and cosmetics to appliances, clothing and furniture.

THINGS TO COME—New for the security-conscious is a fast-opening, pushbutton lock with a combination that can be changed as often as desired. Low-cost housing: A kit to transform a plastic-coated milk

carton into a weather-proof birdhouse is being offered for 25 cents.

New twist in food technology: newly discovered tapioca product has made it possible to dispense butter from aerosol cans like whipped cream. Watch for this one! Walking in the rain can be dry as well as fun with clever, water-proof leggings that slip on instantly covering the lower leg to about four inches above the knee.

TOY 'TIGERS'—Toy manufacturers are planning an aggressive all-out advertising assault again this year, and parents are still the targets. Promotional expenditures by the toy industry will be boosted 15 to 20 per cent in 1964. This beefed-up campaign is expected to bring about a 5 per cent increase in '64 sales which should peak at \$1.2 billion. Last year, toy sales rose 3.8 per cent to \$1.14 billion.

BITS O' BUSINESS—Look for steel, autos, machinery and new-home construction to lead the pack in the anticipated April-June boom. Separate poultry parts now account for 25 per cent of retail poultry sales due to heavy supermarket promotions and growing demand for ready-to-cook foods.

U.S.D.A. CHOICE STEER BEEF — WE CUT TO YOUR SPECIFICATIONS

U.S.D.A. GRADE A FRYING CHICKENS
29¢ lb
CUT-UP . . . 33¢ lb.

FRESH GROUND BEEF . . . 3^{lb.} \$1

GROUND CHUCK 59¢ lb.	CUBE STEAK 98¢ lb.
COUNTRY STYLE PORK SAUSAGE 3 ^{lb.} \$1	MORRELL'S ALL MEAT Bologna 39¢ lb.
CORN KING BACON 49¢ lb.	OSCAR MAYER WIENERS 49¢

CHUCK POT ROAST
35¢ lb

DI CARLOS SPRINGFIELD BREAD
5 for \$1

7-BONE ROAST 39¢	RIB STEAK 69¢
CHUCK STEAK 39¢	CLUB STEAK 89¢
CHICKEN BACKS and NECKS . . 5¢	

WESSON MAYONNAISE
29¢ QT. JAR

- HUNT'S — NO. 2 1/2 CANS PORK & BEANS . . . 4 for \$1.00
- MILANI'S — REG. 39¢ 1000 ISLAND DRESSING . 29¢
- HORMEL'S — 4-OZ. TIN VIENNA SAUSAGE . 5 for \$1.00
- NABISCO — REG. 39¢ — 16-OZ. PKG. FIG NEWTONS . . 3 pkgs. \$1.00
- NABISCO — 14 1/2-OZ. PKG. Lorna Doone Cookies 3 for \$1.00
- NABISCO — 1-LB. PKG. PREMIUM CRACKERS . . 27¢

LUNCHEON MEAT SPAM
39¢ 12-OZ. CAN

LARGE GRADE AA EGGS 39¢ doz.	SWIFT'S — 6-OZ. PKGS. All Beef Bologna, Pickle & Pimento Loaf, Pepper Loaf, Spiced Luncheon Meat 4 \$1.00 pkgs.
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PRODUCE SPECIALS

- CENTRAL AMERICAN BANANAS . . 2^{lb.} 25¢
- NO. 113 SIZE Valencia Oranges . 10¢
- WHITE ROSE Potatoes 10^{lb.} 39¢
- JUICY LEMONS 10¢

FOREMOST BUTTER Grade AA 67¢

ICE CREAM Big Dip 1/2 Gallon 59¢
ICE CREAM Family Style 1/2 Gallon 69¢
ICE CREAM Premium 1/2 Gallon 79¢

FOLGER'S COFFEE
69¢ LB. CAN

2-LB. CAN \$1.37 3-LB. CAN \$2.21
INSTANT 10-OZ. JAR \$1.29
Regular \$1.89 — Price Includes 20c Off — SAVE 60c

WESSON OIL
25¢ LARGE 24-OZ. BOTTLE

U-SAV MART
234th and S. Western
TORRANCE — NEAR SEPULVEDA
OPEN DAILY 10 A.M. to 7 P.M.
SUNDAY 10 to 6
Specials for Thursday thru Sunday

LOW PRICES

Men's Trends
by Lou Schlanger

England gained a new and different impression of the grooming of American men this year when two charter plane loads of clothing designers arrived in London for the annual convention of the International Association of Clothing Designers.

Accustomed to seeing our people as tourists—and, under those conditions, not looking their best—the Londoners were greatly impressed by the outstandingly well-dressed group of several hundred. British clothing has been even darker than ours, and for many more years—and the fact that our people were wearing the lighter, brighter patterns may well exert a strong influence on United Kingdom clothing customs.

FASHION HIGHLIGHT: The big thing in summer neckwear is the tie that—shimmers, gleams, sparkles, shines, reports the American Institute of Men's and Boys' Wear. It's a return to the days when satin cravats gave an aura of elegance to the ensemble. The new idea ties, now in the stores, do the same.

CARE OF CLOTHES: If you have a very loose button on a jacket, and cannot have it stitched on at once, wrap a narrow strip of cellulose tape around the remaining threads which will hold it safely until fixed. . . . When you take off your tie in the office, attach the tie tack or clip to the tie instead of leaving it loose—to avoid losing it.

TRENDS: The so-called "fun hats" for young men are cropping up all over Torrance. In a wide variety of shapes and trims, they are seen on Torrance Beach, at Palos Verdes and Alondra golf courses, and in sport cars. (And they've

made a big dent in the hatless habit!)

This Year . . . By Popular Demand, We Present . . . Delores' Cake Carnival!

We'd like to announce an important event
And a very unusual day!
The ANNUAL CAKE SHOW is scheduled for
The Seventeenth of May!

There'll be dozens of gorgeous cakes to be judged
And all of them you can view
It won't cost a penny—you'll all have a ball—
And free cake and coffee too!

You'll never see colors and patterns like these:
There'll be fabulous frosting collections
The cakes are designed with professional care
Come see the exciting selections!

JOHN McNAMARA will be there again
(Of Farmer's Market fame)
He'll decorate cakes and give them away
So be sure that he has your name!

From 1 to 4:30 the party will last
DOLORES will host the affair
Mark down the date—and please don't be late
'Cause all of your friends will be there!

DELORES CAKE DECORATING SUPPLIES
11315 HAWTHORNE BLVD.
(2 Doors North of Imperial)
Parking in the Rear