

New Nations Now Demand Host of Low-Cost Items

By REYNOLDS KNIGHT
For the creative businessman who can come up with such things as a three-cent meal, a \$1 stove or a \$150 automobile, there is a mass market of nearly two billion people waiting.

This market spans the entire world, finding itself in some 50 new and underdeveloped nations. Despite the vast sums of foreign aid the government pours into these countries, the spendable income in these re-

gions has remained so low that there'd be almost no demand for items like the above except at those fairy-tale prices.

So American science, technology and that old reliable American "know-how" are faced with what may be the greatest challenge ever to confront the world of industry.

Already hard at work on the problem are better than a score of American industrial concerns. Included in the buiging

barrel of low-cost products in demand are: tiny tractors; prefab houses, stores and factories; solar water heaters; contact lenses.

The people of the impoverished nations are still waiting for the inventive businessmen who can "get there first with the cheapest."

BEAU GESTE—The roster of relief organizations rushing to the aid of the survivors of the

recent Alaska earthquake reads like a "Who's Who in the World of Good Deeds" — and it includes one type of enterprise not customarily thought of as a relief agency.

In a move designed to "raise the spirits," so to speak, of the disaster-struck populace, Schenley Industries, Inc. came forth and announced that it would replace without charge all of the Schenley liquor destroyed in the great quake.

This same company has in similar fashion come to the relief of survivors of such disasters as the Hilo, Hawaii, tidal waves and the floods in Marysville-Yuba City, California, and in Connecticut.

There's still a tremendous lot of hard, grinding work to do in restoring buildings and trade in the stricken areas of Alaska, but if there is some comfort in having a friendly glass to top off a hard day, there must be

extra satisfaction for the store man who is enabled, by the Schenley action, to make it available.

GRADUATION GIFTS — It used to be that a high schooler had to wait for graduation for his or her first watch, unless he had inherited a family heirloom. But market researchers for Bulova Watch Co. estimated that fully half the members of the class of 1964 who receive

a watch for graduation this June will be joining the ranks of two-watch owners.

The researchers figure about 2.2 million youngsters will receive their high school diplomas in June and about one in seven will also get a new timepiece to mark the occasion.

Two causes are given for the sharp increase in watch ownership among teenagers. Not only do more youngsters require a watch earlier because of their busy, modern-day schedule, say the researchers, but improved technology has enabled manufacturers to produce quality timepieces that sell at economy prices. Bulova itself introduced a whole new group of "Caravelle" jeweled-lever timepieces two years ago at prices ranging from \$10.95 to \$29.95, and consumer response has been so favorable that the company this year is offering no fewer than 70 different Caravelle styles for men and women.

WHITE VINYL
\$1.89
GAL.
UNIT PAINT STORE
1213 W. CARSON
(In Carson Shopping Center)
325-2915
Across From Harbor General Hospital

SAVE CASH! WIN PRIZES! REDEEM YOUR FOURTH WEEK COUPONS NOW...

VON'S and Shopping Bag
USDA CHOICE
Round Steak
Your Choice Is Always U.S.D.A. CHOICE At Von's & Shopping Bag
Full Center Cuts... BONELESS ROUND STEAKS 69¢

USDA CHOICE BEEF ROASTS
Choice Rump Roast Save 37¢ **59¢** lb.
BONELESS RUMP or ROUND ROAST... 69¢
Boneless Chuck WASTE-FREE CHOICE BEEF **69¢** lb.
Center Cut Chuck U.S.D.A. CHOICE **39¢** lb.
Brisket of Beef LEAN, BONELESS WHOLE OR POINT 1/2 **69¢** lb.
Boneless Stew Beef LEAN CUBES **69¢** lb.

Von's & Shopping Bag Better Quality GROUND MEATS
Always Fresh and Extra Lean
Ground Beef... 37¢ lb.
GROUND CHUCK **49¢** | **GROUND ROUND** **59¢**

LANCASTER FARMS ROASTING CHICKENS
Fresh, Grade A 4.4 lbs. Avg. **49¢**
Thank You! Call Your Phone Order Number **65¢**

Seafood Sea-lections
FRESH SALMON 12 OZ. PKG. **89¢**
HALIBUT or SWORDFISH 12 OZ. PKG. **89¢**
In the Frozen Food Cases
Rainbow Trout STEAM FRESH **63¢**
Peeled Shrimp COOKED-3 OZ. PKG. **49¢**
Breaded Scallops 1/2 LB. PKG. **\$1.19**

Center Cut CHUCK STEAKS
Choice Lean Cuts **39¢**

Cube Steaks BONELESS Save 31¢ **98¢** lb.
Sirloin Tip OR BONELESS TOP ROUND **89¢** lb.
Rib Steaks OR BONELESS FAMILY STEAK **77¢** lb.

ICE CREAM
Jerseymaid—Catering
1/2 GAL. CTN. **59¢**
Try New Plum Nut Flavor Save 10¢

SALVO TABLETS
Fortified Detergent
GIANT SIZE 10c Off **59¢** Save 20¢

TV DINNERS
Swanson's—9 Varieties
FROM 11 OZ. PKG. **49¢** Save 16¢

APPLE SAUCE
Apple City—Fancy
309 CAN **10¢** Save 6¢

VON'S MARGARINE
Pure Vegetable
1 LB. CTN. **22¢** Save 10¢

WESSON OIL
Highly Unsaturated
24 OZ. BTL. **25¢** Save 10¢

ICE CREAM
Jerseymaid—Catering
1/2 GAL. CTN. **59¢** Save 10¢

SALVO TABLETS
Fortified Detergent
GIANT SIZE 10c Off **59¢** Save 20¢

Butter-Nut Coffee 1-LB. CAN... **73¢**
Cake Mixes PILSBURY'S—18-OZ. PKG. WHITE, CHOCOLATE OR DUTCH CHOCOLATE FLAVORS **29¢**
Jerseymaid Butter BEST QUALITY GRADE AA 1-LB. CTN. **67¢**
Minute Rice LONG GRAIN, PRE-COOKED 14-OZ. PKG., INCLUDES 7c OFF **39¢**
Northern Tissue ASS'D COLORS 4-ROLL PACK INCL. 3c OFF **12¢** 1/2 **\$1**
Coppertone Oil OR SUN-TAN LOTION "TAN... DON'T BURN" 4-OZ. TUBE OR BOTTLE **97¢**

Von's Bakery
PERFECTION BREAD
White, Wheat or Sandwich
STANDARD 15-OZ. LOAF **15¢**
STRAWBERRY & RHUBARB PIE A Delicious Combination Bag, 6.5c 8 Inch Pie **49¢**
BARBECUE FRENCH BREAD Sandwich In 1-lb. 6 1/2" x 10" Heat 'n' Serve Foil Bag **35¢**

VON'S PRIZE PRODUCE... "REALLY FRESH" THE VON'S WAY!
Fresh Sweet Corn
LARGE EARS
First of the Season from the Flavor Zone... California's Coachella Valley **5¢ Ea.**

Dollar Values
WHOLE KERNEL CORN 7¢ 1/2
APPLE-GRAPE DRINK 3¢ 1/2
FRESH FRUIT DRINKS 10¢ 1/2
VON'S BOB FOOD 14¢ 1/2

SPECIALS IN THE DELICATESSEN
Sliced American Cheese
RICH & CREAMY
A Favorite for Snacks and Sandwiches, Melts Perfectly
59¢ lb.
Leo's Chipped Beef SLICED 2 1/2-OZ. PKG. **3¢ 1/2**
Borden's Cream Cheese 8-OZ. PKG. **35¢**
Macaroni Salad FRESH FROM OUR OWN KITCHEN, 15-OZ. CUP **29¢**

Onions SWEET, BROWN **3¢ 10¢**
Broccoli FRESH GREEN **10¢**
Cabbage CRISP, GREEN, EARLY GARDEN **3¢**

U.S. NO. 1 LARGE RUSSET POTATOES
All Purpose Favorites... The Best for Baking
8 LB. BAG 39¢

Frozen Food Specials
VEGETABLES
Peas, Cut Corn, Chopped Spinach, 15-oz. Packages
French Fries or Crinkle Cuts 5¢
King Size Pizza 79¢
Von's Meat Pies 59¢
Breaded Fish Sticks 73¢
Ruth Chop-Ettes 49¢

INTERNATIONAL SILVER CO. STAINLESS STEEL TABLEWARE
Fourth Week Coupons Good for 50c Off on 3-Pc. Place Setting and 50c Off on 4 Tablespoons (Only 99c with Coupon)

Liquor Features
BOURBON
Mountain Ridge Straight—86 Proof
Special Price Save 50c **\$3.49** FIFTH

VON'S and Shopping Bag
Prices Effective Thu., Fri., Sat., Sun., May 21, 22, 23, 24
WE GIVE BLUE CHIP STAMPS

Snow Crop ORANGE JUICE
Florida Oranges Frozen—6 Oz. Can You Save 48c **4¢ 1/2**

DEPOSIT YOUR REGISTRATION BLANK EACH WEEK FOR THE VON'S & SHOPPING BAG World's Fair Sweepstakes
EACH REGISTRATION BLANK IS YOUR ENTRY IN WEEKLY DRAWINGS AND ALSO THE "SWEEPSTAKES" DRAWING ON JULY 24th, 1964
First Weekly Winners Are Now Posted for the **WILLIAM ROGERS SILVERPLATED HOLLOWARE**
You Can Win One or More of 696 Pieces... Values to \$49.95... Winners Each Week in Every Store!

FIVE O'CLOCK DRY GIN
Distilled from Grain Extra Dry **85 PROOF \$3.59** FIFTH
VODKA
Distilled from 100% Grain Neutral Spirit **80 PROOF \$3.59** FIFTH
THUNDERBIRD WINE
Gallo Cocktail Wine... Serve Chilled **85¢**

Butter-Nut Instant Coffee 1/2 1/2 \$1.15
Collier's BBQ Briquets 1 1/2 59¢
Collier's BBQ Briquets 2 1/2 99¢
Collier's BBQ Briquets 3 1/2 1.19

Liquid Kern's Fruit Nectars
PEACH, PEAR, PINEAPPLE PINEAPPLE-APRICOT OR PINEAPPLE-PEAR, 12-OZ. CAN **2¢ 25¢**

Libby's Fine Foods
TOMATO JUICE "Twice Rich" 46-oz. Can **29¢**
CORNED BEEF HASH Minute Meal 15-oz. Can **39¢**

Kern's Preserves
SEEDLESS BLACKBERRY OR BOYSENBERRY 12-OZ. JAR **39¢**

Gerber's Baby Foods
STRAINED VARIETIES 4 1/2-OZ. JAR **4¢ 45¢**
HI-MEAT DINNERS 4 1/2-OZ. JAR **2¢ 39¢**
CHICK Pet Food All Chicken 8 1/2-oz. Can **2¢ 29¢**

5035 PAC. COAST HIWAY AT CALLE MAYOR — IN TORRANCE

1260 W. REDONDO BEACH BLVD. — IN GARDENA

THINGS TO COME — Solo Sauna: A one-person sauna bath that runs on ordinary household electric current is available to heat-bath lovers. This hefty little heater, weighing a mere 225 pounds, has a mahogany exterior and a one-piece fiberglass interior... A new battery that can show at a glance whether it is in top condition or unserviceable is equipped with a litmus indicator that changes color according to battery condition... For those tight spots the do-it-yourselfer will welcome the new finger-tip wrench that fits over the finger like a ring and has a special device that holds the nut securely while working. Available in variety of sizes.

AFTER THE FAIR — When the stakes are finally pulled, bringing to an end the World's Fair in New York, sightseers, shoppers and market-minded businessmen will be turning their attention to another monument to international commerce—the World Trade Center in New York. Trade Center officials enthusiastically report that agreements have already been signed or are being prepared with more than 100 companies in the field of international trade and service. This involves approximately 500,000 square feet of the four million available at the soon-to-be-built center.

BITS O' BUSINESS — Look for the Gross National Product to be around \$620 billion at year-end as compared with last year's total of \$585 billion... U.S. exports are continuing to climb helping to offset the nation's deficit in the international balance of payments. This year, total exports for the first quarter were \$24.6 billion, up \$8 billion over 1963 first-quarter results... During the first three months of 1964, new jobs grew by 1.4 million, whereas the increase in available workers was a mere 1.2 million.

Service Topic
Is 'Practice'
Emma M. Muffley, minister of the Unity Church of Christianity, will speak on "Practice Lessons" at the 10:50 a.m. service Sunday, at the WALTERIA Park Building, 3855 W. 242nd St.
Mrs. Alexis Pestoff is the youth and children's director.

McNally Appointed To General Manager Of Local Insurance Co.



The Western Weymouth General Insurance Agency, Inc., is pleased to announce the appointment of Richard F. McNally, formerly manager of the Columbia Steel Employees Health Insurance program and recently claims manager for the Crown Life Insurance Company, as General Manager for this local firm.
He will be looking forward to serving his many friends in this area. His complete knowledge of the field of insurance will enable him to assist you in saving on your insurance premiums as well as to maintain the exact protection that you need.
(Advertisement)