

Businessmen Take Aim On Nation's Young Consumers

By REYNOLDS KNIGHT
Businessmen these days are becoming increasingly aware that the nation's consumer market is getting younger and younger.

The U. S. Census Bureau estimates that right now more than half the population is under 29 years of age. What's more, key observers feel that by 1975 the median age for Americans will be near 26. That is, there will be as many persons under 26 as over.

Alert businessmen, eager to tap the riches of this "youthening" market, have already begun to aim most of their marketing campaigns at young consumers. Specific attention is being given to the 15-24 age group, which seems to cause more rings on the cash register than any other group.

Industries that are especially youth-oriented include: apparel, automotive, cosmetics, records and soft drinks. But with the inevitability of a

younger market, everything from household appliances to insurance is getting the accent-on-youth treatment.

In addition, many industries not generally regarded as consumer industries are also enjoying the statistical onrush of the youth market. The need for new educational facilities, for example, has shown up with a boom in construction, education, school supplies and publishing.

SPECIAL TIRE—A radically new aircraft tire designed to handle the tremendous heat, loads and speed of the 2,000-mile-an-hour XB-70A has been developed by The B. F. Goodrich Co., and some of its features are expected to be applied to certain other aircraft tires and tires for some ground vehicles.

The tire, made of a patented heat-reflective material, is described by the company as "a major advancement in the tire-

making art." BFG engineers worked with scores of new materials and designs for 18 months before meeting the super-jet's requirements.

The tire is stronger, smaller and lighter than conventional aircraft tires with the same load-carrying capacity because "new concepts in carcass construction enabled the designers to pack more strength and endurance into it," the company said.

Conventional tires would be virtually destroyed by the heat experienced even inside the XB-70A wheel wells while the airplane was in flight, engineers said.

COST CUTTER—Owners of offices and buildings, whether small one-man shops or huge factories, can benefit from results of a new building study conducted by a leading New York cost estimating firm.

The firm, McKee-Berger-Mansueto, Inc., made a de-

tailed study of total costs of a variety of floor and wall surfacing materials. It went into what it costs to buy and install the materials, how much time and money is spent in maintaining them, and how often they have to be replaced.

The firm found that ceramic tile, because of its long life and little need for maintenance, costs from one to 20 cents per square foot a year (depending on whether it's a heavy-duty or light-service application). Other wall finishes were found to cost up to 22 cents a year.

Ceramic tile on floors, whether mosaics or quarry tile, cost 33 cents per square foot a year, compared to a high of 53.5 cents for soft flooring materials, the study showed.

THINGS TO COME—Throwaway fare: disposable sheets and pillowcases of rayon non-woven fabric will be another

throwaway item designed for the convenience of today's busy housewife. . . Beauty in barbells: for the esthetic-minded body builder is a new line or rattle-proof dumbbells and barbells in decorator colors. Ladies' sizes, too. . . Animated import: look for new, French-developed jukeboxes that show a film to accompany the music.

RENTIN' FEVER—An industry whose growth as well as competition has shifted into high gear lately has been the car-rental business. Almost overnight several newcomers have wheeled into the picture to supply cars to the growing number of part-time drivers. Though the product is the same, the new companies are widening the consumer market considerably.

Not only are businessmen and vacationers getting the rental pitch, but so too are shoppers, housewives, car-poolers, and teen-agers. Newest lo-

ocations for car-renting activities are discount department stores and gas stations.

BITS O' BUSINESS—Along with booming sales at home, Americas auto exports are expected to top 200,000 this year, the first time since 1955. . . Steel production for the third week in May totaled 2,511,000 tons, reaching the highest level in the past 11½ months. . . U. S. electric utilities anticipate a boost in peak generating capacity to 174 million kilowatts, a 9.2 per cent increase over the previous year's figures.

Would-Be Thief Gets Big Scare

A would-be thief was scared away Sunday night when he tripped the alarm at the Flavio Beauty College, 1978 Carson. Louvres were removed from a window on the west side of the building.

Carson Talent Show Hits Stage Tonight

Carson High School and the sponsoring Carson Chamber of Commerce will inaugurate the first annual scholarship talent show tonight in the Carson High gymnasium.

Students and faculty members of the school will present act "Guaranteed to Please," during the talent show, with curtain time set for 7:30. Tickets are \$1 and may be purchased from service club members.

Comedy acts, singing, and several novelty acts will be presented by the otherwise serious teachers and students. Douglas Scott, Carson music instructor, is directing the show.

Among the featured "artists" is a group known as the Carson Beatles. They include B.J. Donahue, Carson principal; Donald Pelton, boys' vice principal; Robert Betts, a counsel-

or; Phil Wilson, registrar; Al Luebke, print shop instructor; Rawson Corsch, speech teacher, and Scott.

Folk singers, progressive jazz, a quartet of Carson teachers, and a surprise dance group are listed on the program card.

Art Reeves of the Dominguez Water Co., is general chairman of the show. Reeves and other members of his committee hope a total of \$4,000 can be raised through this and other activities. The money will be used to endow scholarships for Carson students to attend college.

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THE STORES WITH THE GREATEST
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CHUCK ROAST

LEAN—TENDER

29¢
SAVE 31¢ LB.
POUND

- 7 BONE ROAST.. WELL TRIMMED -- SAVE 26c LB. 39¢
- O-BONE ROAST.. CENTER CUTS -- SAVE 20c LB. 49¢
- BONELESS BEEF.. LEAN NECK CUTS -- SAVE 20c LB. 69¢
- CHUCK STEAKS.. BBQ TREAT -- SAVE 30c LB. 39¢

PORK LOIN ROAST FULL 8 RIB CUT
SAVE 30c POUND **39**¢ lb.

USDA CHOICE MONEY-BACK GUARANTEE YOUR MONEY BACK IF NOT COMPLETELY SATISFIED

LOIN PORK ROAST 3-4 lb. Average SAVE 20c LB. 49c lb.
CENTER CUT LOIN RIB CHOPS SAVE 29c POUND 69c lb.
SPARE RIBS LIGHTWEIGHT EASTERN PORK — SMALL SIZE 49c lb.
SLICED BACON — DUBUQUES or FARMER JOHN SAVE 10c LB. 59c lb.

BONELESS ROAST SAVE 20¢ LB. **77**¢ lb.

- SHOULDER CLOD • CROSS RIB • CHUCK

CLUB STEAKS, SHORT CUT SAVE 50c POUND 89c lb.
STANDING RIB ROAST — 4-5-6-7 RIBS — NO FEATHER BONE 69c lb.
RIB STEAKS — BROIL or BBQ SAVE 30c POUND 79c lb.
SLICED BEEF LIVER SAVE 20c POUND 49c lb.

Ground BEEF SAVE 12c **37**¢ lb

BEEF SAUSAGE McCoy's 1-lb. Roll • BREAKFAST SAUSAGE, bulk

FLANK STEAKS — PAN READY — SAVE 20c lb. 89c lb.
ROASTING CHICKENS — FRESH LANCASTER FARMS 49c lb.
GROUND CHUCK — FRESH - LEAN 49c lb.
GROUND ROUND — FRESH GROUND HOURLY 59c lb.

"OLD GOLD" 10 YEAR OLD STRAIGHT **BOURBON**

MILD MELLOW FLAVORFUL **\$3.88** FIFTH

2 for \$7

LIQUOR

"MACKINLAY'S" IMPORTED V.O.B. 86 PROOF SCOTCH Distilled, Blended and Bottled in Scotland — NONE FINER **\$4.99** Fifth

"PIERRE LEVEQUE" IMPORTED FROM FRANCE FRENCH CHAMPAGNE Naturally Fermented in the Bottle **\$3.99** Fifth

"FRANZIA" EXCELLENT CALIFORNIA CHAMPAGNE AT A MOST INEXPENSIVE PRICE **\$1.98** Fifth

EXTRA SPECIAL PRICE FOR JUNE WEDDINGS

Van de Kamp's SPECIAL CINNAMON ROLLS **29**¢

SEA FOOD

DOVER SOLE Fresh Fillets **79**¢ lb

GREEN SHRIMP Large Size 31-35 Count **98**¢ lb

HALIBUT Northern Steaks **69**¢ lb

OCEAN PERCH Fresh Caught Daily **69**¢ lb

7 BIG SALE DAYS
THURS., JUNE 4
THRU
WED., JUNE 10

CHEER DETERGENT LARGE PACKAGE 33 ¢	CANADY DRY GINGER ALE 28 OZ. BOTTLE 2/59 ¢	AJAX CLEANSER REG. SIZE 2/33 ¢	SOAKY BUBBLE BATH REG. SIZE 69 ¢	AJAX FLOOR & WALL CLEANER REG. SIZE 31 ¢	DISHALL DISH WASHER DETERGENT 20 OUNCE PKG. 45 ¢
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