

COUNT MARCO SAYS

Kissible Hands Become a Must

Hand-kissing is on the way back in this country. Next to the delicate neck nibble, which is strictly a private matter, hand-kissing is the greatest form of flattery known to a woman. And real women expect it as their due.

If he's not kissing yours, possibly there's something wrong with you or your hands. Or perhaps it's the manner in which you present it when being introduced.

For instance, men almost automatically kiss the hand of Inez Amello, the only glamorous and exciting woman restaurateur in the world as far as I'm concerned.

And there are two schools of thought on why men have uncontrollable urges to kiss her hand. One group feels it's because she holds out her hand so graciously that men feel compelled to raise it to their lips.

The other is that her food is so magnificent that her hand is kissed in awe and appreciation.

Whatever the reason, you too can cultivate and command this sort of respect. When a man is being presented to you, don't reach out like a wary boxer or judo expert prepared to wrestle and grapple.

Instead, calmly and gracefully extend your hand with just a hint of its back showing. This gives him a choice. If he's the kind who would rather die than be caught pressing it with his lips he can pump it instead.

If he should turn the hand over and nibble at the palm, slap him down. That's unforgivable. Unless of course he's your husband and you are at home.

Hand-kissing is an art, and European women love it. They know the nerves of touch run through the fingers and a kiss on the hand triggers little shivers of expectancy with greater things to follow.

Get used to expecting your hand to be kissed and you will find it kissed. It means he thinks you're strictly feminine and pretty sensational.

To keep them kissable, I suggest you carry a small bottle or jar of handcream in your purse. Apply several times during a day, and especially after they have been in water.

The World's Super Cities The Largest Single Market

By REYNOLDS KNIGHT
You can't find it on any map, but to wide-awake marketing men Megalopolis is the most important region in the world.

Actually it's the "world's largest single market." This Megalopolis—Greek word for super city—covers parts of 10 states and stretches from Boston to Washington, D. C. In territory, it is said, lives the wealthiest 20 per cent of the populace.

The region comprises many cities, but because of its 688 people per square mile—14 times the national average—marketing men tend to view the area as one immense city several hundred miles in length.

Within the far-reaching borders of Megalopolis every conceivable product is hawked at a feverish pace. There, marketers contend, you can find more potential customers for more goods than in any other area in the country.

As a result, giant corporations dispatch their crack mar-

keting troops and most brilliant sales strategists to the Megalopolis front in efforts to capture beachheads in the vast, explosive market.

Of course, Megalopolis is a made-up word, and isn't really entitled to the capital M. But its role as a factor in marketing is by no means mythical. What goes on there undoubtedly will be echoed in marketing techniques in other parts of the country.

'EDUCATED' ICE CREAM—Some very hard tests were given at Purdue University, Lafayette, Ind., recently and the "student"—a new kind of ice cream—came well prepared.

Dr. Dean R. Frazer, an associate professor, in putting the ice cream through a series of "torture" tests to prove the superiority of the new product's body and texture, subjected it to ice cream's worst enemy: "heat shock." The ice cream was repeatedly exposed to temperatures ranging from zero to 70 degrees above zero Fahrenheit. The purpose was

to measure carefully the effects of storage in a vending cabinet or home freezer interrupted by periodic exposures to room temperatures. This type of Jekyll-and-Hyde existence tends to deteriorate conventional ice cream quickly to the consistency of cold sand. But the new ice cream, frozen at lower temperatures than usual in a special freezer with an off-center mixing shaft, held body and texture perfectly for three weeks, Professor Frazer reported. The conventionally frozen product deteriorated appreciably after the first heat shock and soon became unsalable.

YOUNG MAN (still) in a hurry—When Hallmark Cards' top management began staffing its elegant new retail store and unique art gallery on New York's Fifth Avenue some months ago, the key post went to personable 38-year-old Ted Vogel, who'd been a leading member of the company's sales staff in the New England region. Ted was an Olympic

track star 15 years ago when he joined the Hallmark organization. Though he changed tracks, so to speak, his Olympic pace did not slow, and Ted soon became a leading salesman for Hallmark. He's still hurrying.

A strong advocate of physical fitness, Ted, his wife and their two youngsters recently toured Europe on bicycles. And, on more than one occasion when his car has been tied up for repairs, Ted made his sales rounds on his son's bicycle, pedaling along the winding roads of Vermont, his sample case securely strapped to the handle bars.

THINGS TO COME—Traditionalists beware: newest twist in hot styles is a round flat hot dog shaped to fit in a hamburger roll, being served at the World's Fair... Stretch shirt: for comfort as well as sartorial correctness, a new shirt that expands in the sleeves, across the back and an additional size and a half in the collar, adjusting itself to the physical after-

effects of a sudden rage or a big meal... Look for airlines to sell long-term flight insurance in the form of yearly or yearly or semi-yearly policies.

HELPING HAND—With what seems to be a confident approach to the financial problems of the small businessman, the Small Business Administration has introduced a liberal loan program. Now the man of modest affairs can borrow up to \$15,000 for as long as six years without putting up the homestead, family car or life insurance policies as collateral. Interest rates on these loans, SBA officials report, vary from four per cent in depressed areas to five-and-a-half per cent elsewhere. So far the new program has been most enthusiastically received.

BITS O' BUSINESS—Delivery of new railway cars is currently running at a monthly rate of more than double that of 1962 and more than two-and-a-half times that of 1961... The Cost of Living Index

in April reached an all-time high, which is expected to hold through May... Current consensus on the "missing" tax-cut money that puzzled experts is that it is either being saved or used to pay up old bills.

Freedman Gets Promotion at Zody's Stores

Elmer Freedman has been promoted to merchandise manager and buyer for the health and beauty aids and the liquor departments at Zody's Department Stores.

Freedman previously served as the buyer for the health and beauty aids department, according to Sam Getzoff, general merchandise manager for Zody's.

The new manager and buyer is married and resides with his family in Los Angeles. He joined Zody's in 1961.



We've Bought 50 Carloads of Savings for You... Stock Up Now in This Big

88¢

PRICES EFFECTIVE THURS., FRI., SAT., SUN., JUNE 11-12-13-14

MARKET BASKET
MARGARINE
2 1-LB. CTNS. **25¢**

Add Sales Tax To Taxable Items.

MOTT'S—25-OZ. JAR.
APPLESAUCE
KERN'S
STRAWBERRY JAM 12-OZ. JAR
TREE TOP—32-OZ. BOTTLE
APPLE JUICE
YOUR CHOICE
3 FOR 88¢

GLORIETTA—46-OZ. CAN
TOMATO JUICE
GRAND PRIZE STEMS AND PIECES—4-OZ. CAN
MUSHROOMS
CHERRY STAR OR ROYALTY
MANDARIN ORANGES 11-OZ. CAN
YOUR CHOICE
4 FOR 88¢

BRACH'S
Orange Slice Candy OR SPICETTES
YOUR CHOICE 2 24-OZ. PKGS. **88¢**

HORMEL
Spam Lunch Meat SERVE HOT OR COLD
2 12-OZ. CANS **88¢**

Clorox Bleach
A GENTLE BLEACH KING SIZE BOTTLE **88¢**

LINDSAY MEDIUM
Pitted Ripe Olives
3 7½-OZ. CANS **88¢**

FRESH, LEAN
GROUND BEEF
Here's the kind of ground beef you'll be glad to serve to your family and friends. Just the right amount of richness for perfect burgers, meat loaf or your favorite recipe.
3 99¢ LBS.



FARMER JOHN OR LUER FULLY COOKED
HAMS
SHANK PORTION (AS CUT) **29¢**
Butt Portion (as cut) **49¢**
Boneless Slices **89¢** CENTER CUT

5-OZ. KING SIZE TUBE
Pepsodent Toothpaste
REG. 69¢ EACH **2 FOR 88¢**

FROZEN
Snow Crop Orange Juice 4 FOR 99¢

FROZEN
Ore-Ida Hash Brown Potatoes 2 Pkg. **25¢**

WISCONSIN
Aged Cheddar Cheese **1 lb. 69¢**

10 YEAR OLD, 86 PROOF
STRAIGHT BOURBON WHISKEY
Golden River **1 1/2 L. 93¢**

EXTRA DRY 80 PROOF
Roskov Vodka **1/2 GAL. 97¢**

KENTUCKY STRAIGHT BOURBON WHISKEY, CHARCOAL FILTERED, 86 PROOF
Johnny Drum **1/2 GAL. 99¢**

U.S.D.A. GRADED CHOICE BEEF
Rib Steaks SHORT CUT, ANY THICKNESS **65¢** LB.
Chuck Steak 7-BONE ANY THICKNESS **35¢** LB.

U.S.D.A. GRADED CHOICE BEEF
Round Bone Chuck Steak **1 lb. 49¢**
FOR BARBECUE
Boneless Family Steak **1 lb. 67¢**
LEAN TENDER
Boneless Spencer Steak **1 lb. 51.99¢**
WHOLE OR POINT CUT
Boneless Beef Brisket **1 lb. 69¢** CENTER FLAT CUT, LB. 7oz

SWIFT'S PREMIUM
Frankfurters 1-LB. PACKAGE **49¢**
Tom Turkey Drumsticks or Wings YOUR CHOICE **1 lb. 29¢**
FRESH, CALIFORNIA-GROWN, U.S.D.A. GRADE A
Roasting Chickens **1 lb. 49¢**
WILSON'S
Corn King Sliced Bacon 1-LB. PKG. **49¢**
WILSON'S CERTIFIED SLICED BACON, 1-LB. PKG. 5oz.

• Camp's Laminated Frozen
BEEF STEAKS 4-oz. pkg. **33¢**
• Fisher's Frozen
BEEF BACON 1-lb. pkg. **69¢**
BEEF SAUSAGE 1-lb. pkg. **35¢**
• Cornation Frozen
PERCH FILLETS 2-lb. pkg. **59¢**
COD FILLETS 1-lb. pkg. **59¢**
FISH CAKES 12-oz. pkg. **49¢**
HALIBUT STEAKS 12-oz. 75¢
SOLE FILLETS 1-lb. pkg. **73¢**
• Blue Diamond Frozen Breaded
SHRIMP 1 1/2-lb. pkg. **\$1.69**
FISH STICKS 1 1/2-lb. pkg. **79¢**
SCALLOPS 1 1/2-lb. pkg. **\$1.29**
• Mr. Friday's Frozen Breaded
SHRIMP 8-oz. pkg. **39¢**

WALDORF
TOILET TISSUE
10-ROLL BAG **79¢**



FANTASY IN THE SKY... A nightly attraction at Disneyland throughout the summer is Tinker Bell's flight through the air which sets off a display of fireworks. Here crowds gather before Sleeping Beauty's Castle to watch the event.

Fulbright To Address LBSC Grads

Degrees will be conferred on 2,254 students during the 15th annual commencement exercises at Long Beach State College tomorrow at 10 a.m. in the Long Beach Arena.

Sen. William A. Fulbright, chairman of the Senate Committee on Foreign Relations, will deliver the commencement address.

The graduates include 1,188 students who completed work toward their degrees this month, and 1,066 who finished work last January or during summer sessions last year. Degrees are conferred by the college only in June of each year.

The largest class in the college's history also will be the last class to receive degrees from Long Beach State College—transition to the new name, California State College at Long Beach, will be completed July 1.

A total of 72 Torrance residents are included in the graduating class.



DICK McNALLY RECOMMENDS

that you examine your Basic Fire Insurance Coverage to determine whether or not your furnishings are included. A contents policy may be secured for a small additional premium.

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27501 S. Western Ave.

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SAN PEDRO

In TORRANCE Everyone Reads the HERALD