

Today's Farmer Takes On 20th-Century Look

By REYNOLDS KNIGHT
Urban businessmen are becoming increasingly aware that they have a country counterpart in the 20th Century farmer.

Profit planning and sales strategy have become as much a part of the farmer's life as Old Bessie the cow once was. Modern technology has become a permanent fixture in the farmer's forum of affairs. The farm even looks different today. Power-driven equip-

ment is now found parked where plow horses once grazed and farmhands are decreasing in number as new machines are designed to do their work. The marketing men who sell the "rural executives" their equipment and supplies observe that today's farmer is not interested in how something was done yesterday, but how something can be done today in the cheapest and fastest possible way. Manufacturers, too, have noted this trend and have been working closer with their salesmen to supply specific products and technical information to their eager-to-know customers.

The mousetraps are — they have to be ready to add rocks and rheostats, resins and research. Modern competition demands it. That's how one of the oldest agricultural services companies has managed to thrive in the face of dramatic changes in farming and food distribution, and government controls of both. The company—Cargill, Inc. of Minneapolis—has been known for a most of its 99 years as a grain firm, buying from farmers and supplying both domestic and foreign markets. It's still a big name in grain, soybeans, animal feed and other farm products. But now Cargill is also a chemical company. It recently open a plant in Carpentersville, Ill., to supply chemicals to dozens of industries for use in hundreds of products and processes, including textile softeners, de-icers, flotation agents and corrosion inhibitors. The new plant is adjacent to an alkyl resin plant operated by the company since last year. Shortly after its second plant began operation, Cargill elevated its chemical products operations to division level.

sponsors of 761 different events, at home and overseas, in which the measurement and recording to split-second timing is important. Some parts of the timers are made with tolerances up to four one-millionths of an inch. Why does a sky-diver need a stop-watch? He doesn't, but judges on the ground time the duration of his fall.

VON'S and Shopping Bag HEADQUARTERS FOR FRESHER, FINER California Fryers



Look for this tag...



"California Grown" is your assurance of fresher, more flavorful fryers... delivered daily from sunny San Joaquin Valley. No freshness, no flavor last during shipment from out-of-state processing plants... you can taste the difference!

PLUMP, JUICY, CORNISH CROSS FRYING CHICKENS, 1st DAY FRESH!
Whole Fryers... 29¢/lb.
Eviscerated—2 to 2½ Lbs. Avg.
CUT-UP OR QUARTERED 33¢/lb.
Drumsticks 49¢ TENDER & TASTY—THE KIDDIES' FAVORITE!
Fryer Thighs 55¢ FRESH & FLAVORFUL
Fryer Breasts 59¢ LOTS OF WHITE MEAT

Best Buys in Beef! BEEF ROASTS

All U.S.D.A. Choice
Center Cut Chuck Roast 39¢
Boneless Chuck 69¢ WASTE-FREE ROAST
Beef Brisket 69¢ FRESH, BONELESS WHOLE OR POINT
Shoulder Clod 79¢ BONELESS, ROLLED & TIED
RIB STEAKS All U.S.D.A. Choice
Or Boneless Family Steak 77¢
Chuck Steaks 39¢ CHOICE BEEF CENTER CUTS
Stewing Beef 69¢ LEAN, TENDER BONELESS CUBES
Ground Chuck 59¢ FRESH AND EXTRA LEAN
Seafood Specials:
FRESH OCEAN PERCH 59¢ FRESH BARRACUDA 39¢
"W" BRAND FROZEN SCALLOPS 89¢

ALL STORES WILL BE CLOSED JULY 4th INDEPENDENCE DAY Plan To Shop Ahead!

Redeem Your 9th Week Coupons Now!

SPRECKELS SUGAR Pure Granulated
5 LB. BAG... 90¢
10 LB. BAG... 45¢ Save 11¢

TOILET TISSUE Zee-Assorted Colors
4 ROLL PACK 29¢ Save 8¢

VON'S COFFEE Premium Blend-Reg. or Drip
1 LB. CAN... 59¢ Save 10¢
2 LB. CAN... \$1.17

Catering Ice Cream 59¢ JERSEYMAID ½-GAL. CTN.
Jerseymaid Butter 67¢ 1st QUALITY GRADE AA 1-LB. CTN.
Orange Juice 49¢ SUNNYLAND-VALENCIA 48-OZ. DECANTER... 69¢ QT. BTL.
Flapjack Mix 29¢ ALBER'S-4-LB. PKG. FOR PANCAKES & WAFFLES
C-H-B Pancake Syrup 29¢ 28-OZ. BOTTLE
Pineapple Juice \$3:100 DOLE 46-OZ. CAN

More Frozen Food Features
JOHNSTON'S FRUIT PIES LARGE 9-INCH SIZE
Apple, Berry, Cherry, Strawberry-Rhubarb... 49¢ Save 20¢
Macaroni & Cheese 51¢ MORTON'S 8-OZ. PKG.
Grape Juice 61¢ MINUTE MAID 6-OZ. CAN
Beef Enchiladas 53¢ BANQUET 30-OZ. PKG.
Banquet Beef Tacos 43¢ 18-OZ. PKG.
Turkey Drumsticks 59¢ 18-OZ. PKG.
Whole Hog Sausage 79¢ THOMPSON'S 1-LB. PKG.
VEGETABLES 4:51 NEW, VACUUM PACK... SEASONED WITH BUTTER
Peas, Mixed Vegetables, Corn, Broccoli Spears, Spinach, Cut Green Beans...
10-OZ. PKG. ... SAVE 40¢...

VON'S PRIZE PRODUCE "REALLY FRESH" THE VON'S WAY!
Cantaloupes SWEET, THICK YELLOW MEAT
Luscious Served with Jerseymaid Ice Cream!
LARGE SIZE 8¢/lb.
Santa Rosa Plums 2:25¢ DEEP RED SWEET, JUICY
Fresh Sweet Corn 5¢ COACHELLA VALLEY LARGE EARS... EA.
Fresh Carrots 2:15¢ CRUNCHY CRISP LARGE BUNCHES

Dollar Values!
SAFFLOWER MARGARINE 3:5100 Hollywood—1-Lb. Ctn.
FANCY APPLE SAUCE 4:5100 Apple City 2½ Can
FRUIT DRINKS 4:5100 5 Flavors Big 46-Oz. Can
NEW POTATOES 10:5100 Fancy Farms—Whole 300 Can
VET'S DOG FOOD 12:5100 Regular or Liver No. Tall Can
AXAJ LIQUID CLEANER 2:5100 The "White Tornado" 28-Oz. Btl.

VON'S MEAT PIES Beef, Chicken or Turkey
Carefully Chosen Meat... And Lots of Fill!
5:51 FROZEN, 8-OZ. PIES...
59¢ BEEF OR CHICKEN FAMILY SIZE PIES 24-Oz. Size

Sundries Special
LANOLIN PLUS 99¢ REG. 99¢ VALUES
Hair Spray 57¢ HARD TO HOLD. 13½-OZ. CAN.
Shampoo 57¢ EGG OR CASTLE. 16-OZ. BOTTLE
Creme Rinse 57¢ 16-OZ. BOTTLE

VON'S MILD WISCONSIN Cheddar 59¢/lb. Rich, Creamy Cheese for Snacks & Sandwiches Aged Over 90 Days

FAB DETERGENT 49¢ Contains Duratex
GIANT SIZE 10c OH Save 30¢

CRISCO OIL 29¢ Light-No Oily Taster
24 OZ. BOTTLE Save 10¢

BANQUET DINNERS 35¢ Choice of 12 Varieties
FROZEN REG. PKG. Save 14¢

JERSEYMAID Cottage Cheese 25¢ "FIRST DAY FRESH" Farmer Style, Cream or Lo-Cal PINT CARTON
QUART CTN. Farmer Style Only... 49¢

Borden's Biscuits 3:25¢ SWEET OR BUTTERMILK 8-OZ. PKG.
Von's Health Salad 33¢ IT'S FRESH! 15-OZ. CUP
B-B-Q Back Ribs 1:00 ARMOUR STAR 2½-LB. CAN

Von's Bakery
VON'S DONUTS 29¢ Plain or Powdered Sugar PACKAGE OF 8...
VON'S SHEPHERD'S BREAD 35¢ 1-lb., 6½-oz. Big Round Loaf with That Home-Style Goodness

Liquor Features
ROYAL VELVET DRY GIN 3:49 Our Exclusive Quality Brand
KENTUCKY BOURBON \$4.99 Strength 40, 45, & 50% Alc.
IMPORTED SCOTCH \$4.79 40 Proof, Full Bodied
BLENDED WHISKEY \$4.99 40 Proof—Kentucky

VON'S Shopping Bag Add Sales Tax to Applicable Items
WE GIVE BLUE CHIP STAMPS
Prices Effective THUR., FRI., SAT., SUN. JUNE 25, 26, 27, 28

LOMA LINDA Ruskets Flakes 31¢	DOLE Fruit Cocktail 2:49¢	SPRECKELS Sugar 2:35¢	PACKETS Action Bleach 43¢	COGATE Mr. Tidy Toys 69¢	HEINZ Baby Foods 4:45¢	INSTANT CREAMER Coffee Mate 29¢	SANDWICH Baggies 55¢	Instant Maxwell House 1:19¢	Frozen Breaded Scallops 33¢	Ajax Detergent 2:33¢	Ajax Cleanser 2:33¢
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5035 PAC. COAST HIWAY AT CALLE MAYOR — IN TORRANCE 1260 W. REDONDO BEACH BLVD.—IN GARDENA

Law in Action

You may help your children or grandchildren in their education through gifts, insurance, trusts, and your will. For example, a recent California law allows you to give securities (stocks and bonds) to a child, for custodian to hold and manage until the child comes of age. ODDS ARE a child's income is lower than yours; you may find he saves tax money by paying the tax on the income from your gifts to him such as stocks, bonds or real estate you turn over to him. Or you may set up a trust fund for your children's education. One author his turned over his rights to some of his books, and the royalties flow into his grandchildren's educational trust fund. For tax purposes such a trust should run for ten years or more. Federal and state governments allow certain tax free gifts: The first \$3,000—the "annual exclusion"—for example, or each giver's first \$30,000 of all gifts—the "lifetime exemption". THE CHILDREN must "possess, enjoy, and control" the gift at once or indirectly through trustees, guardians, or custodians. The donor (that is you) must give up control over the gift or the government will not regard it as a gift and will tax you accordingly. You may set up during life or upon death a personal trust which you can revoke or change as you like, as long as you live. The law frowns upon "perpetuities"—i.e., trusts set up to go on and on without end. Picnic Slated By Seniors An area-wide picnic for Senior Citizens Clubs is scheduled for Tuesday in San Pedro. The event is being held by Senior Citizens Clubs affiliated with the Los Angeles City Department of Recreation and Parks of the south, west, east and Harbor districts. The picnic will start at 11 a.m. in Pt. Fermin Park, 807 Paseo Del Mar, San Pedro. The program will include entertainment, games, contests and community singing.