

Market for Low Calorie, Dietetic Products Soars

By REYNOLDS KNIGHT

In recent years business men have learned that calories do count—and have used this knowledge to increase a lot of sales scores.

With increasing numbers of Americans watching their weight, the demand for low calorie or dietetic foods and drinks has all but gone into orbit, and there's no sign of any impending fall-off in their skyward soar.

Greatest gains in low-calorie products have shown up in the soft drink industry. Once a specialty item, dietetic beverages have become big business in the past two years.

Last year thirsty Americans consumed 232 bottles of soft drinks per capita, ringing up total sales of \$2 billion, counted for a solid ten percent of the whole, making these non-fattening drinks the hottest thing in the non-alcoholic beverage field.

Aggressive, expansion-minded companies currently put the market for low-calorie drinks at \$400 million, and the rushing to get the most of it. Also considered to offer great growth potential among low-calorie products are baked goods and canned fruits and vegetables.

Though they may not be the permanent panacea for every problem of surplus poundage, low-calorie foods and drinks, it seems, are altering consumer habits of many Americans and will be doing so for some time to come.

SILENT SENTRY — Pre-frozen swordfish steak, filet mignon and lobster tail are winning friends among jet-liner-borne gourmets these days.

The delicacies, defrosted and warmed in the plane's infrared ovens, are served aboard many jetliners with flavor virtually intact, thanks to a "silent sentry" that warns of conditions that may induce food spoilage during the processing or storage.

A small electrochemical battery records the time and temperature history of each shipping carton from packing plant to galley door. It was developed by research scientists at Honeywell Inc. for the Army Quartermaster Corps. One of these sentries is attached to each 18-meal carton during packaging.

Use of the recently-improved Honeywell sensor enables an airliner, for the first time, to serve pre-frozen meals to passengers. Normally, caterers prepare in-flight meals in terminal kitchens and load them warm for reheating.

GIRL FRIDAYS—The nation's secretaries keep the wheels of commerce turning at a brisk and profitable pace, according to many close observers of the business scene. They aid and abet their bosses in dozens of ways, smoothing the operation of offices, industrial complexes and institutions of all kinds.

For their valuable skills, most U.S. secretaries draw weekly salaries ranging from \$85 to \$120, according to the Bureau of Census. This attractive wage scale—plus the prestige of the job—has drawn an estimated 1.5 million to the Girl Friday ranks, more than any other job category.

What does it take to be a top secretary?

The answer came in part at the recent National Secretaries Association competition in which Miss Blanche Hall, of Syracuse, was chosen New York State's Secretary of the Year and awarded the Schenley Silver Secretary's Album. Her credentials included well-rounded secretarial experience at the executive level and a liberal arts education as well as business training. And she demonstrated both poise and tact when she neatly answered questions tossed at her by a panel of three judges in an auditorium packed with 300 fellow secretaries.

THINGS TO COME—Latest project for the do-it-yourselfer is a 21-inch color TV set that can be assembled in 25 hours. All that's needed is a screwdriver, pliers and soldering iron (so they say) . . . Battery bright: the newly developed rechargeable battery-powered cigarette lighter will soon be available as part of a leather dresser valet as a gift set . . . Bedroom barbecues: a no-smoke indoor electric barbecue gives charcoal flavor to meats cooked right in the home.

Patent problems — Getting increased attention these days is the new products field. The current revolution in new product design and evolution has created serious patent problems for many firms. With more than 85,000 applications piling up on the desks of the patent office each year, the chore of establishing novelty and protecting against infringement has become downright difficult.

Many of the firms seeking to remedy the situation have placed patent specialists on their staffs, while others are employing outside counsel.

BITS O' BUSINESS—Higher loan volume and lower

federal taxes are doing most of the spurring in the profit upsurge indicated for commercial banks this year . . . Cigarettes shipments in April rose 3.4 per cent over a year earlier; however, total shipments for the first four months of 1964 were down 7.1 per cent . . . In May, factory workers were averaging wages of \$103 per week, a gain of \$3.75 over the same month in 1963.

Palos Verdes Players on Summer Vacation Schedule

Following completion of their first successful season in their new playhouse last

EXAMPLE NEEDED

Rep. Springer (R-Ill.) said that while he agreed with the Administration on the need to combat inflation, the federal government should set the restraint example for industry and labor by curtailing federal spending.

Highly qualified rheumatologists in the U.S. say that the March of Dimes is following a research program that will lead to "major breakthroughs in arthritis in the foreseeable future."

Saturday the Palos Verdes Players will vacation until September. During July and August a summer theater for children will be conducted at the Palos Verdes Playhouse, 2514 Via Tejon, for youngsters from ages 5 through 13.

This summer series of children's plays will be supervised and directed by Shirley Sawers, who has performed in musical comedy and ballet and is a member of the Palos Verdes Players.

She has asked that it be stressed that the summer theater for children is not to be construed simply as a game to while away idle time but will be conducted in order to provide an opportunity for the children to learn more about the theatrical arts and sciences through actual participation and performance in plays specially developed for backstage activities, including set designing and scene changing, are being invited to telephone the Palos Verdes Playhouse (375-7566) for further details regarding types of plays to be presented as well as dates and times performances will be scheduled.

Parents who would like to have their youngsters take part in these plays as well as participate in all types of plays specially developed for backstage activities, including set designing and scene changing, are being invited to telephone the Palos Verdes Playhouse (375-7566) for further details regarding types of plays to be presented as well as dates and times performances will be scheduled.

THIS AD WORTH \$2.00 ON A SET OF LESSONS

SWIM

FR 6-6339
FR 6-1648

COUPON GOOD JULY 1 THROUGH JULY 15

MARIANNE THOMPSON'S SCHOOL OF SWIM

1736 Manhattan Beach Blvd. 1/2 Block West of Aviation Blvd.



WE WILL BE OPEN SATURDAY, JULY 4th OPEN SUNDAY, JULY 5th

U.S.D.A. GRADE A

FRYING CHICKENS

29¢

lb

CUT-UP . . . 33c lb.

FRESH

GROUND BEEF . . 3^{lbs.} \$1

ROUND STEAK 79¢ lb.

COUNTRY STYLE PORK SAUSAGE 3^{lbs.} \$1

CORN KING BACON 49¢ lb.

DUBUQUE — 5-LB. CAN CANNED HAM 3⁴⁹

MORRELL'S ALL MEAT Bologna 39¢ lb.

ALL MEAT or ALL BEEF OSCAR MAYER WIENERS 49¢

BONE-IN RUMP ROAST

69¢

lb

DI CARLOS SPRINGFIELD

BREAD

5 for \$1

SIRLOIN TIP STEAK 98¢ lb.

CLUB STEAK 98¢ lb.

RIB STEAK 79¢ lb.

CUBE STEAK 98¢ lb.

LONDON BROIL . . 98¢ lb.

MIRACLE WHIP

39¢

Quart Jar

DEL MONTE "GET-TOGETHER" SALE!

NO. 2 CAN SLICED PINEAPPLE 3 for \$1.00

46-OZ. CANS PINEAPPLE-GRAPEFRUIT JUICE 3 for \$1.00

46-OZ. CANS TOMATO JUICE 3 for 89¢

NO. 303 CANS FRUIT COCKTAIL 4 for \$1.00

NO. 303 CANS CUT GREEN BEANS 4 for \$1.00

NO. 303 CANS — CREAM or Whole Kernel Corn 5 for \$1.00

NO. 303 CANS PEAS 4 for 89¢

MORTON'S

SALT

9¢

26-oz. Round

PRODUCE SPECIALS

CENTRAL AMERICAN BANANAS . . . 2 lbs. 25¢

LARGE SOLID HEAD LETTUCE 10¢

WHITE ROSE POTATOES 8 LB. CELLO 49¢

LONG GREEN CUCUMBERS . . . 5¢

COCA COLA . . . 6 Pak 75¢ Case of 24 244

CHICKEN OF THE SEA TUNA . . . NO. 1/2 CANS 4 for \$1.00

PILLSBURY — ASSORTED CAKE MIXES 29¢

DICARLO'S — REG. 33c HOT DOG or HAMBURGER BUNS . . . 29¢

LUNCHEON MEAT — 12-OZ. TIN SPAM 39¢

PIK-NIK — 13-OZ. SHOE STRING POTATOES 10 for \$1.00

FOREMOST

LARGE GRADE AA EGGS DOZEN 39¢

BUTTER Grade AA 67¢ lb

ICE CREAM Big Dip 1/2 Gallon 59¢

ICE CREAM Family Style 1/2 Gallon 69¢

FOREMOST PREMIUM ICE CREAM

59¢

1/2 Gc

Scotsman Lends Name To Roadway Surfaces

The road surfacing that still bears his name came in to being because John Loudon McAdam cast aside his Scottish thrift and spent liberal amounts of his own money to perfect the process.

In the late 18th century road conditions in the British Isles were so intolerable that McAdam realized the beneficial effects of the industrial revolution would be lost if the goods produced in quantity for the first time, could not be transported throughout the countryside.

SO, HE set to work to find a surface that would help transform the existing crude roads into passable arteries. Recalling that as a lad of 12 he had experimented with crushed stone and built a short model road on his family's farm acreage in Ayr, Scotland, McAdam decided to

employ the same general principle, but on a much more extensive scale. Instead of using round stones as had been the custom, he used angular ones and had these broken into pieces small enough to pass through an iron ring two and one-half inches in diameter.

WHEN ROLLED these angular pieces became firmly wedged against each other without a binding agent. The result was the macadamized roads, a hard surface, resistant to rain and moisture.

McAdam's roads contributed vitally to the launching of Britain's great coach-travel era in the early 19th century, and, more importantly, they unclogged the distribution bottleneck, making possible the unlimited transport of manufactured goods and the full fruition of the industrial revolution.



Scouting Builds Better Men

GIVE!

COFFEE

73¢

LB. CAN

2-LB. CAN \$1.45 3-LB. \$2.17

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