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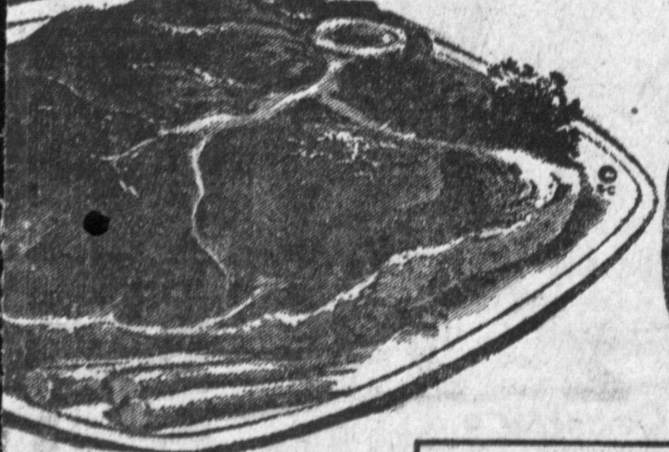


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Govt. Graded "Choice" or Food Giant "Banquet Perfect" Best Center Cuts

ROUND STEAK



69

SWISS STEAK 69¢

HOME FREEZER SPECIAL
WHOLE BEEF ROUND 59¢
CUT AND PACKAGED FOR YOUR FREEZER!
INCLUDES STEAKS—ROASTS—GROUND ROUND

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RUMP ROAST 69¢

89¢
89¢
89¢
59¢

GROUND BEEF SALE!
Food Giant's Finest Lean and Juicy Ground Beef is prepared fresh hourly. It's sure to please every one in your house and make mealtime a joy.

LEAN • TOP QUALITY FRESH

GROUND CHUCK 59¢ lb.
GROUND ROUND 69¢ lb.

59¢

HALIBUT STEAKS 59¢

69¢
39¢
59¢

POMPANO 39¢
Sword Fish 59¢

BURBON WHISKEY \$3.19

GRAND TASTE TENDER FRANKS 49¢
PILLSBURY PERFECT Cinnamon Rolls 33¢
Caramel Nut Rolls 39¢
WISCONSIN MILD CHEDDAR CHEESE 49¢
HOMEMADE SAUERKRAUT 29¢

Van de Kamp's SPECIALS
DUNKETTES 29¢
BLUEBERRY MUFFINS 33¢
FRUIT CAKE 1 lb. 1.25
2-LAYER PECAN SPICE CAKE ea. 98¢

No Change Indicated in Current Business Trend, Reports Bank

Business activity in Southern California continued in a horizontal trend during October, showing little change from the previous month, James Weigel, manager of Security First National Bank's Torrance branch reported this week.

The bank's index of business activity stood at 215.1 (preliminary) for the month, compared with 214.6 in September, and 3.7 per cent above October of last year.

Six of the 14 components of the business index, according to Weigel, registered gains during the month, while eight showed moderate declines from their September levels.

Weak signs were detected in manufacturing production employment. However, they were offset by a high consumption of electric power by industrial users and a stronger showing in department store sales and engineering construction contract awards.

Unemployment, which usually declines at this time of year, showed little over-all change between mid-September and mid-October. On a seasonally adjusted basis, unall areas of Southern California.

UNEMPLOYMENT UP
Number reported unemployed, as compared with the similar period a year ago, was up nearly 50 per cent.

Considering seasonal factors, unemployment in the Los Angeles-Long Beach Metropolitan area rose for the tenth consecutive month and reached the highest level since April, 1958, Weigel noted.

As a percentage of the labor force, unemployment

stood at 6.3 per cent in the Los Angeles area, 7.7 per cent in the San Diego area, 7.5 per cent in the San Bernardino-Riverside area, and 6.4 per cent nationally.

Employment in the southern half of California remained unchanged between September and October, with the slight gains scored in the Los Angeles, San Diego and Bakersfield area, offset by declines in San Bernardino-Riverside and Fresno areas.

October's Southland employment totaled more than 2,600,000; about 55,000 or 1.5 per cent higher than the year-ago level.

Manufacturing employment, while registering a minor increase, remained more than 19,000 below the October, 1959 level.

SoCal Gas Co. Gets Award for Safety Program

A major national award for public relations achievement has been given to the Southern California Gas Company, according to an announcement this week by George Babbe, division manager for the utility.

In making the announcement, Babbe explained that the first place trophy was presented to the gas company for its program in the public safety competition. The program, being carried forward by the gas company is called "Safe Space Heating."

Actual presentation of the award was made during the A.G.A. national convention held recently in Atlantic City, New Jersey, to F. M. Banks, president and general manager of the gas company.

The gas company's "Safe Space Heater" program is a continuing educational campaign aimed at preventing accidents with unvented heaters, Babbe explained. The program was first initiated in 1951 to help prevent accidents and fatalities from unvented gas heaters.

Current award marks the third in the past four years presented to the local firm for its public relations programs.

University Notes Recent Graduates Find Work Easier

Recent college graduates and college seniors are finding it easier to get jobs than many older alumni with on-the-job experience.

This seeming paradox is borne out in the annual report of the University of California's Student and Alumni Placement Center at Berkeley, according to Manager Robert Calvert, Jr.

Probably the largest single employment service on the West Coast specializing in the placement of college-trained graduates, the Center is particularly sensitive to employment conditions in the Far West.

While many companies have temporarily stopped hiring experienced personnel, they simultaneously are stepping up interviews of new college graduates and college seniors, Calvert said.

MAJOR REASON
He cited as the major reason for this a policy by many firms, especially large ones, of bringing in a certain quota of younger, new employees each year to stimulate new ideas and to provide a constantly renewed pool of potential managerial and executive talent.

This, coupled with a business slowdown, and the fact that older alumni encounter employee "resistance" because of age and generally higher salary needs, explains the seeming enigma.

Opportunities are still attractive for both men and women in engineering, the sciences, government, and business, he said. Those with the master's and doctor's degrees generally experience little difficulty in finding jobs.

But overall employment opportunities for college graduates have "deteriorated" since May with "unfortunate" results for those with only average qualifications, he said.

Torrance Strong Third Contender In Permit Race

Torrance continues in a strong third position among Los Angeles county cities in the vital category of building permit valuations, a Torrance Chamber of Commerce release announced Thursday.

Ten month figures place Torrance at close to \$31,000,000, an increase of \$4,000,000 over the 1959 figures.

Month of October saw Torrance permits raising to \$1,470,192, an increase of \$240,000 over the October 1959 figure.

Los Angeles continues to pace the field with \$520 million, a drop of \$45 million from 1959 figures. Long Beach continues in second place, with Beverly Hills fourth with \$23,000,000, \$8,000 behind Torrance.

Other in the "Top Ten," all doubled by the Torrance figure, include: Glendale, Santa Monica, Pomona, Inglewood, Pasadena, and Montebello.

NORWAY SPRUCE

Norway Spruce has been moving up the popularity scale as more people discover its merits—rich green foliage, full symmetrical form and short, trim "needles" which show off decorations to advantage. The other is Colorado Blue Spruce, whose fir-like foliage has a definite blue cast to it. Conical in shape, it is extremely full and attractive.

Election Returns Mark New Record For Rep. King

The 205,176 voters of the 17th District who cast their ballots for re-election of Congressman Cecil R. King on November 8 may have set a new national record—topping the number of votes cast for any of the 436 other Congressmen in the United States—according to complete semi-official tabulations just released.

Congressman King, for years the most popularly elected official in California, again this year ran well ahead of his national party, winning re-election to his 10th term in the House of Representatives with a victory of better than 2-to-1.

Congressman King is now the ranking seniority member of the powerful House Ways and Means Committee and dean of the Los Angeles County congressional delegation.

GARDEN TOOL

Garden tools make perfect Christmas gifts for the man who always puts off replacing worn out equipment.

POTS IN DISHES

Pots standing in dishes should be checked during wet weather to insure that no excess water is left to damage the plant.

EXCITING NEW SERIES

BASED ON H. G. WELLS' FANTASTIC CREATION

the Invisible Man

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