

At Chamber of Commerce Export Session Slated Thursday Morning

Exporting techniques and skills will be discussed at a Foreign Trade Conference beginning at 9:30 a.m. tomorrow at the Torrance Chamber of Commerce, 1510 Cravens Ave.

Conducted by the Los Angeles office of the United States Chamber of Commerce in collaboration with the Torrance Chamber, the program will revolve around the general subject of "Selling in World Markets."

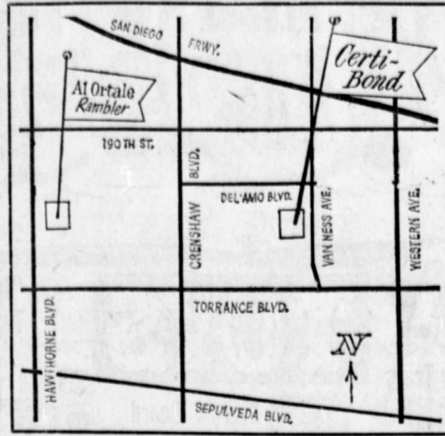
Purposes of the workshop, as one in a continuing series, are to implement the national Export Expansion Program, to discuss with local firms the U. S. balance of payment problem, direct and indirect exporting, and explore profit and growth opportunities from entering world markets.

JACK ROKAHR, a specialist in international trade with the U. S. Department of Commerce, will serve as guest expert for the workshop. He will lead a discussion on various elements of international marketing, export financing, foreign freight forwarders, the role of banks in exporting, export control, sales letters, making contacts, and contracts.

Rokahr also will head a panel which will review the services of the U. S. Department of Commerce available to exporters: the "Action Programs"—trade centers, trade missions, trade fairs, sample display services, commercial services, trade lists, and trade contract surveys.

THE DISCUSSION will be considered open end and will help provide answers to the best methods of developing markets abroad.

Chamber of Commerce President Bruce Jones has urged area firms and organizations interested in international trade to attend. The meeting is open to any firm interested in exporting. Reservations may be made by calling the Torrance Chamber of Commerce, 328-2814.



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Sara Lee — Cheese Danish Cakes or Cherry Danish 11-oz. **82^c**

Frozen Rite Parkerhouse Rolls or Cloverleaf Rolls **35^c** ea

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EGG NOG Quart Carton **47c**

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