

No Magic Pills for Profit, Bank Notes

... Let's Go

By LARRY MACARAY

Pablo Picasso and Henri Matisse have long been favorites of mine. There are those who know Picasso only by his Cubist period or by his disjointed portrayal of the human form. Of course it runs contrary to learned recognition of identifiable forms, but nevertheless, there is more to Picasso than can be seen and understood by the average viewer.

Artists of substantial artistic stature seem to share a close bond or affinity for the creative efforts of other contemporary artists. The amateur often criticizes and rejecting the works of other artists—particularly those who are more successful.

Throughout history, great artists have traded their paintings with other artists—and if financially able—have bought them outright. Picasso is a fine example. It is estimated that the sum of his lifelong productivity would amount to well over \$100,000,000. Obviously he has the money to buy good art himself, as he has collected some of the best known works of contemporary artists.

THE GREATEST assemblage of works by Henri Matisse is now being shown at the new Dickson Art Center at UCLA. One of the "bright-spots" of the 92 paintings is the "Still life with Oranges" that Matisse painted in 1912 while traveling in Tangier. I don't know how many years Picasso has owned this painting but it's apparent that the people who were responsible for forming this gigantic exhibition almost didn't get the painting from him.

The painting of the oranges usually hangs between two Cezannes in Picasso's home in Mougins, France. Finally after 53 requests for this particular painting, Picasso acquiesced with the statement, "You knew you were going to get it?" Well, after 10 or 15 requests I think I would have bet all my money that there wasn't a chance of getting it.

The Russian government had promised to send some of the 51 paintings that it owns of Matisse—but somehow managed to avoid actually sending them. Maybe the Russians wanted to avoid the criticism of the press concerning the authenticity of some of the paintings. Last year when an exhibition was loaned to the Louvre in Paris, some sharp critics pointed out that not all of the paintings were authentic, as the Russian government had claimed.

USE OF COLOR will always be associated with the greatest achievements by Matisse. Certainly, the knowledge of color can be learned—but to use color as a means of intimate expression must surely be a gift. Few people possess this gift—none to the degree that has flowed from his brush.

Color and composition are the two factors that have attracted me to Matisse throughout the years. Always sensitive to raw and pure color—I can appreciate some of his early Fauvist and Pointillist works. The way that he used color—so purely and directly—almost precluded that his drawing ability be of an equivalent degree of sensitivity. He knew line and form as well as anyone, but liked to draw—not anatomically—but with feeling.

It is a sad note that the inevitable has happened, over and over, in today's society. Noting the success of modern masters, many students have

learned to "ape" these successful styles—in many instances with great success. The public has accepted many who can paint, but who cannot draw. In a painting, one can hide many of his shortcomings—in drawing with the pure line, he is naked for all to see.

In the latest issue of the Small Business Reporter, the bank analyzes the ingredients of the successful small business:

"It is possible for either the owner or outside consultants to give almost any business a test that will point out some of the weak spots and show places where improvement can be made."

"The first step is to write down a description of the business, including its financial position and credit data."

"Then there are three other things to consider: What does the businessman know? What does he do with his knowledge? Is he using all his resources?"

Lots of businessmen have

"know-how," the Reporter asserts, "but they never seem to use it to greatest advantage. On the other hand, successful businessmen use their knowledge to get results. This shows up in the way they make plans, get action and direct the business."

The publication adds, "It is said we all have extra reserves of energy and ability to draw on when we need them. A great many businessmen never use this hidden

power, largely because they have simply forgotten they have it."

The Bank of America report emphasizes, "Good businessmen don't dwell on failures. Somehow they always seem to turn bad luck into good luck. It's an attitude they've developed, a confidence they've acquired."

Nothing that more than 90 per cent of America's five million-plus businesses are classified as small businesses.



RELL'S
Mobile TV service
Since 1953
A Complete Repair Shop at Your Doorstep

Estimates Cheerfully Given!

USE YOUR BASIC AMERICARD

PHONE DA 7-2582

HOURS DAILY
9:00 A.M. - 9:00 P.M.

WIN-UP TO \$1,000.00 PLAY BONUS BINGO

SAFEMAY

Hundreds Have Won Cash! Hundreds More Will Win!

Here Are Just A Few Recent Winners!



\$500.00 Winner Evelyn Ellison
409 N. Maria Ave.
Redondo Beach, Cal.

Marianne Nery, National City
Thomas J. Scheidecker, Downey
Betty Mauldin, Claremont

Bonus numbers may be copied, either from this ad, or from the poster displayed in our stores. Copying must be hand printed in plain block letters on plain piece of paper.

—And... You Can't Lose With Safeway's Low Prices—

Cheddar Cheese	Safeway Medium Sharp	lb.	69¢
White Magic Bleach	Plastic Jug	Gal.	39¢
Mayonnaise	Best Foods, Creamy Smooth Tops for all Salads	Qt.	58¢
Cake Mixes	Mrs. Wright's—Lemon, Devils Food, Spiced, White or Yellow Varieties	10-oz. Pkg.	29¢
Lucerne Salads	Potato, Cole Slaw Macaroni, Carrot-Raisin	3 Pint Cups	\$1
Sea Food Dinners	Captain's Choice	9-oz. Pkg.	49¢
Bel-Air Broccoli	or Pars and Carrots	5 10-oz. Pkgs.	\$1
Bel-Air Cut Corn	or Tasty Succotash	5 10-oz. Pkgs.	\$1
Bel-Air Green Peas	Fresh Frozen	5 10-oz. Pkgs.	\$1

SPECIAL

White King Heavy Duty Laundry "D"

Whiter, Brighter Washdays! Price includes 10c off label!

Giant Pkg. **59¢**

SPECIAL

Snow Star Ice Cream

Popular Flavors For a quick dessert.

2-gal. Ctn. **49¢**

STOCK-UP

TV Dinners Popular Assortment Swanson

German, Chinese, Italian, Chopped Sirloin, Mexican and etc.

Your Choice each **49¢**

STOCK-UP

Sea Trader Tuna Chunk Style

Light Meat for Salads or Sandwiches—or Casseroles.

6-oz. can **25¢**

SPECIAL

Airway Coffee Mild Brazilian

Grind it yourself—Know It's FRESH! Safeway Guaranteed (3-lb. bag, \$1.77)

1-lb. bag **59¢**

CUT-UP FRYERS

Golden Cornish Cross—Plump, Tender and Meaty. Check This Low, Low Price!

Bonus Buy! **35¢** lb.

U.S.D.A. Choice Beef STEAK SALE!

Rib Steaks Large End Cuts	lb.	89¢
Boneless Round Full Center Cuts	lb.	98¢
Boneless Tip of Tender Sirloin	lb.	\$1.19
Boneless Tender Breakfast Steaks	lb.	\$1.19
Boneless Spencers Tender Rib Eye	lb.	\$1.79

STOCK-UP

Beech-Nut Baby Foods Popular Assorted

Choice of Fruits, Vegetables or Juices Smoother, Softer Consistency for baby!

12 For **\$1**

Bacon Sliced Farmer John Iowa Farms Corn King 1-lb. Pkg. **79¢**

Roast Boneless U.S. Choice Beef Chuck lb. **69¢**

Beef Roast U.S. Choice Boneless Clod lb. **89¢**

Rump Roast Boneless Beef U.S.D.A. Choice lb. **98¢**

Skinless Franks Sterling Brand 1-lb. Pkg. **59¢**

Lunch Meats Safeway Assortment 8-oz. Pkg. **39¢**

Fish Sticks Captain's Choice 8-oz. Pkg. **39¢**

BANANAS Fancy Yellow Ripe 2 lbs. **25¢**

Grapefruit Coconella White or Ruby Sweet-Juicy Easy to Peel

Navel Oranges Washington State Extra Fancy Red Delicious Apples Your Choice 6 lbs. **\$1**

Potatoes U.S. No. 1 Russet Idaho Grown 10 lbs. **59¢**

Pineapple Large Size Hawaiian Each **39¢**

Tax Reports Due Monday, Clerk Says

All business firms and individuals subject to the Los Angeles city business tax must file renewal statements no later than Monday.

The statements must show gross receipts during 1965 and include payment of the 1966 business tax.

A penalty of 10 per cent and interest of 1/2 of 1 per cent will be added on March 1 to delinquent payments.

Checks should be made payable to Los Angeles City Clerk, and mailed to Room 101, Los Angeles City Hall.

Popular Brands Cigarettes

Regular Size Carton of 200 **\$2.08** Plus Taxes

Increase Your Knowledge NOW AT SAFEMAY

Universal History of the WORLD

START YOUR 16 VOLUME SET TODAY!

Volume 1—Only **49¢**

Volumes 2 thru 16 On Sale Later

SAFEMAY

CARSON and WESTERN, TORRANCE • PACIFIC COAST HWY. and NARBONNE • TORRANCE and ANZA, TORRANCE
All 117 Safeway Stores in Los Angeles County Are Your Authorized Food Stamp Program Retailers