

# Big Business Backs LBJ War on Poverty Program

BY REYNOLDS KNIGHT  
Big business, with capital B's, has begun to swing its weight behind the government's anti-poverty program by quick agreement to operate the training camps being established to help the needy prepare themselves for better jobs.

Leaders of U.S. business and industry will teach a wide range of skills, including such things as cooking electronics assembly, repair of autos and office machinery, sales training, and home appliance repair.

One reason for industry's attention to the program is the growing belief that in the interest of national defense the "skill level" of adult Americans must be raised. One factor of the program is that for trainees 16 to 21 years of age there is no set rate of progress. As one company representative said, "the kids set their own pace; some may take two years for a course."

March 4 in Akron, Ohio. "The new concept for Woolworth in retailing envisions Worth Mart as a store especially designed for a growing market — that of convenience shoppers seeking to purchase at discount prices, staple and promotional items, including brand-name merchandise that is not fair traded," said Lester A. Burcham, president of Woolworth's.

"Worth Mart will be promoted on advertised weekly

promotions of demand merchandise at recognizably low prices," Burcham said. "Soft lines, including clothing, dry goods, and nationally known toilet articles and housewares will be featured," he pointed out.

The new Worth Mart stores will be established and operated separately from the more than 2,400 traditional variety stores and 16 Woolco Department Stores now located throughout the United States

and Canada. "Some automated equipment has, of course, been in ship use for years... Click of coins may turn to clunk if and when the Treasury changes the alloy used in U.S. dimes, quarters, halves and silver dollars... Astronomers are gearing up to "listen in" on sounds and energy emissions of stars and planets. The goal is answers to such questions as whether there is life on other planets, and is the English Channel curved or flat?

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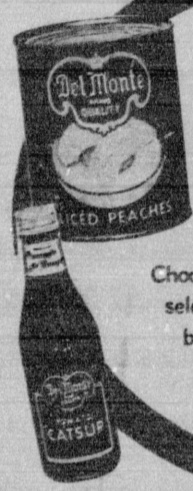


## SALE OF THE YEAR!

### 1965's BIGGEST, SAVING-EST FOOD SALE!

8 BIG SALE DAYS!  
PRICES EFFECTIVE WED., MAR. 17 THROUGH WED., MAR. 24.

We have more bargains this week than this page could hold... so we've MAILED FOUR BIG PAGES OF BARGAINS TO MOST OF THE FAMILIES NEAR OUR STORES... if we've overlooked your house please let us know and pick up your copy at the store and SEE HOW MUCH YOU'LL SAVE!



## DOLLAR DAYS!

Choose all the Dollar Bargains you want from a selection of 48 popular groceries, health aids, beauty needs and household items in this super sale... you'll save on any or all of them.

Here are a few samples of what's in our big circular...



## BEEF SALE!

For freezer-stocking or just daily menus, you've never seen a meat sale like this... choose from 27 popular cuts of top quality, value-trimmed U.S.D.A. choice grade beef to begin with... add several smoked or cured meat bargains... top it off with a round dozen fresh and frozen seafoods! They're all in our big circular, all priced for savings!

- DEL MONTE DRINK Pineapple-Grapefruit 4 46-OZ. CANS \$1
- Del Monte Peaches SLICED OR HALVES 5 29-OZ. CANS \$1
- Del Monte Catsup 14-OZ. BOT. 8 FOR \$1
- Del Monte Corn CREAM STYLE GOLDEN 5 17-OZ. CANS \$1
- Del Monte Peas EARLY GARDEN 5 17-OZ. CANS \$1
- Fruit Cocktail DEL MONTE 5 17-OZ. CANS \$1
- Tomato Sauce DEL MONTE 14 8-OZ. CANS \$1
- Dish Cloths WAFFLE WEAVE 10 FOR \$1
- Air Freshener AIR MAGIC 6 1/2-OZ. AEROSOL CAN 3 FOR \$1
- Set Magic HAIR SPRAY, 13-OZ. CAN REGULAR OR FIRM 2 FOR \$1

- DEL MONTE 46-OZ. CAN Pineapple Juice 3 FOR \$1
- DEL MONTE Prune Juice 3 QT. \$1
- DEL MONTE Green Beans 4 16-OZ. CANS \$1
- DEL MONTE SOLID PACK Tomatoes 4 16-OZ. CANS \$1
- DEL MONTE SLICED Pineapple 5 1 1/4-OZ. CANS \$1
- DEL MONTE FRENCH Green Beans 4 16-OZ. CANS \$1
- GENUINE LITTLE, REG. 92% EACH Golden Books 5 FOR \$1
- THREE PATTERNS, 9 1/2-OZ. SIZE Coffee Mugs 6 FOR \$1
- JOHNSON & JOHNSON ANTISEPTIC Mierin (5c OFF) 2 7-OZ. \$1
- GET RID OF SNAILS PELLETS OR MEAL, 16-OZ. 3 FOR \$1

- U.S.D.A. CHOICE BEEF Club Steak LB. 89¢
- BONELESS ROAST Shoulder Clod LB. 79¢
- LARGE END Rib Roast LB. 89¢
- SHOULDER T-Bone Steak LB. 49¢
- REGULAR CUT Rump Roast LB. 69¢
- BONELESS Family Steak LB. 79¢
- CUT ANY THICKNESS Round Steak LB. 69¢
- FRESH FILLET OF Red Snapper LB. 59¢
- FRESH Fillet of Sole LB. 79¢
- FRESH Truood Fillet LB. 89¢

- T-Bone Steak U.S.D.A. CHOICE BEEF WELL TRIMMED LB. 89¢
- Porterhouse Steak WELL TRIMMED LB. 98¢
- Stewing Beef LEAN, BONELESS PRE-CURED LB. 69¢
- Sirloin Steak FULL CUT LB. 89¢
- Top Sirloin Steak BONELESS LB. \$1.25
- Round Bone Roast (SHOULDER) LB. 49¢
- Ground Round FRESH, LEAN LB. 59¢
- Link Sausage MARKET BASKET SKINLESS 4 4-OZ. PKGS. \$1
- Canned Ham OLD VIRGINIA 5-LB. CAN \$3.59
- Corned Beef LEAN, TASTY, GOOD HOT OR COLD LB. 49¢

PLUS DOZENS MORE DOLLAR BARGAINS!

- Ice Cream JERSEYMAID CATERING 1 1/2-GAL. CTR. 59¢
- Fab Detergent 49¢ (110c OFF)
- Toilet Tissue SWAN SOFT 12 ROLLS \$1 (5X 2-ROLL PKGS.)
- Pillsbury Flour 5-LB. BAG 39¢
- Cookies MARKET BASKET CREME SANDWICH 16-OZ. PKG. 35¢
- Ban ROLL-ON DEODORANT LOTION FORMULA—EXTRA LARGE SIZE (INCLUDES 12c OFF) REG. \$1.00 69¢
- Margarine MARKET BASKET 2 1-LB. CTNS. 25¢

## Market Basket Bargains

Market Basket Bargains have become a mainstay of many a smart homemaker's budget... and look at these, just a few of the more than 50 extra values on sale this week at Market Basket in groceries, frozen foods, fresh fruit, vegetables and dairy foods.

- Folger's Coffee 1-LB. CAN 69¢
- Instant Coffee FOLGER'S 10-OZ. BAR (100c OFF) \$1.29
- Orange Juice 5 6-OZ. CANS 89¢
- Meat Pies BANGSET FROZEN BEEF, CHICKEN, TURKEY 6 FOR \$1
- Bananas CENTRAL AMERICAN 2 LB. 19¢
- Oranges CALIFORNIA NAVELS 9 99¢
- Apples WASHINGTON RED DELICIOUS 2 LB. 29¢

- THE GOLDEN TREASURY OF KNOWLEDGE BOOK ONE ONLY 39¢ ALL OTHERS 59¢ Each VOLUMES 1 TO 8 NOW AVAILABLE
- FOLGER'S Coffee 9-LB. CAN \$1.37
- FOLGER'S Coffee 3-LB. CAN \$2.05
- DEL MONTE WHOLE KERNEL CORN FAVORITE STYLE 17-OZ. CAN 5 FOR \$1
- DEL MONTE WHOLE KERNEL CORN VACUUM PACK 12-OZ. CAN 5 FOR \$1
- DEL MONTE STEWED Tomatoes 5 14-OZ. \$1
- INCLUDES 9c OFF 1/2-GAL. BOT. 33¢
- Purex JERSEYMAID FIRST QUALITY GRADE AA 1-LB. CTR. 69¢
- Butter MARKET BASKET 2 1-LB. CTNS. 25¢

- DEL MONTE Pink Salmon 14-OZ. 59¢
- OSBARD'S—WITH BEANS Chili Con Carne 40-OZ. 69¢
- LORD & LADY Tuna for Cats 6-OZ. CAN 10¢
- CLEANSER (INCLUDES 2c OFF) Ajax 2 14-OZ. CANS 29¢
- SUNSHINE HI HO Crackers 10-OZ. PKG. 29¢
- LURR HALL BEEF, 1-LB. PKG. 59¢
- All Meat Franks 1-LB. PKG. 49¢
- MARKET BASKET 10-OZ. PKG. ALL MEAT OR ALL BEEF Bologna 39¢
- WISCONSIN CHEESE Aged Cheddar LB. 69¢
- MARKET BASKET 16-OZ. CTN. COLESLAW, HEALTH OR MACARONI Salads 29¢
- KRAFT SLICED MIDGET Longhorn Cheese 6-OZ. PKG. 35¢
- BETTY CROCKER Cinnamon Rolls 9 1/2-OZ. CTN. 29¢
- WAINFIELD CRABMEAT, 6-OZ. PKG. 75¢
- FROZEN 12-OZ. PKG. Crab Legs 99¢
- FRANCO AMERICAN Spaghetti 2 15 1/2-OZ. CANS 25¢
- PALMOLIVE Toilet Soap 2 BATH BARS 31¢
- TOOTH PASTE, 6 1/2-OZ. FAMILY SIZE TUBE INCLUDES 2c OFF 2 FOR \$1
- Popoedent 2 FOR \$1
- KRAFT SLICED Jack Cheese 6-OZ. PKG. 35¢

- FRESH CRISP Carrots 2 1-LB. PKGS. 19¢
- TASTE FLAVORFUL Mushrooms 1/2-LB. 39¢
- KUBY RED Grapefruit 8 FOR \$1
- KOLD KIST FROZEN Sirloin Tips PKG. 58¢
- TREE TOP FROZEN Apple Juice 6 6-OZ. CANS \$1
- NEW OVEN SPRAY LIBBY'S GOLDEN WAVE EASY OFF 59¢
- GLASSWARE 8 FOR \$1
- JUICE, BEVERAGE OR COOLER GLASSES
- STAR BRIGHT FINE SAFFRON STAINLESS WITH INLaid FERRITE 18 TO 19c PER DOZ. WEEK END APR. 14 11c PER DOZ. TEASPOON 18c 1/2 DOZ. DINNER FORK 19c

## LIQUOR VALUES

Market Basket is featuring exclusive high-quality brands that represent unusual value in the liquor departments at all stores except Hollywood, West Los Angeles!

- LAGER BEER Steinbrau 6 12-OZ. CANS 75¢ CASE OF 24 CANS \$2.89
- STRAIGHT BOURBON 96 PROOF 51-CAL Early Times \$12.49
- STRAIGHT BOURBON WHISKEY, 80 PROOF Old Portage 51.29 \$13.39
- EXTRA DRY, 85 PROOF, QT., \$1.99 Mount Royal Gin FIFTH \$13.39
- GALLON SIZE Philodendron Solenom OR TAMARISK JUNIPER GLENDALE PARK Lawn Seed 5-LB. BAG \$1.99
- HAWAIIAN MAGIC 8 OZ. FT. 99¢
- RED STAR LIQUID PLANT FOOD Lush Green GALLON 99¢

## GARDEN SALE

Now's the time to add new plants and invigorate the old ones—you'll save a bundle with Market Basket's Spring Garden Sale.

### DOROTHY DIGS in the garden

Those areas where snails and slugs are a problem, this is a good time to scatter a few pellets of slug bait or slug meal around your ivy and ground cover. Any dark damp place is a good breeding place for snails. If you are not sure they are around put just a few pellets in several locations and keep checking. They can do a lot of damage if they get a good start.

This is also a good time to make another clean-up or dormant spray of all your plants that are not in bud or bloom. Be sure to spray heavily and soak the ground as well as the plant. Spring sprays with this very economical material will greatly cut down the number of sprays of more expensive materials later in the season.

The time sulfur dormant spray prevents many fungus diseases from ever starting and kills the larvae and eggs of the bugs. Spray now when you are not so busy and decrease your work this summer.