

*Week at* **FOX** MARKETS

Stock up!  
**BIG 4-DAY SALE**  
Thurs. thru Sun.

**Ed Sullivan** INVITES YOU TO ENJOY THESE GREAT RECORDINGS

Just Arrived **KISS ME KATE** SHOWBOAT ONLY \$1.69 Ea.

Album No. 1 Also on Sale **"MY FAIR LADY"** ONLY 99c... AT FOX!

**SPRECKLES SUGAR**  
5-LB. BAG

**29¢**



**POTATOES**

U. S. NO. 1 RUSSETS  
finest of all bakers!



**10/39**  
POUNDS in a cello bag

**PEACHES**

NEW CROP RIO OSO!  
Large, Juicy Freestones  
from Northern Orchards

**10¢** lb.



**ROMAINE**

SALAD LETTUCE  
Large Head **5¢** ea.

**GRAPES**

ITALIA MUSCAT  
Large Clusters! **10¢** lb.

**VET'S DOG FOOD**

NO. 1 TALL CAN

**5¢**



**SECURITY BANK OPENS . . .** The first of three new Security First National Bank branches to open in the Torrance area held grand opening festivities last week. The branch, located at 190th and Anza, received an official visit by Betty Baker, Miss Torrance, shown here with Gilbert A. Pando, branch manager. Highlight of the all day open house was a drawing for free savings accounts.

**Businessmen Slant Sales Pitch Toward Quick, Lasting Results**

By REYNOLDS KNIGHT  
Many businessmen throughout the nation are putting more oomph into their sales pitches and more dollars into their advertising and promotion budgets in an effort to spur lagging sales.

The emphasis right now is on programs aimed at providing the best possible results in the shortest time, rather than those designed for long-term sales results.

One manifestation is that American business seems to be moving toward four-color advertisements in magazines and newspapers. This trend also will mean more expenditures for color TV when it really gets rolling.

advertising agencies, and an eye-appealing one for shoppers.

**HELP FOR EGGMEN** — U.S. poultrymen, fretful over recent low egg prices, can take heart from reports of an inexpensive production technique shown to increase cash income from eggs by up to 46 per cent.

Manfred F. Lawatsch, poultry nutritionist at the Cargill-Nutrena research farm in Minnesota, told a meeting of the Poultry Science Association of a two-year controlled lighting experiment in which "light-rationed" hens laid large, profitable eggs, and consumed 6 per cent less feed per egg.

The average light-rationed bird returned a net annual income of \$1.67 compared with only \$1.15 for the average hen in the conventional light surroundings.

Commercial eggmen can apply the technique to their flocks by installing an automatic timer to turn lights on and off at specified times, and opaque covers across layer house windows and ventilation ducts, Lawatsch said.

**BRIGHT**, colorful, attention-getting packaging is expected to become more and more important, a survey by a leading financial publication reveals.

Stronger, more competitive sales staffs also seem to be the order of the day, with many companies offering attractive all-expense-paid trips abroad, and special premiums for sales performance. At least one appliance industry plans to have movie stars on hand at its regional sales promotion meeting in an effort to draw more dealers.

All in all, it looks like a bright year for media men and

**AMERICANS ON MOVE** — More than 3 1/2 million U.S. families will move to new homes before the end of the year.

Some will be newlyweds, some will be elderly, and some will be in between will be the typical first-time homebuyer. He is 33 years old, has three children and an average income of \$6500, says West Gatewood, housing specialist at Allied Chemical's Barrett Division. Mr. Typical will buy a home costing approximately \$13,375.

This composite homebuyer will want available space to construct a family, or recreation room, if one is not already included. Chances are he's handy enough to erect studding and walls of gypsum board or install a fibreboard tiled ceiling. He also desires a home that is constructed of quality fire-safe materials such as Bar-Fire shingles and aluminum siding, and has rock wool insulation. His new home probably will be in the suburbs.

**IT'S SAFE** to say his wife will want a compact, well equipped kitchen with modern appliances and plenty of counter and cabinet space. Three bedrooms are the minimum she'll settle for, and a lavatory or half bath in addition to the master bathroom will be high on her list of desires. She will also want a utility room or space for her automatic washer and dryer and adequate closet space throughout the house.

A garage is no longer a ranking demand, Gatewood says, because carports made of translucent plastic panels, such as Allite, have risen to great popularity.

**THINGS TO COME** — Newest item among automatic dispensers is a machine which gives out trading stamps to the customer. It automatically dispenses the correct number for the total sale being registered . . . And now, if you want a contour bed, you can purchase a budget-priced unit (under \$200) which converts an ordinary bed into a hydraulically operated and electrically controlled resting place within less than three minutes.

**TOYS NOT IN ATTIC** — Shipments of toys in the first six months of the year have surpassed last year's record by 9.3 per cent, according to Toy Manufacturers of the USA, Inc. An industry spokesman says this year's sales could top previous records, but he tempers his optimism by citing factors which could affect sales adversely, such as foreign imports, a large and changing variety of products, high developmental, promotional and selling costs, and relatively small profit margins.

**SAVE UP TO \$3.00**

A FIFTH ON OUR OWN BRANDS!



**MIX-OR-MATCH SPECIAL!**

3 FIFTHS FOR **\$12.95**

OR \$4.49 EACH

**BOURBONS**

WORTH SO MUCH MORE!

Old Barton 86 Proof — 8 year old Kentucky bourbon. Guaranteed superior quality!  
Barton's Ancient Bond 100 Proof. Worth \$6.75 a fifth. Bottled in bond in Kentucky.

AND . . .

**BRANDY** . . . Royal Dominican, 10-yr. old. Imported. Worth \$7.50. Cognac quality.

**IMPORTED SCOTCH**

**\$4.29**  
FIFTH  
2 FOR \$8



**PATTERSON'S BEST**—Distilled and blended in Scotland. Very light. Luxurious! True Highlands flavour. Comparable to Scotch selling for at least \$2.00 more per fifth. Save here!

**EXTRA DRY GIN**

JOHN COLLINS--90 PROOF

Made especially for us by a renowned distiller. None finer at any price.  
**3 BOTTLES FOR \$10**

**\$3.49**  
FIFTH



SAVE EVEN MORE BY THE CASE

Prices Good Thurs., Fri., Sat. & Sun. August 25, 26, 27, 28, 1960

**Z.H.B. IMPORTED HOLLAND BEER**

The best import at local prices!  
**6-BOTTLE \$1.25** PAK



TORRANCE—20900 Hawthorne Blvd.  
TORRANCE—182nd & Arlington TORRANCE—1321 Post Ave.  
GARDENA—Van Ness and Rosecrans

**WINDSOR FLORIST**



Wong's Chicken Chow Mein  
Frozen Chinese Food  
14-ounce Package 49c

**ENTER FOX'S TV PRIZE JAMBOREE**

BOYS, GIRLS! ENTER THIS GREAT CONTEST NOW!  
OFFICIAL ENTRY BLANKS AT FOX MARKETS!  
NOTHING TO BUY!