

New 'Meal-in-a-Glass' Diet Fad Opening Fantastic Market Drive

By REYNOLDS KNIGHT
Millions of increasingly weight-conscious Americans have helped the food industry move into a completely new area: the high-nutrition, low-calorie meal-in-a-glass.

Noting that some 30 million citizens are considered overweight—and many of them cognizant of the fact—an Indiana company led the way some months ago and was quickly followed by a rash of competitors. One food company executive terms the market "fantastic," and the brand names of these weight-reducing products are fast becoming regular conversation bits among dieters and non-dieters alike. The taste of one is described as "something like a malted milk."

THE PRODUCTS usually are in liquid or powdered form. Water is added, and, as advertisements put it, "you can have a complete meal in a glass." These new offerings aren't confined to home use, either; restaurants in such cities as Chicago now offer them on the menu.

Looming ahead is a violent competitive battle, with all manner of heavy advertising, special pricing, and "gimmick" promotions as the contestants struggle for this market.

VETERAN FOOD men will tell you, of course, that low-calorie foods as such aren't new. But up to lately such products were confined to specially processed versions of already known foods, such as flavored gelatin desserts and canned fruits. Possibly those items may now be largely supplanted by the meals-in-a-glass.

ROADS TO prosperity—The stepped-up Federal Highway Program, which now pours more than \$4 billion a year into the nation's economy, will play a key role in helping the U.S. reach new peaks of prosperity in the next decade, a current study discloses.

Economic benefits of the multi-billion program to modernize our federal and state highways will continue long after the system is completed, the study indicates. A total of \$40 billion will have been spent on the interstate highway program alone when the 41,000 mile goal is reached.

THE STUDY of the economic impact of the highway program was made by the economics department of C.I.F. Corp., the nation's largest independent industrial financing company.

The program in its first four years has put \$10,172,700,000 into circulation to build 9100 miles in interstate and defense highways and 100,100 miles of primary, secondary and urban (ABC) roads in 50 states, the District of Columbia and Puerto Rico, the study shows. The U.S. paid \$6,441,700,000 of the total, and the states \$3,731,000,000.

The CIT study estimates that over \$35,000,000,000 more will be expended by the federal and state governments to finish the highway program, which is scheduled to be completed in 1972.

PLASTIC TEXTILE sprays—The Textile industry is constantly on the lookout for new techniques to pique the interest of the fashion-conscious consumer. If the new textile technique also promises to cut costs, it is all the more intriguing from the manufacturers' viewpoint.

Considerable interest, for both these reasons, is expected to be sparked by a recent announcement in Raleigh, N.C. A new method of applying patterns and textures to a wide range of fabrics by production-line methods—but without the expense of costly engraving rolls or heavy fabric-printing equipment—was demonstrated there at North Carolina State College's School of Textiles.

THE PROCESS, an application of plastics developed by B. F. Goodrich Chemical Co., involves spraying liquid vinyl plastic on textiles in abstract

swirls, random line or spatter designs. Either hand sprays or production-scale spray equipment may be used. On heating in an oven, the vinyl fuses onto the fabric in permanent patterns or textures that withstand washing and dry cleaning.

This process means that for the first time, three-dimensional "printing" of textiles is possible, according to Lawrence Shailer, manager of textile chemicals sales development for BFG Chemical.

THINGS TO COME — Worried over carving that Thanks-

giving turkey? A motorized carving knife with a steel blade that makes 7200 cutting movements a minute may solve it. The battery-powered carver also has a special slicing knife . . . A precision-made "gas" engine airplane that flies at 35 mph at the end of two control lines, and actually drops a "bomb" in flight, has been developed.

FOREIGN OUTLAYS up — American business is expected to pour more dollars into foreign facilities this year, according to the Department of Commerce, which estimates invest-

ments will run \$3.8 billion, compared with \$3.7 billion last year. Europe will show big gains, while capital spending in Latin America is expected to dip from \$1.04 billion to \$874 million.

BITS O' BUSINESS — Increased use of corn oil by substitute butter makers has caused the price of the oil to increase from 12 to 15 cents a pound . . . U. S. railroads will spend an estimated one billion dollars on new equipment and capital improvements this year.

Laymen Sunday Set at Seaside

November 13 will be Laymen's Sunday at Seaside Community Church, 230th and Ocean Ave. Richard Evans, a design engineer, will deliver the morning message, "The Measured Mile." His text is from Matthew 5:41. Assisting with the liturgy will be Irvin Pauling and Jack Moss.

The Men's Quartette will sing the special anthem "Let There Be Peace." Sunday school begins at 9 a.m. and worship service at 10 a.m. Child care is provided.

14 Area Men Accepted by K.C. Council

Fourteen South Bay area residents have been accepted for membership in the Los Crusados council of the Knights of Columbus, Stacy Rodman, deputy grand knight of the council and chairman of the admission committee, announced this week.

Scheduled for initiation into the First Degree of the fraternity, conducted Monday evening in the council chambers, were James Lynch, Don Krauser, James Ruddy, James Paolozzi, Sal Vasi, John Gately, and Carl Farrington of Torrance;

Martin Moreau, Michael Prendergast, Alex Varas, and Tom Mooney of Redondo Beach; Carl Tomeo and Lee Fox of Manhattan Beach; and Larry Kirby of Hermosa Beach.

The enrollment ceremony was under the direction of John McVey, chairman of the council's ritual team.

Lyle J. O'Hara, grand knight of Los Crusados, has revealed that the second annual "Family Fish-fry Fiesta" will be presented in the council chambers on Friday, Nov. 18th, at 6:30 p.m. Dick Wurm and Edwin Olsen

have been appointed co-chairmen for the event. Dinner will be served until 8 p.m.

St. Gerard's Council

Sponsoring Dance Here

St. Gerard's Council, Knights of Columbus, will present a Christmas Charity dance Saturday night at the American Legion Hall, 1109 Border Ave., beginning at 9. The South Bay Five orchestra will be featured. A \$2.50 per couple donation is being asked.

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T-BONE STEAK 95¢ CLUB **89¢** lb.

CALIFORNIA GROWN • FRESH FROZEN IN CRYOVAC

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4 TO 8 POUND AVERAGE **39¢** lb.

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