

New Products Are Lifeline Of Businesses

By REYNOLDS KINGHT

While it's widely accepted that today's American consumer is living in an era of rapid-fire introduction of new products, few people other than business leaders recognize how vital new products are in keeping a manufacturing business profitable, and able to dole out weekly paychecks regularly to its employees.

Dark days can come quickly to the enterprise that gets left behind in developing and marketing new items of genuine consumer appeal. Thus it's not surprising that in the past decade, which brought scores of new products ranging all the way from color television to room air fresheners, American industry has boosted its research and development spending from less than \$2 million annually to nearly \$4 million.

MARKETING experts recently have come up with a concept they call the "life cycle" of products. In the year or two when the product is being readied and introduced, it is unprofitable because of the heavy development expense; for the following years it is quite profitable, being widely distributed and without massive competition. Then the product moves into an almost profitless "old age"—suffering from heavy competition and lower profit margins, often accompanied by a simple decline in popularity.

The astute businessman must be constantly aware of this cycle, and begin new-product research before his existing product line heads into old age.

SPARE THAT TREE—Every schoolchild knows the old maxim: "Tall oaks from little acorns grow." But only foresters, barrel-makers and distillers know the time lag that's involved. It takes 60 to 100 years for the tiny acorn to grow into a fully mature oak.

That presents a serious problem in the conservation of a natural resource. Tall white oaks, the only type that may be used in making "whisky-tight" barrels are being consumed faster than they can be grown.

A federal regulation is, unwittingly, partly responsible for the situation. It says that Bourbon whisky must be aged in brand-new, charred, white oak barrels. The barrels may not be used a second time for aging whisky. So the more Bourbon sold, the more barrels used, the more tall oaks felled, and the fewer left standing.

The first effort to alleviate the situation is planned by Schenley Industries, Inc., which holds the world's largest inventories of Bourbon whiskey. As soon as weather permits, Schenley will begin work on the first white oak tree farm in history. Upwards to 10,000

seedlings will go into the ground. Meanwhile, a group of distillers is trying to get the Federal regulation changed. After all, they point out, many consider Canadian and Scotch pretty good whiskies, yet they're aged in used white oak barrels. U. S. distilleries want the regulation changed to permit aging of some Bourbon in used barrels in order to achieve a balance between supply and demand for new barrels.

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THINGS TO COME—A sporting goods firm is introducing a battery-powered rod and reel for fishermen; although the angler uses hand power to cast, the small electric motor pulls in the line when a fish strikes. A new marking ink has

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introduced by Alco Products, Inc.

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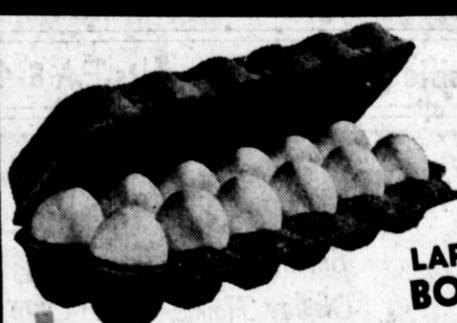
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LARGE BOYS EGGS
WITH THE PURCHASE OF
2 SLICES OF CENTER-CUT HAM
at Regular Price!



All Stores
OPEN ALL DAY
FRIDAY, FEB. 22
Washington's Birthday



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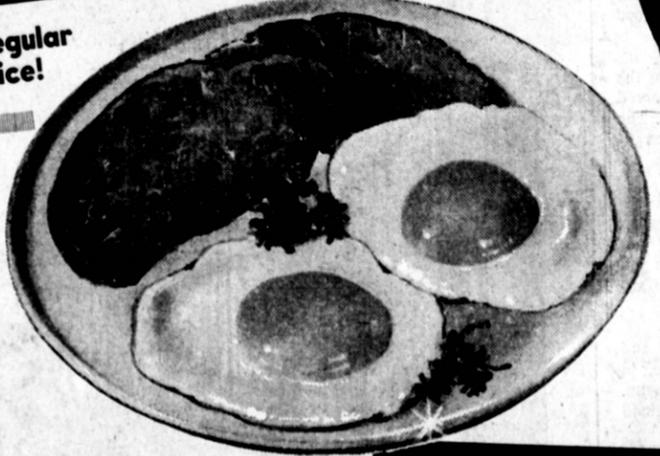
FARMER JOHN or MORRELL
HAMS

Eastern Smoked
SHANK PORTION

Full Shank
HALF
39^c lb.

35^c lb. MEATY SMOKED
BUTT END
Boys Low Price!
49^c lb.

FARMER JOHN or MORRELL
WHOLE HAMS Eastern Smoked
49^c lb.



FEILER'S
VEAL CUTLETS
Fresh Frozen Boneless
59^c lb.

HEINZ CATSUP
14-OZ. BOTTLE
Boys Low Price!
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SALAD OIL
BOYS FINE QUALITY
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25^c



Monaural & Stereo



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GLO-COAT BATTERIES
New Round Can 26-oz. Size
79^c

Junior Department Store
SALE! TOP NAME ARTISTS!
TOP NAME LABELS!
RECORDS
LONDON—CAPITOL
MERCURY
Reg. \$3.98 to \$5.98
Limited Offer!
\$1.87 EACH

Cleans Children While They Bathe!
New! **HUCK & YOGI BUBBLES**
13 1/2-OZ. BOX—59c VALUE!
39^c

TRANSISTOR
BATTERIES
9-VOLT Boys Low Price!
19^c ea.

VAN CAMP'S
TAMALES
15 1/2-oz. Can
29^c

C-H-B SWEET
PICKLES
22-oz. Jar
39^c

CASE-SWAYNE
YAMS
No. 2 1/2 Can
29^c

SOFT-PLY—TOILET
TISSUE
10 Roll Pack
98^c

SUNSWEEP
PRUNE JUICE
QUART BOTTLE
39^c

STRAWBERRY
PRESERVES
TOP FLAVOR
3 1/2-lb. Jar
79^c

POWDERED
MILK
Carnation Instant
20-Qt. Pkg.
\$1.39



BOYS'
OLEO MARGARINE
1-lb. Carton
10^c

Sunshine Cookies
HYDROX
16-pkg. **49^c**
MAXWELL HOUSE
COFFEE
2-lb. Can \$1.25
BAKER BOY
CONFECTION ROLL—11-oz. Pkg. **49^c**

GERBER'S
BABY FOODS
STRAINED
3 4 1/2-oz. Jars **29^c**
JUNIOR
2 6 1/2-oz. Jars **27^c**

CHIC-E
PET FOOD
ALL CHICKEN
2 6-oz. Cans **29^c**
CHOPPED GIBLET
2 6-oz. Cans **31c**
CHOPPED KIDNEY
2 6-oz. Cans **31c**

PROCTER & GAMBLE
Ivory Flakes Giant Pkg. **79c**
Ivory Snow 32-oz. **89c**
Joy Liquid Cont.
DREFT, reg. pkg. 37c
PREMIUM DUEZ, queen size \$1.01
OXYDOL, giant pkg. 85c
CHEER, king-size pkg. \$1.29
DASH, 25-oz. pkg. 39c
CASCARDE, 20-oz. pkg. 49c
SPIC & SPAN, 16-oz. pkg. 23c
COMET CLEANSER, 21-oz. cont. 2.49c
MR. CLEAN, 15-oz. bottle 43c
DOWNY SOFTENER 12-oz. cont. 49c

RED'S—FROZEN
TAMALES
4-oz. **8** TAMALES IN PKG. **\$1**
CERTI-FRESH
FISH STICKS 3 3-oz. Pkgs. **\$1** 14-oz. Pkg. **53^c**

FEILERS—DINNER
PATTIES
Buttered BEEF or VEAL
4 8-oz. Pkgs. **39^c**

Fresh Bakery Goods
SOUR PITTED
Cherry Pie
2-CRUSTS
Sprinkled with Sugar **49^c**

SORRY! These Jr. Dept. Store Items are NOT Available at These Stores: 2250 W. Pico Blvd. 4710 S. Broadway, 5801 S. Vermont, 500 W. Florence. Try Any of our Other Friendly Boys Markets.