

# Hurricane Plays Menace In Sugar Price Increase

by REYNOLDS KNIGHT  
 Sugar prices, which already have risen steeply enough this year to affect consumer pocketbooks, may soon post another sharp increase. This time the villain is Hurricane Flora, whose flooding rains and gales knocked the economy of Cuba, a major sugar grower, into a coked hat last week.

Actually no Cuban sugar has been coming into the U. S. since a trade embargo was effected against Fidel Castro. But the twist is that Cuba's output has gone into Communist countries and thereby helped answer collective world sugar needs; now those nations will exert their demand in the world market and drive the price upward. And the U.S. must obtain a large chunk of its sugar needs from the world market, and pay the price there.

American sugar companies operating domestically already have moved energetically to boost domestic production. Our beet sugar crop for the current year is estimated at 21.8 million tons, 20 per cent more than was produced a year ago; about 1.2 million acres are now producing beet sugar—an all-time record, but far below our needs.

Even this advance is being offset pretty much by lower production in Western Europe, where a poor crop last year helped trigger the world-market price rise. Thus the outlook domestically is for continued stiff price tags on refined sugar and the scores of food products that require sugar in their processing, well into 1964.

**COLLEGE COST-SQUEEZE**—Administrators of the nation's privately endowed colleges, faced with a projected increase of from 4.2 million students to 8.5 million in the next decade, have been urged to exert their business ingenuity to provide the "highest quality education at the lowest possible cost."

They were told by L. Walter Lundell, president of C.I.T. Financial Corp., that the growing philanthropic support of colleges by business, alumni groups, foundations and individuals still "will leave a very large financial gap if the obligations of private education are to be fulfilled in the next decade."

Speaking at the opening of a new three-dormitory complex at Ricker College, Houlton, Me., Lundell pointed out that the annual cost of providing educations for the 8.5 million students in 1972 will be \$10 billion compared to \$4 billion today. The Ricker dorms, incidentally, are being financed under C.I.T.'s "pay-as-you-go" Campus Homes program under which the firm leases the building, with lease payments being made out of normal room rentals charged student occupants. At the end of the 12-year lease period the company gives title to the building to the college without further cost.

**FUEL OF THE FUTURE**—An insight into the growing role of natural gas in American commerce, industry and modern households can be gained by taking a look at the

## Veterans May Be Eligible For Pensions

Retired or unemployed veterans over age of 65 who have a disability rating of 10 per cent or more and have limited incomes may be eligible for non-service connected pensions.

Depending on age, degree of disability and amount of income, a single vet may be eligible for a pension of \$40 to \$85 a month, stated Loren Heft, Veterans Service Office at Inglewood and Torrance. The allowances for a veteran with dependents ranges from \$45 to \$100.

Income limitations are \$1800 a year for single veterans and \$3000 for veterans with dependents.

The Torrance office is located at 3231 Torrance Blvd., Room 202, and is open Thursdays and Fridays.

**Giles Attends Meet**  
 Giles W. Stadler, vice president of S&M Transfer & Storage Co., exclusive Torrance agent for Mayflower long distance moving services, attended the Southwestern district meeting of the Mayflower Warehousemen's Assn. in San Francisco.

exhibit buildings now under construction at the 1964-65 New York World's Fair.

According to the Gas Appliance Manufacturers Assn., gas-operated air conditioning equipment will cool 80 per cent of all the exhibit space at the fair. All but one per cent of the meals served to the expected 75 million visitors by eating places will be

gas cooked. Practically all of the space and water heating will be done by gas turbines. Even the walkways will be illuminated by gas lights and gas torches.

GAMA says it is evident from these buildings—which are the culmination of the most advanced engineering available today—that gas will be making an even more important con-

tribution to home comfort and convenience in the future than it has in the recent past.

And, the association adds, the Festival of Gas pavilion may provide the "launching pad" for large-scale adoption of year-round gas air conditioning.

**THINGS TO COME**—Your home fire extinguisher can be

made more attractive with a new leather-type case in which it can be placed, tacked up to the wall; the case has a glass door sufficient to show its contents. . . . For the home medical kit: cotton swab balls are marketed attached to plastic stems, and they're designed so they won't slip off the stem when wet.

A combination suntan-aiding and ordinary desk lamp for businessmen has been developed by a Nevada company; switching a dial changes the light to the kind that promotes a tan, while another button sets the light for regular desk use.

**OFF-SEASON TOURS**—Steamship lines and trans-

ocean airlines now are tackling the annual problem of maintaining good business in the vacation "off season." It appears that a favorite promotion vehicle this year, until summer at least, will be the "cultural group tour." An airline going to Italy offers an "Opera Tour" on which the traveler sees 12 different operas in different cities, for a package price of about \$900. A Latin American airline is pushing a "gourmet's tour" that takes its patrons to famous eating places in the course of their South-of-the-border trip.

**BITS O' BUSINESS**—A well-known salt company has just begun distribution in the New York area of what is called "solar salt," obtained by natural evaporation of sea water under the sun; the process is carried on in the Bahamas Islands. . . . Department store sales in the nation continue to run about four per cent over year-ago totals, with the biggest year-to-year gains registered in the Southeast states and Texas.

Call Cumberland or Gilbert 3-6181 for location of store nearest you

## VON'S and Shopping Bag 2nd BIG WEEK! 57th ANNIVERSARY SALE!

1906-1963—57 YEARS OF PROGRESS  
 WE'RE CELEBRATING WITH SAVINGS FOR YOU!

Be An Angel! GIVE THE UNITED WAY

**BONELESS CHUCK ROAST** U.S.D.A. Choice Steer Beef Custom Trimmed, Waste-Free **69¢**

**Fresh Ground Chuck** **59¢**  
**Fresh Ground Round** **69¢**

**SLICED BACON** Wilson's Certified 1-Lb. Pkg. **57¢**

**USDA CHOICE** The Choice of the U.S.D.A. Graded Choice Steer Beef . . . With Our Famous Custom Trim . . . Your Best Beef Buy!

**CHUCK STEAK** U.S.D.A. Choice Steer Beef TRY A SPRINKLE OF ADDONS FOR EXTRA FLAVOR AND TENDERNESS **39¢**

Gourmet Favorites—Custom Trimmed

**Boneless Spencer Steaks** U.S.D.A. CHOICE **\$1.09**  
**New York Cut Steaks** BONELESS EXTRA LEAN **\$1.19**  
**Boneless Breakfast Steaks** BONELESS **\$1.09**

**CLUB, SIRLOIN TIP or BONELESS TOP ROUND** U.S.D.A. Choice Steer Beef Extra Lean, Custom Trimmed **95¢**

**ROASTING CHICKENS** Fresh, Grade A California Grown Grade A, Oven Ready **49¢**

**LANCASTER FARMS**

**T-Bone Steaks** TALL OFF **\$1.09**  
**Porterhouse** BIG & JUICY **\$1.19**  
**Top Sirloin** BONELESS STEAKS **\$1.39**

**SPECIAL ANNIVERSARY OFFER!**  
 NEW Better Homes COOK BOOKS

for a limited time only!

**49¢**

**NEW COOK BOOKS EACH WEEK!**

Right in your kitchen is the new Better Homes & Gardens new Creative Cooking Library! Each is filled with kitchen-tested recipes, full-color pictures, complete meal and party plans—get the complete set!

**99¢** each

**BARBECUES AND PICNICS**  
**LUNCHEONS AND BRUNCHES**  
**BEST BUFFETS**  
**10-000 IDEAS**  
**FRANKS AND REFRIGERATORS**  
**MEALS WITH A FRESH FLAIR**  
**ENTERTAIN AND FAMILY CELEBRATIONS**

**PILLSBURY FLOUR** All Purpose—Includes 5c Off **39¢** Save 20c

**PORK & BEANS** Van Camp's Big 2 1/2 Can **19¢** Save 8c

**TV DINNERS** Swanson's—9 Varieties Frozen Reg. 65c Pkg. **49¢** Save 16c

**DEL MONTE CATSUP** Lively Flavor! 14 Oz. Bottle **2 FOR 25¢** Save 13c

VON'S ANNIVERSARY SALE SAVINGS ON PRIZE PRODUCE

**RUSSET POTATOES** U.S. No. 1 Idaho's Finest! **8 LB. BAG 29¢**

**Brown Onions** MILD & FLAVORFUL FRESH, FIRM GLOBES **5¢**

**Fresh Sweet Corn** TENDER GOLDEN EARS **5¢**

**Butter-Nut Coffee** 2 LB. CAN \$1.17, 1 LB. CAN **59¢**

**Fruit Cocktail** DOLE 303 CAN **2:39¢**

**Beef Stew** DINTY MOORE—A MINUTE MEAL 24 OZ. CAN, BIG SERVINGS FOR 3 **49¢**

**Dow Handi-Wrap** PLASTIC 100' ROLL **25¢**

**Aqua-Net Spray** FOR NON-STICKY HAIR CONTROL REG. 99¢ 13 OZ. CAN **68¢**

TAX ADDED TO APPLICABLE ITEMS

Special from Von's Bakery  
**57th ANNIVERSARY CAKE**

EXCLUSIVE RECIPE . . . 3 LAYER CHOCOLATE TORTE CASE WITH CHOCOLATE AND ALMOND ICING . . . FRESH BAKED

**\$1.49 VALUE**  
**\$1.19** EACH

**Big Dollar Buys!**

10¢ FRUIT DRINKS 46 Oz. **3 FOR 1**

8 & 8 CROWN & SLIM MUSHROOMS 4 Oz. **3 FOR 1**

3 & W Fancy Branded TOMATOES 303 **5 FOR 1**

Del Monte Golden CREAM CORN 303 **6 FOR 1**

Von's Reg. or Liver DOG FOOD No. 1 Can **12 FOR 1**

**Hurry!** COMPLETE YOUR SET NOW!

**Triumph FINE SNOW WHITE CHINA**

ALL PIECES NOW ON SALE AT Super Savings!

WITH \$500 PURCHASE EXCLUSIVE OF FRESH MEAT, TOBACCO OR ALCOHOLIC PRODUCTS

CHINA UNIT	OPEN STOCK	SUPER SAVINGS
10-Piece DINNER PLATE	1.25	39¢
10-Piece COFFEE CUP	.80	39¢
10-Piece SAUCER	.45	29¢
10-Piece GENERAL BOWL	1.10	39¢
10-Piece BUTTER PLATE	.45	29¢
10-Piece SALAD PLATE	.80	39¢
FRUIT AND DESSERT DISH	.55	29¢

No Coupon Needed  
 COMPLETE PIECES ALSO ON SALE AT SUPER SAVINGS

VON'S SHOPPING BAG SPECIALS IN THE DELICATESSEN

**"SHARP" CHEDDAR** Our Exclusive Reepsport Genuine Aged Real Cookin' & Eatin' Cheese IN THE PIECE **69¢** lb.

**Sour Cream** JERSEYMAID—1ST DAY FRESH PT. CTN. 49¢ 1/2 PT. CTN. **25¢**

**Cream Cheese** BORDEN'S FRESH LARGE 8-OZ. PKG. **35¢**

**Health Salad** OUR OWN—DELICIOUS 13-OZ. CUP **33¢**

**BIRDSEYE - FROZEN VEGETABLES**

Peas, Cut Corn, Chopped Spinach, Mixed Vegetables, Cut or French Green Beans, Crinkle Cuts or French Fries

Frozen Reg. Pkg. **5 FOR 89¢**

**FROZEN ORANGE JUICE**

Sunshine State Florida, 6 Oz. Can **4 FOR \$1.00**

**SARA LEE FROZEN CAKES**

Choice of 12 Varieties Just Defrost and Serve **69¢**

**KRAFT MAYONNAISE** With Lemon Juice Added **39¢** Save 14c

**SPRY SHORTENING** All Purpose—Pure Vegetable 3-Lb. Can Incl. 7c Off **59¢** Save 20c

**DASH DETERGENT** Safe Suds for Automatics GIANT SIZE Incl. 10c Off **59¢** Save 10c

Prices Effective THU., FRI., SAT., SUN. OCTOBER 17, 18, 19, 20 at all 85 VON'S SHOPPING BAG Markets SERVING SOUTHERN CALIFORNIA BEST YOU GET BLUE CHIP STAMPS, TOO

White King Soap	69¢	AMERICAN BEAUTY	MACARONI	FRUIT NECTAR	FRUIT SALAD	HEINZ BABY FOODS	WISHBONE SALAD DRESSING	TOMATO JUICE	CHUNK TUNA	INSTANT TEA	ASPARAGUS SPEARS
Water Softener	29¢	Macaroni	FRUIT NECTAR	FRUIT SALAD	HEINZ BABY FOODS	WISHBONE SALAD DRESSING	TOMATO JUICE	CHUNK TUNA	INSTANT TEA	ASPARAGUS SPEARS	Cut Asparagus
White King Cleaner	2/27¢	FRUIT NECTAR	FRUIT NECTAR	FRUIT SALAD	HEINZ BABY FOODS	WISHBONE SALAD DRESSING	TOMATO JUICE	CHUNK TUNA	INSTANT TEA	ASPARAGUS SPEARS	Family Style Corn
Instant Butter-Nut	95¢	FRUIT NECTAR	FRUIT NECTAR	FRUIT SALAD	HEINZ BABY FOODS	WISHBONE SALAD DRESSING	TOMATO JUICE	CHUNK TUNA	INSTANT TEA	ASPARAGUS SPEARS	Whole Sweet Pickles

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