

BY REYNOLDS KNIGHT
Banks both in big commercial centers and in smaller communities are increasing their advertising budgets. The decade of the Fifties saw many previously staid banks turn actively to newspaper and business publication advertising; using gimmicks to attract savings depositors and lively, animated displays in big street-front windows to lure passers-by.

Only recently radio and television also have been called heavily into play. Banks that moved "fustest with the mostest" found advertising a boon to their business, and now those that fail to join the leaders risk a fall-off in commercial and individual banking volume. A recent survey shows the number of institutions using an advertising agency rose by four per cent in 1962 over 1961.

Among banks with more than \$500 million deposits, ad budgets last year were up about 20 per cent over the previous year. The preferred medium for banks of all sizes is newspapers, the survey also showed. Use of TV is confined mostly to very large institutions.

CONFIDENTIAL CHAT—Talking about conversation pieces, here's one for the people on the party lines:

A new "party line" satellite communications radio system has been developed by The Bendix Corp.'s Radio division. The space system, called CAPRI for "Coded Addresses Private Radio Intercom," will enable a user to dial and hold a private conversation with any one of many other users—without going through a switchboard, according to Bendix engineers.

They explain that many private conversations can be on the air at one time without interfering with one another. The engineers, looking up and ahead into space, say the system has many applications. And they note that there may be as many as 50 communication satellites in orbit around the earth to relay messages across the continents and oceans.

In a conventional radio system, each satellite would have to operate on a different frequency—or on the air time would have to be shared to avoid interference among messages being transmitted. With the CAPRI system, all satellites could be on the air at all times and on the same frequency without interfering with each other, the engineers explain.

PARADOX?—Despite a wheat surplus of some 1.1 billion bushels, many farmers could increase their wheat production without adding to the surplus, says a study just completed in St. Paul, Minn.

The report, prepared by Mathere found that there is a shortage in some classes of wheat, with the bulk of the surplus in only one type. It said that 83 per cent of the

surplus is in hard winter wheat, grown mostly in the Kansas area—and there was enough of this wheat in 1962 to supply domestic needs for four years.

Wheat grown in Ohio, Indiana, southern Illinois, western New York, Michigan, the Northwest, and certain Eastern areas are clearly not in surplus, the study states. It adds

that high-quality hard red spring wheat from the Dakotas, Minnesota and Montana is in short supply.

The report takes issue with the Agriculture Department's view that millers can easily substitute one class of wheat for another, noting it is impossible, for instance, to substitute soft wheats for hard. Dr. Arthur R. Uppgren, direc-

tor of Macalester's bureau of economic studies, said the study provides new facts that "many non-surplus wheat farmers will consider when voting on the government's proposed 1964 program" of strict government controls.

THINGS TO COME—Homebodies worried about whether their indoor plants will stay

moistened while they are on vacation can use a new type plastic flower pot that automatically releases water as needed up to 30 days. The pot's hollow walls are filled before departure. . . An Eastern cosmetics firm has developed a lipstick that also contains medicaments to protect lips against dryness and chapping soreness. Eight colors are offered.

. . . A new fast-selling cement is suggested for repairing materials that are flexible, such as rubber hoses and floor mats; the glue remains flexible itself after setting, and temperature extremes don't hasten its deterioration.

PRESS THE BUTTON—Automation in the elevator manufacturing field has

pushed to the point where the old-time elevator boy faces near-oblivion. Although he may survive in smaller cities where buildings are "short" and labor rates modest, he is already a rarity in the nation's towering commercial and apartment buildings. There it's up to the rider to press the button for the desired floor. One big elevator manufacturer recently revealed that almost 100 per cent of its output in 1962 consisted of the automatic type,

also increasingly popular overseas. BITS O' BUSINESS—Bad news for the father of the bride: rising costs for silk and lace have pushed the average tab for a bridal or bridesmaid's dress up about \$10 over a year ago. . . Despite lower production in the Midwest states, honey output in 1962 was a near-record 272 million pounds. About 30 per cent was still in beekeeper warehouses as the new year began.

VON'S and Shopping Bag THE BEST OF EVERYTHING FOR... Happy Easter Feasting

EASTER LILIES
Beautiful, Hardy Plants in Colorful Foil-Wrapped Pots
4 OR MORE BUDS & BLOOMS
\$1.69 Each



Farmer John HAMS
Genuine Fully Cooked
Lean, Tender, Tasty...
Just Heat 'n Eat, Without Shrinkage, Deep Smoked Farmer John's "Western Way" for Finest Flavor!
Full Shank Half 7-8 LBS. AVG. ... NO CENTER SLICES REMOVED
WHOLE HAMS BUTT PORTION
Fully Cooked 14-16 Lbs. Avg. 43¢
Meatly Cuts 6 Lbs. Avg. 47¢
WILSON'S BONELESS FESTIVAL HAMS 98¢
Easter Breakfast Specials

BROWN SUGAR Spreckels—Light or Dark 2 1/2 lbs. Ctns. 25¢
LARGE EGGS Dundee—Fresh—Grade AA 37¢ Doz.
SLICED PINEAPPLE Sun Island—Sweet & Juicy 10¢
PURE FOOD COLORS 29¢
Schilling 4 Color Kit 29¢
Save at This Price!

NEW POTATOES
U.S. NO. 1 THIN-SKINNED TENDER & TASTY
Best for Boiling... A Springtime Treat Creamed with Peas!
5 LBS. 25¢
U.S. NO. 1 GRADE SMOOTH TEXTURED 3:25¢
SWEET 'N JUICY ORGON'S FINEST! 2:25¢
FROM HAWAII LARGE SIZE Each 39¢

Louisiana Yams 17¢
Pitted Ripe Olives 29¢
Sweet Pickles 39¢
Party Mix Nuts 69¢
Spiced Peaches 2:39¢
Kidney Beans 6:10¢
Easter Feasting Check List
Mandarin Oranges 2:49¢
White Marshmallows 29¢
Shredded Coconut 37¢
Aluminum Foil 25¢
French's Mustard 35¢
Jell-O Gelatin 3:25¢
FINE SW FOODS
Baked, Medium GREEN PEAS 4 for
Whole Kernel GOLDEN CORN 5 for
Sliced TOMATOES 5 for
In Rich Sauce BAKED BEANS 5 for

SLICED BACON 49¢
Von's Table King—New Red Pkg.
Center Ham Slices 98¢
Jones Link Sausage 89¢
Fresh Pork Sausage 39¢
Farmer John Links 23¢
U.S.D.A. CHOICE BEEF
Rib Roast 79¢
THICK CENTER CUT
Chuck Steak 45¢
REALLY FRESH
Ground Chuck 57¢

HEN TURKEYS 39¢
U.S.D.A. GRADE A OVEN READY 9-13 LB. AVG.
Fresh Roasters CALIFORNIA GROWN GRADE A 4.5 OZ. 49¢
Game Hens ARMOUR STAR BRAND 20 OZ. EACH 79¢
Seafood Sea-lections
SWORDFISH STEAKS 69¢
FRESH DOVER SOLE 79¢
FANCY SLICED HALIBUT 69¢

Bakery Specials!
Easter Glory Cake 98¢
Von's Cake Eggs 39¢
COUNTY FAIR FRUIT PIES 29¢
6 Varieties 8 Inch Size
BIRDS EYE MIXED VEGETABLES 23¢
Peas or Cut Corn Frozen—10-Oz. Pkg.
JERSEYMAID ICE CREAM 59¢
Catering Quality 1/2 Gal. Ctn.
Includes These New Flavors: BING CHERRY CHOCOLATE BURNT ALMOND

Canned Hams 5 LB. 379¢
SOUTHERN STAR From Old Kentucky Lean, Tender, Waste-Free
Sugar 'n Spice BAKED HAM GLAZE 49¢
Ready to Use 14-Oz. Jar
Borden's Biscuits 4:29¢
Roquefort Dressing 39¢
Fresh Cream Cheese 35¢

Style HAIR SPRAY 69¢
BY MODART
10-OZ. CAN Easter Special
\$1.49 SIZE Special

JONES Sausage Patties 2:89¢
KOLD-KIST Beef Steaks 10:100¢
KNORR Soup Mixes 3:11¢

Easter Wines & Liquors
STRAIGHT KENTUCKY BOURBON
Colonel Tyler—86 Proof \$3.59
Save 40¢ FIFTH
Paul Masson Wines \$1.49
Manischowitz Wines \$1.29

VON'S and Shopping Bag
Special Prices Effective THURS., FRI., SAT., APRIL 11, 12, 13
Sta-Crisp Soda Crackers 29¢
Star-Kist Chunk Tuna 3:11¢
Downy Fabric Softener 49¢
Premium Duz Detergent 57¢

Torrance CC Recommends School Bond

A letter received by the Torrance Board of Education at their regular meeting held on March 12 from the board of directors of the Torrance Chamber of Commerce, which represents the majority of businesses and industries in the area, stated that they unanimously endorse the \$8,000,000 school bond issue which is to be voted upon on April 16.

This endorsement urged the voters of Torrance to pass the bond authorization so that we may be able to keep the building of schools abreast with the ever-increasing school population.

Redondo Hospital Adds Cobalt Bomb

A contract for expansion of Redondo Beach's South Bay Hospital for installation of a "cobalt bomb" was awarded to Collins and McPherson Inc., of Los Angeles, Wednesday night. The project allows for construction to be completed in October and for installation of cobalt equipment and operation of the unit shortly thereafter.