

Cultural Spree Recorded In Business Statistics

By REYNOLDS KNIGHT
Speculation first heard a couple of years ago that the nation was embarking on a "cultural spree" is now being solidly substantiated by the kind of facts and figures on which businessmen base their decisions.

Book sales now top the one-billion-annually mark; attendance at amateur theater showings topped 50 million last year; a mail order firm operates as a special venture an art gallery selling paintings for prices up to \$400—profitably; and high school students last year sawed and toiled away in 25,000 classical orchestras.

The thirst for culture also looks toward Soviet Russia; a New Yorker has begun arrangements to bring watercolor and oil paintings to England and possibly later to the U. S. In all, Americans are expected to lay out close to \$2 billion this year for objects of culture or the equipment to "become cultured."

ALL THIS adds up to brisk business for such fields as paperback book publishing, and musical instrument and art supply manufacturing — and better remuneration for the proverbial "starving artist."

In the advertising world, astute planners today consider the cultural angle a sure-fire help in promoting any product that fits the necessary mold.

"PUSHBUTTON" FORECASTING—Man has not yet controlled the weather, but industry scientists recently announced a new step forward in improving forecasting and knowledge of the subject; a "pushbutton" airborne weather-reporting system that speeds up forecasting remarkably, developed by the Friez Instrument division of the Bendix Corp.

The system, being installed in the Air Force's Air Weather Service B-47 jet aircraft, will

Bob and Crew Will Appear At Calvary

First mate Bob and crew of the Good Ship Grace, now in the 29th year of the "Haven of Rest" broadcast, will present Christian prose, poetry and hymns at the Calvary Baptist Church, on Manhattan Beach Blvd., just east of Crenshaw, at 7 p.m. Sunday.

Distinctly nautical in setting, "Haven of Rest" originated from the hymn, "I've Anchored My Soul in the Haven of Rest." Pipe organist Dean McNichols provides background music and is also a featured soloist. Tenor soloist, Herman Hosier, is a member of the Haven of Rest quartet.

The Rev. H. Earl Kuester will conduct sermons on "Who Jesus Is" at the 8:30 and 11 a.m. services.

Women's League Will Hold Rally

St. Matthew Lutheran Church, Harbor City, has announced that the Lutheran Women's Missionary League will hold its annual Harbor zone spring rally at St. Paul's Lutheran Church, 2283 Palo Verde Ave., Long Beach, tomorrow.

The program, which begins at 10 a.m. will include devotional services, conducted by the Rev. H. Kringel Jr. and the Rev. G. A. Gehrs Jr., and a business meeting. Following lunch a fashion show will be presented.

gather data on conditions along the flight path and below the aircraft through the use of sensors on the plane, and sounding instruments called "dropsondes."

The dropsonde is ejected from the aircraft and falls through the air on a parachute, engineers explain. During its fall the dropsonde transmits the meteorological information back to the plane where it is combined electronically with other data recorded in the aircraft. The resulting information is then transmitted automatically to ground stations, keeping them up-to-the-minute in analyzing and forecasting weather conditions, scientists explain.

The equipment is now being installed in planes by the Lockheed Aircraft Corp. and Bendix is providing field engineering services, special ground equipment, and training for flight personnel who'll be involved.

An important military-aerospace use will be in obtaining information for studying missile performances during launching and when re-entering the atmosphere.

WATER WATCH—An electronic sentinel is keeping 24-hour watch on the quality and condition of water in the Delaware River, the municipal water supply for Philadelphia, the nation's fourth-largest city. In an experiment being conducted for the U. S. Geological Survey five small cylinders are submerged in the river to check temperature, cloudiness, electrical conductance, dissolved oxygen content, acidity and tide level. They electronically wire (telemeter) the information instantaneously to a headquarters laboratory.

speed alerts on accidental discharges of harmful materials into the river.

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FRANK E. CLARK, chief of the Geological Survey's General Hydrology Branch in Washington, said the system developed by Honeywell engineers, "should fill a vital need . . . of direct interest to many agencies and individuals concerned with conservation and protection of the beneficial uses of water."

THINGS TO COME—An intercom system connecting the home telephone with a microphone outside the front door will let the lazy homebody check who's calling before actually going to the door. It's being tested in homes in Rochester, N. Y. . . . Want your egg cooking fancy? A New York firm is launching distribution of a copper-plated cooking pan that is placed over a small alcohol burner; the unit can be placed right on the breakfast table. . . . A big cigarette maker now offers in some eastern states a double-

filter cigarette that comes in a plastic package having a reclosable cap.

FASHION FOOTNOTE—The stork's impending visit to the nation's First Family is credited with spurring fashion industry interest in maternity clothes. Industry experts, noting that an estimated \$100 million annually is now spent for such garments, are betting on heightened interest among mothers in "chic" apparel to wear during the months-in-waiting. But they also are abiding by long-established ethics in not basing any promotion on "that particular pregnancy."



U.S.D.A. GRADE "A" WHOLE BODY
FRYING CHICKENS Cut-up 33c lb.

LEGS AND THIGHS . . . 49c lb.
BREASTS 59c lb., WINGS 19c lb.
BACKS AND NECKS . . . 5c lb.

OSCAR MAYER
WIENERS . . . 49c lb.

FRESH
GROUND CHUCK . . . 59c lb.

CORN KING
BACON
LB. PKG. 49c

FRESH, LEAN
GROUND BEEF 3 LBS \$1

29c lb

FRESH, SMALL, MEATY
SPARE RIBS
39c lb

HILLS BROS.
COFFEE
LB. CAN
55c

REG. 49c — KERN'S
STRAWBERRY PRESERVES
20-OZ. JAR **39c**

KRAFT'S
MAYONNAISE
24-OZ. JAR **39c**

DEL MONTE
PEAS
5 NO. 303 CANS **1.00**

C & H
SUGAR
5 LB. BAG
49c

CARNATION MILK 8 full cans **1.00**

LESLIE'S
SALT
10c

LIPTON'S
TEA
REG. 25c 16 COUNT **5 FOR 1.00**
REG. 69c 48 COUNT **59c**

BIG "D" DI CARLO'S
BREAD
REG. 35c 1-LB., 6-OZ. **29c**

POWDERED or BROWN
2 1-LB. PKGS. **29c**

ARMOUR'S — 4-OZ. CAN
VIENNA SAUSAGE . . 5 for 1.00

MAZOLA OIL QUART **59c**

NABISCO — LB. BOX
SALTINE CRACKERS . 27c

LIBBY'S — 15 1/2-OZ. CAN
CORNERED BEEF HASH 2 for 69c

LIBBY'S RED SALMON TALL CAN **89c**

ROSARITA — NO. 2 1/2 CAN
REFRIED BEANS . . 4 for 99c

TV DINNERS SWANSON'S **59c**

ZEE NAPKINS 80 COUNT **10c**

LARGE GRADE AA
EGGS
3 doz \$1

KRAFT'S
VELVEETA
2-LB. LOAF **79c**

REG. 83c
COFFEE MATE
11-OZ. SIZE **69c**

CENTRAL AMERICAN
BANANAS . . . 2 lbs. 25c

WHITE ROSE
POTATOES . . 10 lbs. 29c

LARGE CRISP
CELERY 10c

GREEN ONIONS or RADISHES BUNCH **5c**

ROMAINE
LETTUCE . . . 2 FOR 15c

SHORTENING
CRISCO
3-LB. CAN **69c**

OUR BEST KOSHER DILL
PICKLES
or
HAMBURGER CHIPS

3 1 PT., 6-OZ. JARS **1.00**

DETERGENT
TIDE
GIANT PKG. **69c**

SPRINGFIELD \$\$ SALE
1

Check Our Coffee Prices With Any Chain Super Market FOLGER'S - HILLS BROS. - MANNING'S MAXWELL HOUSE **59c**

FOREMOST
BUTTER Grade AA **67c lb**
BIG DIP 1/2-Gal. **49c**
ICE CREAM Premium 1/2-Gal. **75c**
ICE CREAM Family Style 1/2 Gal. **65c**

ALL YOUR PET DESIRES...
THIS WEEK'S SPECIAL!
TABLE OF SCRAMBLED GARDEN TOOLS
98c and up
H & H
PET & FEED STORE
2755 ARLINGTON
FA 8-1714
Open Fri. Eves. 'til 9 P.M.
Sundays, 12 - 6 P.M.

DI CARLO'S SPRINGFIELD
BREAD
REG. 27c
5 FOR \$1.00

OUR EVERY DAY SHELF PRICES
KRAFT'S — QUART
Miracle Whip **57c**
GERBER'S — STRAINED
Baby Foods 3 FOR 29c
BEST FOODS — Quart Jar
MAYONNAISE **61c**
C & H
SUGAR 5 LB. BAG **52c**
SKIPPY
PEANUT BUTTER
REG. 29c — 6-OZ. JAR **27c**
REG. 49c — 12-OZ. JAR **45c**
REG. 67c — 18-OZ. JAR **63c**
REG. 97c — 28-OZ. JAR **93c**

U.S. SAV
MART
234th and S. Western
TORRANCE — NEAR SEPULVEDA
OPEN DAILY 9 A.M. to 7 P.M. — FRIDAY 9 A.M. to 7 P.M.
SUNDAY 10 to 6
Specials for Thursday thru Sunday
LOW PRICES