

Nation's Beards Marked Out as New Sales Target

By REYNOLDS KNIGHT
The more than 65 million American males who shave daily are the target of some slashing competition among razor blade makers, who are moving to cash in on a new type of blade that was first developed by a British company.

About a year ago the British concern began distributing a premium-price stainless steel blade that gave considerably more shaves than standard carbon steel blades. Even without advertising support, the product caught on, and major U.S. firms quickly launched

development of similar blades. Now the battle waxes hot. One domestic maker has just announced it will market its competing product nationally, and two other firms are testing stainless blades and readying all-out marketing efforts. Millions of dollars of advertising

money will be poured out to convince John Q. Public that the extra cost of the new blades is more than offset by the greater number of shaves he'll get. But the same companies will continue marketing standard-type blades, too. A note of irony: The British

exporter who sparked the whole thing says he still cannot supply the demand for his product, and he doesn't plan to spend "a red cent" for advertising.

That's the contention of Robert J. Tyler, general traffic manager of the Tube Turns division of Chemetron Corp., a major maker of welding fittings and components for pipelines and industrial piping. He also is executive committee chairman of the National Small Shipments Traffic Conference.

TYLER RECENTLY urged passage of bills intended to give railroads freedom to set rates in the same manner as water and motor carriers handling bulk commodities and exempt agricultural commodities.

"The quality of service needed by the public can be provided only if all forms of transportation are given freedom to compete fairly and on equal terms," he told a subcommittee of the Senate Commerce Committee.

"If steps are not taken to strengthen the entire national transportation system so that the public will be provided with the most expeditious and economical service, not only will our entire economy suffer but we may also be deprived of ownership," Tyler declared.

Experts agree that raising an animal is far easier if you go along with natural instincts rather than try to make it do things your way. Accordingly, scientists at the Cargill-Nutrena research farm in Minnesota began working five years ago to devise a new swine production system. Their results confirm that an alliance with nature can pay dividends.

The scientists recognized that a sow, left to her own choice, chooses a remote, isolated spot for giving birth to her litter. There, cut off from contact with other animals, her young are safe from most disease infection.

WORKING FROM this concept, the researchers created a system called "Isolit," keyed to an individual farrowing (birthing) unit in which a sow can have her young privately. Disease loss, which for these animals can run from 10 per cent to entire herds, was cut to near zero.

The scientists also added a guard rail inside the house to protect the piglets from accidental crushing. The house was designed so that it could be built by a farmer with plans available through Nutrena dealers. A 20-unit Isolit system is said to be capable of producing 1,200 hogs annually at half the housing cost and with twice the labor efficiency of conventional "central" systems.

THINGS TO COME — An aluminum ladder that has an extended length of up to 24 feet but can be folded into a single-rail shape of easily managed length has been introduced by a Wisconsin manufacturer. . . . A maker of cosmetics and pharmaceuticals offers an antiseptic spray which, when applied, "solidifies" to form a plastic bandage-like covering over the wound. It's removable with warm water. . . . Persons who lack lung power can avail themselves of a midget electrical air pump that plugs into the car's cigarette lighter; possible uses might include blowing up air mattresses and rubber boats at beaches or remote resorts.

PENSIONS FOR ALL — Small businesses with only a dozen or so employees rarely try to offer their own pension plan because of the considerable paperwork and planning involved. Recently a national organization (American Industries Retirement System) announced it will offer tailor-made plans for firms with as few as five employees. This is possible thanks to the use of electronic data processing equipment, which helps take the paperwork and managing burden off the shoulders of the participating firm.

BITS O' BUSINESS — Railroad piggyback (trailer-on-flat-car) shipments are headed for a banner year, with volume in the first quarter showing a gain of about 16 per cent over 1962's levels. . . . U.S. farmers face a tough time in exporting poultry to Europe's Common Market, which is setting up a tariff of 14.25 cents per pound on the birds.

Scout Troop 2000 — Girl Scout Troop 2,000, sponsored by the Harbor Lite Dog Obedience Club, recently attended the dedication of the new County Spastic Foundation building.

The troop has donated scrapbooks, clothing and dolls to the foundation and staged parties and plays for the children.

Troop members who participated in Girl Scout day at Disneyland included: Anne Cafarchia, Carol Campbell, Diane Moon, Cynthia Sload, Kristine Moon, Debbie Sais, Joanne Trygstad, Louise Burton, Linda Clar, Vicki Townsend, Teresa Shiver, Diane Lippard, Mary Lehr, Dianne Brannon, Nancy Campbell and Becky Hooper.

Adult supervision for the troop was: Mary Lehr, leader; Louise Burton, co-leader; and Mrs. Bobby Brannon, Dessie Shivar and Gordon Burton.

Genius is mainly an affair of energy. — Matthew Arnold

KING FOR A DAY! PAMPER POP WITH HIS FAVORITE STEAK

STEAK SALE!

T-BONE

CLUB, CUBE or SIRLOIN TIP

Your Choice Is Always U.S.D.A. Choice With Our Famous Custom Trim

93¢/lb.

U.S.D.A. CHOICE CHUCK STEAK

EXTRA LEAN CENTER CUTS

37¢/lb.

U.S.D.A. CHOICE RIB STEAK

BONELESS ROUND OR FAMILY STEAK Your Choice

75¢/lb.

U.S.D.A. CHOICE RIB ROAST

STANDING CUTS

The Aristocrat of all Roasts!

69¢/lb.

Porterhouse \$1.09/lb.
Top Sirloin \$1.29/lb.
Rib Eye Steak \$1.59/lb.

Popular Roasts
Boneless Chuck \$0.69/lb.
Round Roast \$0.75/lb.
7-Bone Roast \$0.37/lb.

Extra Lean FRESH GROUND CHUCK 57¢

The Very Finest! FRESH GROUND ROUND 67¢

Boneless CORNED BEEF BRISKET 59¢

Corn King SLICED BACON 49¢

Select Pak Beef or Veal Cutlets 69¢

T&M Frozen Veal Drumsticks 67¢

Seafood Sea-lections
Fresh Local Barracuda 45¢

Center Slices Halibut Steaks 63¢

Carnation Frozen Fillets
GOD 59¢ SOLE 73¢ PERCH 59¢



Gift Ideas for Dad

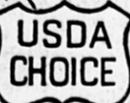
GILLETTE Adjustable Razor \$1.50

GILLETTE 15 Super Blue Blades \$1.00

Williams Aqua Velva After Shave Lotion

Electric Pre-Shave Reg. or Menthol Lotion

4 OZ. BOTTLE REG. 79¢ VALUE 59¢



VONS FLOUR

Enriched - All Purpose

10 LB. BAG 55¢

5 LB. BAG

29¢

SAVE 16¢

LARGE EGGS

Dundee - Strictly Fresh!

GRADE AA

33¢/Doz.

SAVE 10¢

FROZEN PIES

County Fair - 5 Varieties

24-OZ. 8-IN. SIZE

25¢

SAVE 8¢

Big Dollar Buys

FRUIT NECTAR 10¢

GRAPEFRUIT 4¢

PAPER TOWELS 4¢

JERSEYMAID ICE CREAM

Catering Quality

Try New Lemon Crunch

ROUND HALF GAL.

59¢

Towne Pride TOPPINGS 2 6-Oz. Cans 29¢

FROZEN VEGETABLES

EVERFRESH—REG. PKGS. 8.99

WELCHADE WITH LEMON 8.99

GOLDEN SHORE SHRIMP CREOLE 4.99

Crest Tooth Paste

EXTRA LARGE SIZE TUBE

48¢

Vim Detergent 49¢

Del Monte Peas 17¢

Canned Tomatoes 29¢

Instant Milk \$1.29

Cinch Cake Mix \$1.00

FREE! SNOW WHITE CHINA

Soup-Cereal Bowl

ADDITIONAL BOWLS WITH \$5.00 FOOD PURCHASE ONLY 39¢

SAVE IN THE DELICATESSEN

ALL MEAT FRANKS 49¢

American Cheese 59¢

Potato Salad 29¢

Canned Ham \$2.98

VONS SHOPPING BAG SAVE CASH ON FRESH PRODUCE

SWEET, JUICY WATERMELON

Guaranteed Red-Ripel
WHOLE MELONS 3¢/lb.

Romaine Lettuce 2.15¢

Fresh Cucumbers 2.15¢

Fresh Sweet Corn 5¢

Bakery Buys VON'S BAKERY

HONEY KRUNCH BREAD 33¢

VON'S TEA ROLLS 23¢

WONDER 7-Grain Bread 33¢

DELICIOUS! NUTRITIOUS! 33¢

Liquor Features G&W STRAIGHT

BONDED BOURBON \$4.09

CARNIVAL CHAMPAGNE \$1.99

WISCONSIN CLUB BEER 6 CAN 89¢

Prices Effective THU., FRI., SAT., SUN., JUNE 13, 14, 15, 16 At All 82



Markets . . Serving Southern California Best!

FOR POTS & PANS Brillo Pads 29¢

HEINZ Pickle Chips 27¢

CHICKEN-NOODLE Lipton Soup 31¢

Save 35¢ Get Your FREE DISCOUNT TICKET at Any VON'S & SHOPPING BAG STORE L.A. HOME & FLOWER SHOW SPORTS ARENA NOW THRU JUNE 23

LIPTON Instant Tea 44¢

NESCAFÉ Instant Coffee \$1.29

DELSEY Toilet Tissue 23¢