

Door-to-Door Salesmen Sell \$3 Billion Yearly

By REYNOLDS KNIGHT
Like the swallow returning to his northern nesting grounds to woo a mate, the door-to-door salesman will, in the next month or so, move his selling efforts into high gear. And there's little question as to the success of this marketing method—annual sales volume now totals \$3 billion.

People who might assume this type of enterprise virtually died out with the cigar-store Indians and Mission boats would, of course, be quite wrong. Door-to-door selling has shown an amazing resilience to depression periods, and currently it continues to thrive at a time when the nation is, in most sections, prosperous. Volume this year may rise 5 per cent over 1963.

TRADITIONAL products include housewares, magazines, cosmetics — and there's that well-known man with the brushes. In recent years, however, marketing firms have

tried a number of new items, such as rugs, draperies and men's footwear. Phonographs and records also are being offered.

Door-to-door marketing is by no means a certain success for all firms who enter the field. Larger companies having solid financial reserves can afford to undertake it. But smaller ones may end up in trouble: "wiseacre" salesmen and inferior merchandise can put them in bankruptcy.

BETTER FOODS — A new step aimed at bringing still better processed foods to already well-stocked pantry shelves has been jointly announced by the University of Massachusetts and the Glass Container Manufacturers Institute, Inc.

The Institute (GCM) will provide major support for creation at the University of an endowed professorship "to further research and graduate work in food preservation." It

will be known as the Nicolas (cq) Appert Chair of Food Science and Technology.

The Chair, according to the joint announcement, will make it possible for "a highly qualified professor to devote his efforts to increasing the fundamental knowledge of color, appearance, acceptability, nutritional value and microbiology of food products, particularly those foods packaged in glass containers."

THE ANNOUNCEMENT added that "to the best of our knowledge this will be one of the first endowed professional chairs in food science and technology in the U.S."

GCM has maintained food research fellowships at the University of Massachusetts for the past 2 years.

The new professorship is named after Nicolas Appert, French inventor of the technique for preserving perishable foods in glass containers by heat processing. The pro-

cess is generally known today as canning.

EYES HAVE IT—Don't look up; look down. This somewhat revolutionary advice is offered to designers of display facilities by the noted architect, Edward Durrell Stone.

For many years, sophisticated "city slickers" have been quoted as saying it is easy to spot a tourist because he is forever craning his neck to view the city's skyscrapers. Not so, or at least not so any more, says Mr. Stone, and he includes both visitors and city dwellers in his exception.

"I've long noticed that people are much more inclined to look down rather than up. Pedestrians everywhere stare down into building excavations," says Mr. Stone.

BOTH PHYSICALLY and psychologically, people are more comfortable and will maintain their interest longer when gazing down, Mr. Stone

believes, and his latest design backs this contention.

The Hallmark Gallery on Manhattan's famed upper Fifth Avenue offers the sidewalk viewer a double feature: through the two-story twin archways, he may look in on the current exhibition being shown in the permanent art gallery on the lower level. The gallery, to open in May, is being hailed as a unique combination of art and commerce.

THINGS TO COME — Another food product to come in aerosol cans: a self-mixing chocolate syrup, now being introduced in a limited number of cities. A new wrinkle in beach towels for the coming outdoor season is a terry cloth number that has a zippered, waterproof "pocket" built into the end for carrying your keys, lotion, sunglasses and such. A line of pen-shaped gadgets that emit a choking tear gas-like spray to drive off molesting people (possibly ani-

mals, too) has gone to market. The lever-operated devices can be called "penguns."

Endless boom? . . . Detroit automotive circles are buzzing with a continuance of the optimism of the past two years, in both of which car sales were close to 7 million more. Only now they are downright feverish over the prospect—a decade ago it would have been considered fantastic — of selling annually \$8 million cars, possibly this year. Although the more conservative of industry observers were expecting a dip in car sales in 1964, the figures are running strongly to the contrary. Up to last week, 4 million cars of the current model run had been turned out — a figure not reached until March 8 a year ago.

BITS O' BUSINESS — Sales of carpets this year are expected to rise about 10 per cent over last year. Aiming its wares at females who have turned from cigarettes to

Garden Checklist

1. Top dress your lawn with some kind of humus and feed a complete plant food—or start a lawn if you don't have yours in yet.
2. Lift and divide your chrysanthemums. Or you can get the rooted cuttings from your nurseryman and set them out in good soil.
3. Set out dianthus in light soil, in full sun. It is good to work some agricultural lime or gypsum into the ground first. Just dust enough over to "flour" the planting area.
4. You can get carnations in plant bands and usually there will be either pictures of the carnation you'll get from the plant or there will be actual carnations for you to inspect at most nurseries.
5. For part shade areas, now's the time for the English Primrose. These you should buy while in flower. You can see what color you're getting and it doesn't hurt them a bit to be moved while in bloom.

pipes, a tobacco firm is packaging a pipe mixture in pink-colored cans. . . . A pay boost for federal employees and a speed-up in payments to veterans pushed total personal incomes for the nation in February to an annual rate of \$478.7 billion.

For Classified Results
PHONE
FA 8-4000

FOOD FAIR

FAMOUS FOR QUALITY

FOOD FAIR

FAMOUS FOR LOW PRICES

FOOD FAIR

FAMOUS FOR VARIETY

4411 W. SLAUSON, LOS ANGELES

5472 CRENSHAW BLVD., LOS ANGELES

2121 W. 182nd ST., TORRANCE



TIDE
Tide 5¢ OFF
SAVE 15¢
GIANT SIZE BOX
INCLUDES 5¢ OFF LABEL
59¢

MORTON FROZEN DINNERS 3 \$1
11 OZ. PKGS.
ALL VARIETIES — SAVE 47¢

THIS WEEK'S FEATURE "SALAD FORK"
HOW THE PLAN WORKS:
One piece (knife, fork, etc.) will be offered each week for five weeks . . . you may purchase one piece for 19¢ with each \$2.50 purchase. If your purchase is \$5.00 . . . you may purchase 2 pieces . . . No Limit!

WITH EACH \$2.50 PURCHASE **19¢** EACH PIECE
EXCLUSIVE OF LIQUOR, TOBACCO OR MILK PRODUCTS
COMPLETE PIECES AT MORE THAN 50% OFF.

NO PURCHASE NECESSARY FOR COMPLETE PIECES

LAMB SALE
Leg-O-Lamb **57¢** lb.
SAVORY-NUTRITIOUS

CHUCK STEAK 39¢ lb.
BETTER WITH ADOLPH'S
SAVE 30¢ LB.

7-BONE ROAST SAVE 26¢ 39¢ **O-BONE ROAST** SAVE 10¢ 59¢ **BONELESS NECK MEAT** 69¢

RIB ROAST STANDING **69¢** lb.
4-5-6 RIB Save 29¢ lb.

BONELESS CORNED BEEF McCoy's Round Cryovac Brisket SAVE 20¢ POUND **69¢** lb.

GROUND BEEF FRESH GROUND HOURLY **3 LBS 99¢**
BULK BREAKFAST SAUSAGE • McCOY'S BEEF SAUSAGE SAVE 48¢

LIBBY'S FROZEN FRUIT PIES 4 \$1
8-1N. PIES
ALL VARIETIES SAVE 33¢

Select Pak Buttered **BEEF or VEAL STEAKS** Pkg. of 4 59¢
3 oz. Steaks

OH BOY CHEESE PIZZA - 9 1/2 ounce SAVE 6¢ 39¢
OH BOY CHEESE PIZZA - 18 ounce SAVE 10¢ 79¢
OH BOY SAUSAGE PIZZA - 9 1/2 ounce SAVE 10¢ 49¢
OH BOY PEPPERONI PIZZA - 19 ounce SAVE 9¢ 89¢
RED'S BEEF TAMALES - 8 Count Bag SAVE 11¢ 89¢

LIBBY'S SEASONED VEGETABLES 4 \$1
10 OZ. PKGS.

Peas with Pearl Onions • Peas with Celery
Peas in Cream Sauce • Corn • Peas and Tomatoes — Save 16¢

FROZEN FOODS

Vegetables
BIRDSEYE FROZEN
• GREEN PEAS • CUT
• SPINACH — Chopped at Leaf
• PEAS & CARROTS • SQUASH
• BUTTER BEANS • FRI
• POTATO PATTIES
Regular Pkg.

"LUBOV" Charcoal Filtered **VODKA**
NO FINER VODKA AT ANY PRICE
\$3.69 QUART
\$2.98 Fifth

"OLD WATERFALL" BONDED — 100 PROOF KENTUCKY STRAIGHT **BOURBON**
Distilled and Bottled in Kentucky
\$3.98 Fifth

"KENTUCKY GOLD" KENTUCKY STRAIGHT **WHISKEY**
86 PROOF 10 YRS. OLD Old Style Sour Mash
QUART
\$4.95
OUR LOW PRICE

"E. L. CANADIAN" IMPORTED CANADIAN **WHISKEY**
ESPECIALLY LIGHT
QUART
\$3.99 Fifth

Van de Kamp's RED TULIP SPECIALS
THURS. - SUN. FEB. 27-MARCH 1
DUTCH CHOCOLATE CAKE 1.59
Maple Pecan, Chocolate Chip, Almond Ice Box COOKIES 37¢
BLUEBERRY MUFFINS 33¢
ENGLISH JAM TARTS 33¢

7 BIG S
THURS., FEB. 27