

Toy Manufacturers Look Toward Biggest Year Yet

By REYNOLDS KNIGHT
Seven million trucks and pieces of construction equipment, all bearing the most prominent automotive and industrial machinery names in America. That's what one toy maker will contribute to Santa's pack this year.

A Minnesota firm specializes in manufacturing the one- and two-foot-long replicas of the nation's leading makes of trucks and construction equipment exactly and precisely to scale. But toy manufacturing in such numbers is no small-scale operation. These toys roll off a quarter-mile-long assembly line and provide jobs for 800 employees.

Generally, thanks to the population increase, toy makers are looking forward to their biggest year in 1964. First-half sales reached an all-time peak of \$337,330,000.

INDUSTRY SPONSORS
ART—A growing number of American business firms have been getting some well deserved compliments in recent years for encouraging and often sponsoring local and national groups dedicated to art, music, literature and other artistic endeavors.

Hallmark Cards, Inc., of Kansas City, Mo., a sponsor of international fine art competitions for more than a decade, recently took another step in this direction. In its newly opened Hallmark Gallery on New York's upper Fifth Avenue—a unique combination of elegant retail store and art exhibition—the greeting card firm has mounted the premiere exhibition of a collection of 290 photographs by the noted contemporary "pure" photographer, Harry Callahan.

Hallmark has purchased the collection and will make it available to major museums and educational institutions here and abroad after its New York exhibition. This marks the first time the greeting card company has sponsored photography as a fine art medium.

SCHOOL DAYS, spending days—When the school bells ring in September, some 3,200,000 new recruits will join the educational ranks. When it comes to attracting these young folks, the Pied Piper cannot compare with back-to-school wardrobes and accessories featured by local retailers these days.

Clothing, school supplies, records, cosmetics and jewelry will be among the big attractions for a record-breaking 48.5 million young people who will start a new school year, but who will first ring the cash registers of retailers to the tune of about \$180 per family.

"Teen-agers usually have the last word as to what's purchased," according to Anne Winfield, home adviser for F. W. Woolworth Co., who has studied the buying habits of the nation's young people.

Psychology Course Set At Hospital

A course in psychology will be offered to area residents through the University of California this fall. The class will meet in the auditorium at Harbor General Hospital.

The four-unit course will meet each Thursday from 7 to 11 p.m. beginning Sept. 24. Dr. Frank Risch will teach the class.

Registration and payment of tuition fees may be completed at the first class meeting. Textbooks will be sold at that time.

World War II, Korean, and California veterans may enroll upon presentation of the proper credentials. California State veterans must present an Authorization Certificate issued for the fall semester, 1964.

Award Won by Miss Novello

Miss Irma Novello, 2512A Apple Ave., was recently presented with a national recognition award for proficiency in machine shorthand by the Stenotype Co. of Calif., for attaining a speed of 60 words per minute in only 40 nights of training.

She was presented with a pin in the shape of a miniature shorthand machine.

in the company's 2,117 stores cash during the back-to-school migration.

Studies show that high school and college students have, on the average, approximately \$451.30 of their "own" money to spend during the year. Flush from summer jobs and in many cases with good cash allowances, they will spend much of their

to plastics, fabrics, rubber or painted surfaces. Indoor-outdoor cocktail table with baked-on rust-resistant finish. "Jet swing" for small fry with 48-inch plane-like body and 44-inch wing spread. Stays level just few inches off the ground. Weather-resistant paint for concrete. Rise in portable power — Battery-equipped appliances

are rapidly eliminating electric cords on such things as shavers, slicing knives, TV sets and vacuum cleaners. And the word is that many more cordless appliances are on the way to market, including lawn mowers, hair dryers and typewriters. The stimulus for development of such cordless equipment has come

largely from scientific work on space and military projects and the development of the transistor.

BITS 'O BUSINESS—Fifty-year-old Panama Canal has carried more than 60 million tons of cargo annually since 1960. Set 69-million-ton record in 1962. July retail sales topped \$21.9 billion for first time to set an annual rate of more than \$263 billion. Auto imports rise in first half of 1964 to 255,868 from 209,656 a year ago. First U.S. style supermarket to open in Britain in November with two more planned for 1965 and a total of 50 a few years hence. Farm loans become big business as banks lend \$9 billion to the nation's farmers. Auto makers plan fourth quarter 1964 production of more than 2,250,000 cars.



ALREADY MORE THAN 50,000 PRIZES HAVE BEEN WON! PLAY SUPER BINGO

PRICES EFFECTIVE THURS., FRI., SAT., SUN., SEPT. 3-6

ALL STORES CLOSED LABOR DAY, MONDAY, SEPT. 7

- ★ IT'S FREE—IT'S FUN
 - ★ WIN \$100, \$5 OR \$1
 - ★ WIN FOOD PRODUCTS
 - ★ WIN TAHITI-HAWAII TRIP. 16 DAYS FOR TWO—AMERICAN EXPRESS PAN AM
- EXCEPT NEWPORT BEACH STORE AT 3100 BALBOA BOULEVARD

HERE ARE MORE OF THE **\$100⁰⁰ WINNERS**

William E. Jones, Mrs. Gail Michel, David J. Jones, Lavonne M. Dugan, Mrs. Marie Johnson, Mrs. B. L. Water, Mrs. Carol Johnson, Mrs. B. L. Water, Mrs. B. L. Water

Fryer Parts
DRUMSTICKS LB. **49¢**
BREASTS OR THIGHS LB. **59¢**

SOUTHERN STAR FULLY COOKED BONELESS
CANNED HAMS \$5⁷⁹
9 -LB. CAN
5 -LB. CAN **\$3⁰⁰**

U.S.D.A. GRADED CHOICE BEEF BONELESS
Top Sirloin LB. \$1³⁹
U.S.D.A. GRADED CHOICE BEEF (BLADE CUT)
Chuck Roast LB. 39¢

FRESH
Ground Shoulder LEAN, TASTY LB. **59¢**
Ground Round LEAN, TASTY LB. **69¢**
LIVER QUALITY OR IOWA FARMS
Sliced Bacon 1-LB. PACKAGE **55¢**

U.S.D.A. GRADED CHOICE BEEF
WELL TRIMMED
T-Bone Steak LB. **\$1.08**
Porterhouse Steak LB. **\$1.18**
BONELESS
Family Steak LB. **79¢**
LARGE END (SMALL END, LB. 89¢)
Standing Rib Roast LB. **79¢**
CENTER CUT
Seven-Bone Steak LB. **49¢**
LEAN CENTER CUT
Boneless Round Steak LB. **89¢**
FRESH GROUND
Meat Leaf Mix LB. **49¢**

HEIFETZ HOME STYLE PICKLES 48-OZ. JAR, 59¢
Pickles LOIS RAE SWEET WHOLE PICKLES 32-OZ. JAR **39¢**

CHICKEN OF THE SEA
Chunk Tuna 6 1/2-OZ. CAN **23¢**

JERSEYMAID CATERING
Ice Cream 1/2-GAL. CTN. **59¢**

ASSORTED FLAVORS
Kool Aid 3 PKGS. **10¢**

C.H.B.
MAYONNAISE
24-OZ. JAR **29¢**
SAVE 10¢

SUNSHINE STATE FROZEN
LEMONADE
REGULAR OR PINK
2 6-OZ. CANS **15¢**

BUTTER-NUT (A KHJ RADIO FEATURE)
Coffee 2-LB. CAN **79¢**
1-LB. CAN **\$1.57**

MARKET BASKET CREME SANDWICH
Cookies 16-OZ. PKG. **39¢**

A GENTLE BLEACH (INCLUDES 3¢ OFF)
Purex 1/2-GAL. BOT. **35¢**

ARROW
BRIQUETS
SAVE 30¢
10-LB. BAG **49¢**
WIZARD CHARCOAL LIGHTER, QT. CAN, 45¢

Potatoes
NORTH-STAR FROZEN CRINKLE CUT 2 9-OZ. PKGS. **19¢**

PROZEN
Hawaiian Punch 5 6-OZ. CANS **99¢**

PRICE INCLUDES 5¢ OFF
Sweetheart Soap 3 REG. BARS **26¢**

Everyday Low Prices...
NORMAL OR DRY, 16-OZ. SIZE, REG. \$1.75
Brook Shampoo OUR PRICE **\$1.39**

1 1/2 J., 14-OZ. SIZE, REG. 98¢
Mierin Antiseptic OUR PRICE **79¢**

REGULAR OR COOL, 11-OZ. CAN, REG. 98¢
Rise Shave Cream OUR PRICE **79¢**

ZEE
Napkins 2 PKGS. OF 80 **23¢**

ZEE TOILET
Tissue (THREE 4-ROLL PKGS.) **12 ROLLS \$1**

3-HOLE, 8 1/2x11", WIDE RULE OR COLLEGE RULE, NOTEBOOK
Filler Paper 500-SHEET PACK **77¢**

PLASTIC 3-RING NOTEBOOK BINDER
Notebook 1 1/2" RING WITH CLIP 98¢ VALUE **69¢**

HUNTS SLICED OR HALVES
PEACHES
29-OZ. CAN **19¢**
SAVE 8¢

"ASSEMBLE-IT-YOURSELF"
WEBSTER'S
NEW TWENTIETH-CENTURY
DICTIONARY
OF THE ENGLISH LANGUAGE
UNABRIDGED
AUTHORITATIVE & SCHOLARLY
FIRST SECTION...
FREE WITH PURCHASE OF \$5.00 OR MORE
(EXCLUDING FRESH FLUID DAIRY PRODUCTS AND ALCOHOLIC BEVERAGES)

SECTIONS 2 THROUGH 16 EACH ONLY **69¢**
RICHLY EMBOSSED 2-PART BINDER EACH PART **89¢**

LARGE RIPE
CANTALOUPE
3 FOR **39¢**
FOR **39¢**
Grapes
ITALIA MUSCAT 3 LBS. **39¢**

Fresh Hawaiian Pineapple EACH **49¢** Fresh Papayas EACH **33¢** Fresh Coconuts EACH **19¢**

Hunt Foods

HUNT'S CATSUP	2 14-OZ. BOTTLES	25¢
HUNT'S FRUIT COCKTAIL	5 15-OZ. CANS	\$1
HUNT'S PORK AND BEANS	5 30-OZ. CANS	\$1
HUNT'S TOMATO SAUCE	12 8-OZ. CANS	\$1
HUNT'S TOMATO JUICE	3 46-OZ. CANS	69¢
HUNT'S TOMATOES	2 28-OZ. CAN	29¢
HUNT'S STEWED TOMATOES	2 1 1/2-OZ. CANS	35¢

FRISKIES CHICKEN & EGG, CHICKEN, LIVER & CHICKEN
Cat Food 2 6 1/4-OZ. CANS **31¢**
FRENCH'S **Mustard** 2 9-OZ. JARS **35¢**

1401 S. Hawthorne Blvd. — REDONDO BEACH
129 Lomita Ave. at Main — WILMINGTON