

Demands for More Goods, Services Seen in 1965

By REYNOLDS KNIGHT
How good will business be this year? If you think it will be better than 1964, you have the solid backing of a group of nationally known economists who see better times ahead provided the economy can hurdle more obstacles than it faced last year.

Predictions are that the value of all goods and services produced — gross national product — will rise to \$666 billion, a gain of 5 per cent. However, the experts are a bit cautious in their optimism.

The cost of living will not change much. The unemployment rate may inch upward. The industrial production index will rise about 3.7 per cent. All these represent the thinking of economists who participated in an annual forum held here. Strong demand for goods and services was predicted across the economic board—for retail and capital goods, and for more services, mostly provided by local governments.

FAIR FILM FARE — The 1964-'65 New York World's Fair attracted dozens of American industries, who saw an opportunity to reach millions of persons with messages about their companies.

One company, which decided that its major attraction would be non-commercial, recently received new acclamation for its offering. The New York Film Critics, in a rare action, voted a special citation to "To Be Alive!", the three-screen color movie which was seen by about 2.5 million persons at the Johnson Wax pavilion at the Fair. The last special citation by this distinguished group of critics was given some ten years ago.

The Johnson company plans to repeat the award-winning film during the 1965 session of the Fair. It houses all its commercial messages plus the "public service" boon of free shoe-shines — in a separate building at the Fair.

RUBBER'S BOUNCING — The year 1965 will see new records in sales and production for the rubber products manufacturing industry and a new concept in passenger car tires for the American motorist, according to predictions by J. W. Keener, president of The B. F. Goodrich Co.

"New and improved rub-

New City Directory Planned

Plans for a new and complete Torrance city telephone directory were announced jointly today by J. Walker Owens, general manager of the Torrance Chamber of Commerce, and Tom D. Cochrane, publisher of the Torrance City Directory and the Newport Beach-Costa Mesa Directory.

The directory will include listings for the City of Torrance only and will be distributed free of charge to all residents and businesses in Torrance.

"WE HOPE that this new directory will assist substantially in bringing our community more closely together and in enhancing the advertising programs of the businesses in Torrance," said Owens.

"The Torrance City Telephone Directory will repeat the format of white and yellow sections, with free listings in both, used by most telephone companies, but listings and advertisements will be restricted to residents and businesses in Torrance," stated Cochrane. "Our objective is to begin our production and sales immediately in order to complete the printing and distribution of the more than 40,000 copies by August of this year. After that, it will be published annually."

NOW ENTERING its sixth year as publishers of similar books, the directory company will establish offices in Torrance this week.

The new civic directory will have larger type and be lighter in weight than present directories. "The idea is that Torrance residents will be able to call their friends and business and professional men in Torrance without having to search through six other communities as well," Cochrane stated.

bers and rubberlike materials plus the prospect of another outstanding year of automobile production should make it possible for the industry to achieve new highs in rubber consumption and total tire shipments," Keener said.

"We anticipate that the United States will consume about 1,930,000 long tons of natural and synthetic rubber and that shipments of pneumatic tires will reach 164 million units in 1965."

The new tire is the radial passenger car tire, which offers greater safety and 50 per cent extra mileage, he said. BFG will introduce the first radial passenger car tire ever produced commercially in the United States to selected markets early in 1965, he said. The company already has national distribution of a radial truck tire.

SCIENCE NEWS — A gas gobbling giant powered by a 600-horsepower turbine is

the latest thing in truck transportation. Standing 13 feet high, this supertruck towers above the tallest buses. What's more the truck's room-size cabin offers its drivers all the comforts of home. Included in the cab are such luxuries as air conditioning, reclining lounge chair, television set for off-duty drivers, hot plate, hot and cold drink dispenser and a toilet. The 50 square feet of windows provide the

driver with a panoramic view. Aside from these comforts, this leviathan or a lorry will travel only 600 miles on the 280 gallons of gas it carries, or two-and-one-seventh miles per gallon.

THINGS TO COME — For those who like to travel light, there's an overnight case that when folded fits easily into a man's coat pocket or lady's handbag. Opened, it becomes a full 20 x 15 x 4 1/2-inch valise . . . Pranksters

of all ages will love this new plastic pistol that shoots a "ball of air" blowing out a smoker's lighted match or ruffling a secretary's coiffure . . .

A new two-level surfboard separated by 10-inch aluminum stilts gives a high-level ride over the waves . . . Rrrunderful idea: women's hosiery getting the durability treatment from new plastic fiber said to wear five times longer.

Crocker-Citizens Bank 1964 Earnings Top \$23 Million

Earnings of Crocker-Citizens Deposits were reported at National Bank reached a record \$3,216,456,867 at the end of the year, while cash and securities amounted to \$1,415,722,410. Loans, less reserves, amounted to \$2,124,653,107.

Net operating income after 1964 taxes was listed at \$23,329,923, an increase of nearly \$1 million over 1963. The bank reported total assets of \$3,671,937,119 at the end of the year, an increase of \$2.48 per share, compared to \$2.38 per share for 1963.



SAVE ON THE BEST MEAT!

- U.S.D.A. CHOICE BEEF**
SHORT CUT LARGE END
Rib Roast LB. 79¢
BONELESS BEEF ROAST
Shoulder Clod LB. 79¢
ENGLISH CUT—BONE IN
Roast LEAN, TENDER LB. 79¢
BONELESS
Spencer Steak LB. \$1.19
SWISS STYLE SHOULDER
O-Bone Steak LB. 59¢
USE ADOLPH'S INSTANT MARINADE



- LUER**
All Meat Frankfurters 1-LB. PKG. 49¢
ALL BEEF FRANKS, 1-LB. PKG., 39¢
- LUER**
Sliced Bologna 4 6-OZ. PKGS. \$1

U.S.D.A. GRADED CHOICE BEEF
CHUCK ROAST
MEATY, ECONOMICAL
33¢ LB.

HAMS
APPROXIMATE AVERAGE WEIGHT 7 LBS.
FULL SHANK HALF
39¢ LB.

Grand Opening This Weekend
AT 2727 VIA CASCADITA IN SAN CLEMENTE

- TUREK-MECK FROZEN BUTTERED
Beef or Veal Steaks 59¢
SELECT PACK, 12-OZ. PKG.
BULK PACK, LB. 85¢
FRESH MIXTURE OF BEEF, PORK, VEAL
Meat Loaf Mix LB. 49¢
U.S.D.A. CHOICE BONELESS
Stew Beef LB. 79¢
MARKET BASKET OR LUER
SKINLESS PORK LINK
Sausage 4 8-OZ. PKGS. \$1
LUER QUALITY OR
IOWA FARMS SLICED
Bacon 1-LB. PKG. 55¢

EASTERN GRAIN-FED
PORK CHOPS
CENTER CUT RIB
69¢ LB.

- LUER**
Smoked Hams BUTT PORTION (as cut) LB. 49¢
LARGE LOIN
Pork Chops FAMILY PACK LB. 59¢
7-Bone Steak USE ADOLPH'S INSTANT MARINADE LB. 49¢

New York Martin Cheese LB. 79¢
Monterey Jack Cheese LB. 59¢
Salads MARKET BASKET POTATO, HEALTHY COLESLAW, MACARONI 16-OZ. CTN. 29¢
Biscuits PILLSBURY SWEET OR BUTTERMILK 3 8-OZ. CTNS. 19¢



BONELESS STEAK
Top Sirloin LB. \$1.19

- SMOKED CENTER CUT**
Ham Slices LB. 98¢
EASTERN BLADE END
Pork Chops LB. 49¢
FARMER STYLE
Spareribs LB. 59¢

- HUNT'S SPECIALS**
- Fruit Cocktail** 15-OZ. CAN 5 FOR \$1
Whole Apricots UNPEELED, 30-OZ. CAN 4 FOR \$1
Pear Halves 29-OZ. CAN 39¢
Peaches SLICED OR HALVES 29-OZ. CAN 5 FOR \$1
Pork & Beans 30-OZ. CAN 4 FOR \$1
Tomato Juice 46-OZ. CAN 4 FOR \$1
Tomato Sauce 8-OZ. CAN 12 FOR \$1
Stewed Tomatoes 14 1/2-OZ. CAN 2 FOR 35¢
Tomato Paste 6-OZ. CAN 8 FOR \$1
Tomatoes SOLID PACK, 28-OZ. CAN 27¢
Potatoes 14 1/2-OZ. CAN 3 FOR 35¢
Catsup 20-OZ. BOTTLE 4 FOR \$1
Catsup PIZZA OR HICKORY 14-OZ. BOT. 2 FOR 35¢

APPLE TIME
APPLE SAUCE
16-OZ. CAN
SAVE 7¢
10¢

MARKET BASKET
COFFEE
1-LB. CAN SAVE 14¢ **59¢**
2-LB. CAN \$1.17

PILLSBURY
FLOUR **39¢**
5-LB. BAG SAVE 20¢

- LIPTON CHICKEN NOODLE** PKG. OF 2 29¢
SOUP OR CHICKEN NOODLE-DICED CHICKEN SOUP MIX, PKG. OF 2, 37¢
SUNSHINE
Cookies YOUR CHOICE PKG. 29¢
CHOCOLATE CHIP, 10-OZ. CHOCOLATE CHIP, 7 1/2-OZ. BUTTER FLAVORED, 8-OZ.; VANILLA FINGERS, 8 1/2-OZ. PKG.
NABISCO SNOWFLAKE 1-LB. PKG. 33¢
Saltine Crackers 1-LB. PKG. 33¢
VAN DE KAMP'S FROZEN
Chicken Pie EACH 43¢
FROZEN
Dole Juices 4 6-OZ. CANS 89¢
PINEAPPLE, PINEAPPLE-ORANGE OR PINEAPPLE-GRAPEFRUIT

MORTON'S FROZEN
PIES
APPLE, BOYSENBERRY, CHERRY, PEACH OR COCONUT-CUSTARD
25¢ EACH

- Ice Cream** JERSEYMAID CATERING 1/2-GALLON CARTON 59¢
Mayonnaise WESSON 32-OZ. JAR 39¢
Bisquick MAKES SO MANY GOOD THINGS! 40-OZ. PACKAGE 39¢
Grade AA Butter JERSEYMAID FIRST QUALITY 1-LB. CARTON 69¢
Prune Juice SUNSWEET 40-OZ. BOTTLE 45¢
Chunk Tuna STAR KIST 3 6 1/2-OZ. CANS 79¢
Grape Jelly KERN'S 32-OZ. JAR 45¢
News Detergent 37-OZ. PACKAGE 39¢
Instant Coffee MARKET BASKET 10-OZ. JAR \$1.29
Frozen Dinners ROSARITA ENCHILADA, COMBINATION PLATE, MEXICAN OR BEEF TACOS EACH (A KJH RADIO FEATURE) 39¢
Shower Server STURDY, RUST PROOF, UNBREAKABLE PLASTIC; HOLDS ALL SHOWER NEEDS; WARM DECORATOR COLORS EACH 77¢
Lunch Kit WORKMAN'S QUALITY EMBOSSED BLACK LUNCH KIT WITH PINT ALADDIN VACUUM BOTTLE, WHITE ENAMEL LINING, COLLAPSIBLE HANDLE, TWO POSITIVE LOCKS & NAME PLATE HOLDER \$2.29

WASHINGTON RED
DELICIOUS APPLES **39¢**
CRISP, JUICY 4-LB. BAG

Tangerines
JUICY, EASY TO PEEL 2 LBS. **29¢**

RED EMPEROR SWEET, JUICY LB. 19¢
Grapes FRESH PICKED 1/2-LB. 39¢
Mushrooms FOR YOUR WINTER LAWN 10-LB. BAG 99¢

SALE OF EKOLOY
BAKEWARE
BROILER 'N ROASTER, 13"x9"x2", CUP MUFFIN PAN; SPRING FORM CAKE PAN 9 1/4"x3-3/16"; COOKIE SHEET, 12"x18"x1" EACH **66¢**

1401 S. Hawthorne Blvd. — Redondo Beach
129 Lomita Ave. at Main — Wilmington