



## Men's Trends

by Lou Schlanger

Research shows that most men buy clothes for themselves only when the family income can stand the expense, and after the rest of the family's needs are well taken care of. An indication of the nation's economic strength is demonstrated by the fact that every article of men's apparel, from hats down to shoes, inclusive, is selling at one of the healthiest paces in recent history.

**Trends:** The use of a four-ard breast pocket handkerchief, reported earlier, is developing into an important trend in the larger cities, fully half of the men seen in formal wear are wearing them—many in red. For business wear, every attractive color and pattern is observed. . . . Another acceptance of color—not new but growing fast—is the bright plain colors and patterns in the linings of jackets. Men like this touch.

★ ★ ★  
**THE "SHAPED" SUIT:** Here are the differences in the new models now being shown, as reported by the American Institute of Men's and Boys' Wear. The shoulders are slightly squared, clean-cut but not exaggerated. Chest is fuller, more masculine. The waistline is faintly traced. And the hips tapered. It's a flattering "look" for the man who wants to look trimmer than he is—including possibly 60 to 70 per cent of the male populous.

**Care of clothes:** Slightly-wrinkled ties can often be smoothed out if the mused area is weighted down by several heavy books. . . . Bad soil on the collars and cuffs of shirts will wash cleaner if the areas are first dampened and then rubbed well with a solution of one tablespoon of sal soda concentrate per cup of water.

**FROM THE MAIL:** "I'm confused about the amount of shirt collar which should appear above the coat collar in back. Some of the men I see on TV seem to be showing one and a half or two inches of collar above their coat." There are men like Dean Martin and Tony Curtis who do have their collars made that high, but it's an extreme style. The proper amount of collar to show is about one-half to three-quarters of an inch.

**Odd Items: Good Influence**—Many of today's youthful singers and groups are careless in their grooming, but the New Christy Minstrels certainly set a fine sartorial example for their young followers. They're the best-dressed singing group today.

**Sudden Thought—Styles Do Change**—In fact, if a conformist wore the same clothing he wore just five years ago, he would be looked on as a non-conformist. . . . **Hard On Clothes**—"Mr. Frick," the rough-and-tumble comic skater starred in "Ice Follies," has ruined 250 pairs of pants since joining the company! . . . **Historical**—The "Blazer" originated when the captain of H.M.S. Blazer, to improve the appearance of his threadbare crew, equipped them with metal-buttoned blue jackets. . . .

**Big Switch**—Members of the Seventh Avenue set, in New York, were once known as the flashiest dressers to be found anywhere. They were the nation's big users of white-on-white shirts and wild ties. But these days, they're among the most conservative dressers you will find! . . . **New**—For the man who entertains at home, there's a glass-front lighted sign that proclaims "BAR OPEN!"

## High Accident Rates Send The Doctor Back to School

Doctors are going back to school to learn how to treat a new and growing national epidemic.

Automobile injuries, multiplying with increased driving, have replaced infectious diseases as the fourth leading cause of death in the United States and the number one killer of those in the one to thirty-six age group, according to Dr. Alan Nahum, UCLA Medical School surgeon.

A new brand of medical education has developed to train doctors in the critical early treatment of this major medical problem which yearly kills 48,000 Americans and leaves 1,000,000 survivors mutilated.

A **THREE DAY** program in the special early care of patients who have suffered automobile and other traumatic injuries will be presented by University of California Extension from Friday, Feb. 26 to Sunday, Feb. 28, at the Neuropsychiatric Auditorium, UCLA.

The symposium, sponsored by Continuing Education in

Medicine and the UCLA School of Medicine, is planned to give doctors who first treat the injured a knowledge of the several medical disciplines likely to be involved. This is education of a type rarely included in the medical school curriculum. Emphasis will be on the coordinated role of the medical-surgical team members.

**THE BASIC** aspects of trauma will be covered such as "Shock," "Emergency Transfusion," "Cardiac Arrest and Resuscitation," and "Emergency Airway and Ventilation."

Dr. Edwin F. Cave, Harvard Medical School orthopedic surgeon, and chief of fracture services at Massachusetts General Hospital, will speak on "Operative Management of Fractures," "Ankle Trauma" and "Injuries to the Wrist." Other topics for discussion include "Injury to the Spine," "Injury to the Spinal Cord," "Maxillo-Facial Trauma" and "Conservative Management of Fractures."

Emergency splinting and closed chest cardiac resuscitation will be demonstrated.

Program chairman will be Dr. Nahum who, as part of a UCLA accident investigation team, has indicated that fifty per cent of injuries sustained from auto accidents can be prevented by correctly designed safety restraints, such as seat belts, and modification of car interiors.

### Local Officers

### Attend Seminar

Three Torrance police officers were among the more than 200 policemen and other law enforcement personnel who completed a five-part institute on arrest, search and seizure sponsored by the Department of Criminology at California State College at Los Angeles.

Attending the program held in the Pasadena Civil Defense Training Center were Lt. Robert C. Wright, Lt. Joseph B. Mites, and Lt. Gus R. Rethwisch.

Post-holiday employment curtailments in retail trade, post office and services were mainly responsible for the January decline of 51,500. Seasonal cutbacks were reported also in construction, and utilities during January.

Reflecting the mid-winter lull in the job market, unemployment rose from 159,500 in December to 179,500 in January, and was up from a year ago by 6,200.

The increase in the number of jobless, however, was moderated because many temporary workers withdrew from the labor force.



## OPEN WASHINGTON'S BIRTHDAY

Food Giant Markets will be open 10 A.M. until 7 P.M., Monday, Feb. 22, 1965

U.S.D.A. "Choice" or Food Giant "Banquet Perfect"

# CHUCK STEAKS

delicious for barbecuing  
**39¢** lb.



# FARMER JOHN HAM

FULLY COOKED  
full shank half  
7-lb. avg.  
**35¢** lb.

Farmer John, fully cooked Center cut. Flavor-full!

Ham Slices **98¢**

Farmer John, fully cooked Dress with pineapple juice!

Whole Hams **49¢**

Farmer John, fully cooked Garnish with cherries!

Butt Portion Ham **49¢**

A versatile choice for cooks with creative ideas!

Fresh Ground Beef **39¢**

Fresh and lean for full food value and economy too!

Lean Ground Chuck **59¢**

Extra lean for casseroles, meat loaf or meat balls!

Ground Round **69¢**

U.S.D.A. "Choice" or Food Giant "Banquet Perfect"

# CLUB STEAK

Short Cut **89¢** lb.

Lean, quality beef for the real stew you ever served!

Boneless Stew Meat **79¢**

U.S.D.A. Choice or Food Giant Banquet Perfect! Small End

Standing Rib Roast **98¢**

U.S.D.A. "Choice" or Food Giant "Banquet Perfect!"

Swiss Steak **69¢**

## The Savings Are In The Bag

RIPE AND DELICIOUS

# SOLID RED TOMATOES

2 pounds **29¢**

FRESH JUICY  
**HAWAIIAN PINEAPPLE**

3-3 1/2-lb. average **39¢** each

SWEET MILD  
**BROWN ONIONS**  
**5¢** lb.

GARDEN FRESH  
**RED LEAF OR BUTTER LETTUCE**

2 heads **9¢**

SOFT SHELL  
**JUMBO WALNUTS**  
**39¢** lb.

U.S. NO. 1  
**RUSSET POTATOES**

10 lb. cello bag **79¢**

GOLDEN GLOW DRIED  
**FANCY APRICOTS**  
8-oz. package **39¢**

DELICATESSEN

MILD CURED  
**OL' VIRGINIA HAM**

5-lb. can **\$3.69**



Porchment wrapped Italian. Spiced just right! 14-ounce chub

**Gallo Salame** **\$1.19**

Betty Crocker. Serve warm with melting butter! 9 3/4-ounce tube

**Cinnamon Rolls** **25¢**

## EXTRA SERVICES

You may cash checks, purchase money orders, or pay utility bills at our Food Giant Courtesy Booth . . . all with no extra charge!



**KENTUCKY**

Distilled, Aged and Bottled at the Distillery



Frydenlund imported

**Norwegian**

86-proof. Quality Scotch Whisky

**Kennedy**

REDEEM COUPONS  
Action Bleach, Gt. Powder . . . 79¢  
Vel Liquid, 22-oz. . . . . 65¢  
Palmolive Gold 2 1/2-lb. 2 1/2-lb. 41¢

SCOTTIES  
**FACIAL TISSUE**  
200 2-ply **2 for 49¢**

GERBER'S STRAINED  
**BABY FOOD**  
4 1/2-oz. jar **3 for 39¢**

GERBER'S  
**JR. BABY FOODS**  
7 1/2-oz. jar **2 for 35¢**

21-oz. Fab Detergent **79¢**  
giant size Salvo Tablets **79¢**

reg. cans Ajax Cleanser **2 for 49¢**  
Lava Hand Soap **2 for 25¢**

Dole's Sliced Pineapple  
Nescafe