

Don't Just Stand There, Sing Out Your Complaint

By REYNOLDS KNIGHT
If you have a legitimate gripe about a company's goods or services, COMPLAIN. You'll be surprised how eager stores, manufacturers and service firms can be to make good — particularly in today's highly competitive markets.
For example, an executive of a large company recently

took an overnight coast-to-coast flight on one of the big airlines. The breakfast menu offered him consisted of juice, rolls, and coffee. In a letter to the airline, he argued this was fare for children — not adults. Result: the airline now serves him-type breakfasts on all its overnight flights.
Complaining can take many

forms. A man purchased a new car with a defective radiator. He sent the entire radiator back to Detroit and immediately received a new one. A housewife opened a jar of baby food that was spoiled. She wrote the company about it and not only received a replacement jar, but many additional goodies, too. A man waiting in a de-

partment store to be served decided to take matters in his own hands after being ignored for 15 minutes. He picked up a lamp and headed for the exit. A salesperson rushed over immediately and asked what he was doing. "I am stealing it," he replied. He received instant service. The moral is this: companies want you. They want

you to like them. They'll accept your legitimate complaints gladly because your good will and satisfaction will make you "come again." Profits can't be made on first-time sales only.
INDUSTRY'S employment campaigns are paying dividends on the fighting fronts in Viet Nam, according

to the U.S. Air Force. Maj. Gen. Charles H. Terhune Jr., commander of the Air Force System Command's Aeronautical division recently, calling it "a model for the aircraft industry."
General Terhune said Honeywell's specialized controls and instruments are the type of equipment that "always spell the difference between suc-

cess and failure." He said the company's STEP employee motivation program is already paying dividends to the armed forces in terms of combat effectiveness of military weapons systems in Viet Nam.
STEP, which stands for Strive Toward Error-free Performance, was instituted about a year ago and has achieved what General Ter-

hune called "significant" cost improvements totaling more than \$7 million. These savings were realized in such areas as improved manufacturing processes, engineering re-design methods, and streamlined administrative reporting and inventory control record keeping.

"FRANCHISING" is big business. So much so, the Labor Department recently signed an agreement with a big eastern college for the training of 1,000 high school students in the franchise business. A franchise sets up a person — or company — as an independent enterpriser, representing a larger firm with an established product, service, and reputation. The agreement was made to assist the franchising industry and expand a new job market...
A recent survey on depreciation of many reveals that we in the United States are not the only ones having difficulty making money stretch. Declines in money value in 1965 surpassed the ten-year average in 31 of the 45 countries surveyed. In most of the countries spiraling food prices induced by production shortages of cereal grains and meat caused the shrinkage. For the 10-year period as a whole, the median rate of depreciation for the 45 countries was 3.3 per cent a year.

AMERICAN tourists traveling abroad this summer can find American-style greeting cards to send home in no less than 75 countries around the world. In many of these countries greeting cards were almost unknown as recently as 10 years ago, a spokesman for Hallmark Cards pointed out, but now they are frequently available in both English and the language of the country.

In France, for example, Hallmark is producing greetings in French for domestic exchange, and its own English-language cards are imported from Great Britain and sold in resort hotels and gift shops frequented by tourists.

The custom of exchanging cards is catching on in Japan, Germany and even in some African countries, and the company is producing cards in these countries in Japanese, German and Afrikaans. American tourists frequently select foreign language greetings to send home because of their novelty, even though those receiving them can't speak the language.

IF YOU'RE a "blues" fan and you like to play the harmonica there is a new mouth organ designed specially for you. Called the "Blues Harp," its 10-hole diatonic scale is similar to that of most harmonicas, but certain design changes are said to make it ideal when playing the "blues"... Water ski enthusiasts can now enjoy ski bindings that conform exactly to the bone structure of the feet, with complete foot comfort, it's claimed. The bindings known as "Formulastic," are said to be tougher and more tear resistant than other bindings... If you like privacy, a new fence has been designed that permits you to look out, but makes it difficult for anyone to look in. The fence is perforated for free circulation of air and visibility.

Showcase Schedules Auditions

Auditions for Showcase Theatre's production of "Goodbye Charlie" will be held Wednesday and Thursday, July 20 and 21, at the theatre, 13752 S. Prairie Ave., Hawthorne.
"Goodbye Charlie" will open Sept. 2 and run through Oct. 1.
Warren J. Worthen, resident director of the Showcase, will direct the play. Parts for seven persons, ranging in age from 22 to 50, are available.
Showcase Theatre's current production, "Lullaby," opens Friday, July 29, and will run through Aug. 20. Reservations may be made by calling 672-5429.



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Redeem this coupon for a FREE CHARM BRACELET when you purchase any charm for only 50¢ along with a \$5.00 purchase of more excluding liquid milk products.

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"WHY PAY MORE?"

THESE PRICES EFFECTIVE WEDNESDAY THRU SUNDAY JULY 13, 14, 15, 16 & 17

BETTER PRODUCE AT A BETTER PRICE

it's fiesta fresh too...

BUTTERY-RICH LARGE SIZE AVOCADOS

2 FOR 29¢

VINE-RIPE • SWEET

HONEY DEW MELONS

10¢ LB.

THICK MEATED • LARGE

BELL PEPPERS 5¢

CENTRAL AMERICAN

"CHIQUITA" BANANAS

GOLDEN RIPE

8¢ LB.



FLORIST QUALITY AT SUPERMARKET PRICES!

ASSORTED COLORS

POTTED MUMS

IN 6-INCH POT

\$1.98

HAWAIIAN GROWN RUSHED BY AIR EXPRESS • TREE RIPENED

PAPAYAS 4 for \$1.00

HAWAIIAN GROWN • LARGE SIZE

PINEAPPLE 39¢ EA.

TROPICAL FAVORITE • FRESH

COCONUTS 10¢ EA.

SEE THE CALIFORNIA ANGELS IN ACTION

HOME GAMES THIS WEEK

• BOSTON — JULY 14, 15, 16

• WASHINGTON — JULY 17

HEAR THE ANGELS ON KMPG-7.10 ON THE DIAL

ALL ITEMS LIMITED TO STOCK ON HAND • SALES TAX COLLECTED ON ALL TAXABLE ITEMS • WE RESERVE THE RIGHT TO REFUSE SALES TO COMMERCIAL DEALERS • SATISFACTION GUARANTEED OR YOUR MONEY REFUNDED

MORTON'S • FROZEN • 8 OZ. • SAVE 8¢

MEAT PIES 15¢

TURKEY • BEEF • CHICKEN

BETTY CROCKER • PILLSBURY • DUNCAN HINES

CAKE MIX 29¢

ALL REGULAR 39¢ VARIETIES

KRAFT • QUART JAR • SAVE 14¢

MAYONNAISE 45¢

ALPHA BETA WHY PAY MORE?

GIANT ROLL SCOTT TOWELS

SAVE 12¢

19¢

ASSORTED COLORS

HILLS BROS. REG. DRIIP 1.1 LB. CAN 72¢

2 LB. CAN \$1.48

10 OZ. INSTANT \$1.28

ALPHA BETA • CATERING QUALITY

ICE CREAM HALF GALLON SAVE 14¢ **65¢**

20 OUNCE FAMILY SIZE BOTTLE • SAVE 8¢

HUNT'S CATSUP **19¢**

22 OUNCE DETERGENT • INCL. 13¢ OFF

LUX LIQUID SAVE 20¢ **39¢**

GOLD MEDAL • 1 LB. PKG. • SAVE 11¢

NOODLES • MEDIUM • WIDE • EXTRA WIDE **3 for \$1.00**

CASE SWAYNE • 300 CAN • SLICED

NEW POTATOES **10¢**

U.S.A. GRADE A

fresh FRYERS

WHOLE BODY

29¢ LB.

KING SIZE FRYERS 33¢ lb

CUT-UP FRYERS 35¢ lb

SPLIT OR QUARTERED 35¢ lb

BEST OF THE FRYER 49¢ lb

NO BACKS, NECKS OR GIBBETS

FRESH SALMON WHOLE OR HALF 98¢ LB. SALMON \$1.09 LB.

FRESH OCEAN 4 FISHermen • FROZEN BLUE DIAMOND • FROZEN PERCH FILLETS 69¢ Pkg. 24 OZ. 98¢ SHRIMP OR SCALLOPS \$1.48 Pkg.

U.S.A. CHOICE OR ALPHA BETA Trimmed-Rate BEEF

LARGE END **79¢ LB.**

SMALL END (1st 4 RIBS) 98¢

U.S.A. CHOICE OR ALPHA BETA Trimmed-Rate BEEF

SHORT RIBS 39¢ LB.

ALPHA BETA FRESH DEPENDABLE. PRE-SEASONED • OVEN READY

MEAT LOAF 59¢ LB.

ALPHA BETA • SELECTED YOUNG STEER

BEEF LIVER 59¢ lb

DANOLA • IMPORTED 4 1/4 OZ. Pkg. **COOKED HAM 59¢**

WILSON • 12 OUNCE Pkg. **LUNCH MEAT 75¢**

COMBO PACK 12 OZ. MEAT & CHEESE **79¢**

ALPHA BETA • SAVE 16¢ LB.

JACK CHEESE 69¢

VIRGINIA LEE • ONE DOZEN **FROZEN BROWNIES 79¢**

SARA LEE • FROZEN • 13 1/2 OZ. **APPLE DANISH 69¢**

OR CHERRY DANISH

CALO • 15 1/2 OZ. • DOG or CAT **PET FOOD 2 for 31¢**

ALPHA BETA WHY PAY MORE?

KRAFT • 1 LB. CTN.

PARKAY MARGARINE

SAVE 10¢

INCL. 3¢ OFF

19¢

FAMILY SIZE • REGULAR 95¢ INCL. 4¢ OFF

COLGATE Toothpaste 58¢

3 1/2 OZ. TUBE • REGULAR 89¢

GROOM & CLEAN 48¢

IDEAL • FROZEN

VEGETABLES

24 OZ. • CUT CORN • PEAS • MIXED VEGETABLES • CARROTS & PEAS • 20 OZ. • GREEN BEANS **3 for \$1.00**

Your Nearby Alpha Beta Markets are Located at:

TORRANCE 2720 Cabrillo Ave.

TORRANCE 5130 190th St. at Anza

DOMINGUEZ HILLS 190th St. at Avalon

REDONDO 1850 S. Pacific Coast Hwy.

ALPHA BETA WHY PAY MORE?