

Gas Companies Appoint New Advertising Agency

Appointment of Doyle Dane Bernbach, Inc., to handle marketing advertising programs for Southern California and Southern Counties Gas Companies was announced today by the companies.

DDB replaces McCann-Erickson, Inc., effective immediately. S. W. Lynch, southwest division manager for Southern California Gas Co., said.

McCann-Erickson, the gas companies' agency for 35 years, will continue to handle corporate advertising for the gas companies and will place marketing advertising until such time as DDB can begin serving the account.

The two affiliated utility companies promote the use of natural gas by advertising featuring ranges, clothes dryers, heating and water heating, air conditioning, outdoor pool-

The Mail Ego

By Terrence O'Flaherty

"We haven't heard anything from the California hippies for almost a month. Have they gone into the woods to sleep for the winter?"

"They're still around but the turn-over is fast. If they don't get hepatitis or arrested, they get hungry, get a haircut and go home. But the fragile, doped-up Flower Children are not an outdoor crowd and I doubt they'd last any longer in the California forests than Hansel and Gretel. W. C. Fields said it beautifully: 'California is the only place on earth where you can go to sleep underneath a rosebush in full bloom — and freeze to death.'"

"Who is the attractive youngster in the new TV series 'Accidental Family'? After years of homely brats who grew up to be monsters, his intelligent, good-looks are refreshing."

His name is Teddy Quinn and you may have seen him as the little boy who visits his sick friend on an aspirin commercial several years ago. He is now 8 and he began his career at age 2 as a professional model. He has no acting training. His father is a certified public accountant in Los Angeles and his mother is a former model who now spends her time raising Teddy and their three older children. His

allowance is low by Hollywood standards — \$1 a week. The rest of his earnings are being set aside for his college education.

"Where has Harry Belafonte been hiding?"

Even though he is one of the biggest attractions in the concert world, he has kept his appearances to a minimum. Maybe that's the reason he's a big attraction. He is now playing one of those snazzy, plaster gambling dens in Las Vegas, as the last on a 10-week concert tour of the U.S. and Canada. He is considering a movie.

"I remember the Dr. DoLittle books very vividly when I was a child and I have read them aloud to my children and grandchildren. I hear there are plans to do a movie about him."

The film has been made as a musical with Rex Harrison and the darndest collection of animals you have ever seen. It

will open in New York in December and elsewhere in the country after that. The advance ticket sales has already exceeded that of "The Bible," a film made from another very popular book.

"The funniest man on television this season is Billy De Wolfe, who plays the station manager on 'Good Morning World.' Where has he been all this time? I've never seen him before and I stay tuned to the show just to catch him."

So does everyone else. He's an American from Quincy, Mass. Since 1943 he has appeared in many movies but he is best known for his nightclub performance. His skit about a lady taking a bath is a classic. 20th-Fox is considering him for a remake of the Clifton Webb "Mr. Belvedere" series for which he would be ideal.

"How come so many Indians this season on television shows?"

In Hollywood everybody copies everybody else and news of the latest fad travels fast. This year it's Apaches and the demand for them is so great that they are running short of Hollywood Indians and may have to import a few from out of town. Until then they're using Mexicans. Some producers claim they want to portray the "real" Indians of the old West but so far they look like the same old dust-busters. Other fads have worn off — like nuns, flappers and tap dancers — so until they wear out their welcome it looks as if we're going to have Indians.

GUARANTEE LOANS

At midyear 1967, the Veterans Administration had guaranteed or insured 6,690,744 home loans which totaled more than \$66 billion, and had disbursed 274,127 direct loans amounting to \$2.5 billion in rural areas where ordinary lending facilities were not available to veterans.

Northrop Names New President

Dr. Homer Hamilton Grant Jr., professor and chairman of the industrial engineering department at the University of Southern California, has been named president of the Northrop Institute of Technology.

Dr. Grant assumed his new duties Oct. 1. He succeeds Dr. Richard C. Potter, who resigned to return to teaching and research.

Dr. Grant joined USC in 1948 and has been chairman of the industrial engineering department since 1954.

Northrop Institute of Technology is a private four-year controlled college of engineering located in Inglewood. It is supported only by tuition and gifts. More than 1,900 students currently are enrolled.

POTATOES

RUSSETS

The Very Finest!

U. S. No. 1 Grade

10 35^C

-lb. cello bag

APPLES

Washington Delicious

Extra Fancy, Red Schoolboy

7 10

L B S

Fancy/Lang, Green

CUCUMBERS

3 for 19^C

Sweet/Vine-Ripened

CASABA MELONS

lb. 5^C

Extra Fancy Button

MUSHROOMS

Half Pound 29^C

FANCY CELERY

Medium Size Stalks

Crisp, Tender

Locally Grown

10^C

Each

EXTRA FANCY BROCCOLI

Fresh, Tender

Finest Quality

10^C

LB.

BETTER FOODS

MARKETS

CHUCK ROAST

49^C

OR

STEAK

49^C

lb.



Ol' Virginia CANNED HAM

Boneless, Fully Cooked

5 49^C

-lb. can

Waste-Free



Finest, Tender Steer Beef

BONELESS STEW BEEF

79^C

lb.

Lean, Meaty/ Waste-Free

OSCAR MAYER FRANKS

All Meat or All Beef Full Pound Package

59^C

Oscar Mayer/ All Meat

SMOKE LINKS 12-oz. Pkg. 69^C

Sliced American

KRAFT CHEESE 12-oz. Pkg. 59^C

Vienna/Sliced

PASTRAMI 4-oz. Pkg. 49^C

OUR OWN DETERGENT

Washing Powder

GIANT BOX

33^C

Heavy Duty, All-Purpose

Save 16c



PANCAKE MIX

Duncan Hines, 12c Off Label

39^C

2-lb. Box

Reynolds Wrap

Aluminum Foil Heavy Duty

59^C

18-in. Wide, 25-ft. Roll

NOW you can RENT IT!

The Glamorene ELECTRIC RUG SHAMPOOER

SHAMPOOS YOUR CARPETING AS BRIGHT AND FRESH AS NEW!

LOW DAILY RENTAL ONLY \$2.00 PER DAY

SAVE \$1.00 WITH THIS COUPON

When validated by Better Foods Store Manager return coupon with label from any Glamorene Rug Shampoo to Glamorene, Inc., 175 Eatin Road, Clifton, N. J. We'll send you \$1. Offer expires Oct. 31, 1967. One coupon per family.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

MACHINE SER. NO. _____

STORE MANAGER'S SIG. _____



Discount Priced!

For Fewer Cavities!

CREST TOOTHPASTE

Extra Large Tube

59^C

Regular 79c

Better Foods' Own

PEANUT BUTTER

Fresh and Pure!

39^C

Save 10c Full Pound Jar

Pillsbury's Best FLOUR

Enriched Family Flour

48^C

5-lb. Bag

SAVE 15c

ALPINE BEER

LAGER BEER

Full 12-oz. Bottles

6 69^C

Case of 24

plus tax and deposit

Kentucky Straight Bourbon Whiskey

EARLY TIMES 86 Proof 75-gallon \$1149

You Save \$150!

Don Savoy/All Flavors

SWEET WINES Fifth 62^C

GREEN GIANT FROZEN FOODS

In Butter Sauce

Niblets Corn, Medium Pasta, Spinach or Sliced Green Beans

Your Choice

3 FOR 1

10-oz. Pkgs.

Save 17c/Mix 'em or Match 'em!

Birds Eye's Delightful Breakfast Drink

AWAKE

Frozen, Large 9-oz. Cans

3 FOR 1

Save 17c

Swift's Meats for Babies Chopped or Strained 3 1/2-oz. Jar 27^C	Nabisco Sandwich Cookies 11-oz. pkg. 43^C OREO Sunshine Chips, Chip COOKIES 15-oz. pkg. 53^C Ditto Imitation MILK 1/2-gal. 39^C Aunt Jemima WAFFLES Frozen 9-oz. pkg. 39^C	Fleischmann's Soft Margarine With Corn Oil 43^C 1-lb. Pkg.	Dole Crushed PINEAPPLE Dole Sliced or Chunk PINEAPPLE Condensed Milk EAGLE 10-oz. \$1.89 1-oz. 4 1/2-oz. 35c No. 3 can 35^C No. 2 can 39^C Brand Blue Cheese Dressing 1.000 Island, 8oz. 39^C Save 10c Full Quart	PERFORM Pink Lotion Detergent Save 10c Full Quart 39^C	Kraft Spaghetti DINNER Kraft Dinner with Meat Sauce SPAGHETTI Kraft Low Calorie Blue Cheese DRESSING 8-oz. 1.000 Island, 8oz. 31^C 8-oz. pkg. 31^C 19-oz. 55^C 8-oz. 45^C	Soft Parkay MARGARINE 1-lb. Carton 43^C	COFFEE Maxwell House 1-lb. can 67^C YUBAN 1-lb. Can 73^C
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