

Pierced Ears Make Explosive Comeback

JUNE 28, 1967

PRESS-HERALD

By REYNOLDS KNIGHT
Many young ladies today are having their ears pierced to accommodate earrings and they're not all "hippies." The piercing of ear lobes is the big fad among the college set and even young teenagers, and while parents may frown on this, the jewelry trade couldn't be happier.

However, a lot of these young females might be surprised to learn that their grandmothers had their ears pierced as a matter of course in the good old days. It was back in 1900 when clip-on and screw-type earrings came on the scene, and while it severely curtailed piercing it never really killed it.

Jewelers say piercing staged a moderate comeback in the '50's, caught on big in 1963 and really exploded into a fashion fad in 1965.

The jeweler is happy about the whole situation for one

good reason: he's making money. Girls, jewelers declare, are not content with just one pair of earrings for pierced ears; they want several pairs. As a matter of fact, they say, once a girl has her ears pierced she'll wear nothing but the pierced type for the rest of her life.

To get an idea of how profitable this fad has become for jewelers consider this example: A jewelry company in Providence, R.I., which made earrings for over 100 years, had sales of \$250,000 in 1962. Last year its sales surged to \$1 1/4 million.

MAYBE IT ALL started when they made jockeys wear different color silks so racing fans could distinguish the horses, but have you noticed how many things nowadays are using color as a sorter-outer?

Hue tells you what section

of a modern stadium your seat is in, which vitamin pill is His and which is Hers, which bus is headed uptown and which is going down.

Even in the construction industry, color coding has become a major time-saving and safety factor. Omark Industries, Inc., which makes powder-actuated fastening tools and loads, reports it is now packaging the cartridges in different colors according to strength so a tool operator can tell at a glance which of the 10 different sizes is the right one.

"Up to a quarter of a million fastenings have to be made in a large building with these tools and a lot of time can be lost reading cartridge labels," one Omark engineer points out. "Color tells the operator at a glance which are which."

It's getting so a fellow really can't go through life

anymore wearing rose-colored glasses.

BUYER DEMAND for used homes keeps getting stronger. Reasons: mortgage money is easier to get and new home construction is lagging behind demand. . . . A 20-minute movie called "The Big Con" has been produced by the California state attorney general's office for club and school viewings. It is aimed at making consumers cautious by depicting a family's meeting with a crooked salesman. . . . More big cities are setting up special programs to clear streets of cast-off appliances. For instance, in Pittsburgh April - through June has been set aside by the city to haul off anything for a householder.

CONTAINERSHIPS that can load six times faster and travel twice as fast as con-

ventional cargo ships will ride the wave of the future, says a recent study of transportation by Worthington Corporation.

They are built to carry boxes 8 feet high by 8 feet wide and 10, 20, 30, or 40 feet long. When being loaded these units are simply packing boxes, but when wheels are added they become trailers for trucks, or they can convert a railroad flatcar into a boxcar.

Containerships are being loaded in 12 hours, says the Worthington study, where it formerly took 72 hours with conventional loading of the same cargo. And where these ships are now capable of 20 knots, there are predictions that capabilities of 40 knots — 45 miles an hour — are coming.

The study adds that the Maritime Administration says about 5 per cent of the non-

bulk cargo that crosses the Atlantic is now in containers, but that 75 per cent could be containerized. The Administration also estimates that \$300 million is now committed for containerships to be built by 1970.

A CORDLESS, rechargeable electric clothes brush is available. The device operates as a tiny clothes vacuum to remove dust and lint from garments. It comes with an accessory comb which removes the lint clinging to the brush. . . . Aluminum shutters with a perforated screen pattern design have been developed. The perforated design is said to afford privacy and protection from the sun, yet admit light and air. . . . Plywood tents are being marketed, but they're too bulky for back-packing. However, they are said to be warmer than fabric tents.

Head Start Cheer Center In Need of Volunteers

Head Start Cheer Center, 204 Anaheim St., Wilmington, sponsored by the Wilmington Junior Women's Club, has been providing Head Start families with much-needed clothing and food items, but are in need of more contributions and volunteers according to Mrs. Alvin Samuels, Monday Chairman at the center.

"Our friends have been so generous with donations of adult wear that we are well stocked," said one official, "but things for youngsters 9 to 13 are in short supply; they got out faster than they come in."

Bedding is another ever-present need. Sheets and pillow cases that are still useable, blankets, quilts, and any sort of coverings are welcome, as are canned fruits and vegetables, the official said.

The Center needs volunteers to work in the facility, which is open Monday and Thursday from 9 a.m. to 3 p.m.

Mrs. Samuels said the Center needs "men and women, from high-schoolers who want to put some of their vacation to worthwhile use, to older folks with time to give."

Births

SOUTH BAY HOSPITAL
ASPLAND — Mr. and Mrs. Jerry, 23518 S. Anza, a boy, Kurt Douglas, June 7.
SELZER — Mr. and Mrs. C. E., 22503 Meyer, a boy, Christopher Eugene, June 9.
MAWORTH — Mr. and Mrs. John, 2456 W. 239th St., a girl, Lori Ann, June 12.
VETROVAC — Mr. and Mrs. James, 5012 Zakon Road, a boy, James Michael, June 13.
TISDALE — Mr. and Mrs. Thomas, 29903 Amie Ave., a boy, James Matthew, June 13.
PRENEVOST — Mr. and Mrs. Edward, 1651 W. 260th St., Harbor City, a boy, Timothy Edward, June 14.

EACH WEEK! SAVE \$1.80!
STAINLESS STEEL KITCHEN TOOLS

DISHWASHER PROOF RATED
RACK ON SALE ANYTIME...39¢

OPEN 10 to 7 Tues. July 4th
GOLDEN CREME IMITATION ICE MILK
29¢
1/2-Gal.
SAVE 10¢

Frozen Foods
CAL FAME ORANGE JUICE
6 \$1
6-oz. cans
SAVE 20¢

GREEN GIANT VEGETABLES
• Medium Sweet Peas
• Mixed Vegetables
• Mexican w/Peppers
• Chopped Spinach
• Niblets Cream Style Corn
3 \$1
10-oz. pkgs.

SARA LEE DESSERT CAKES
• CHOCOLATE
• BANANA
• ORANGE
• GERMAN CHOCOLATE
REG. PKG. **79¢**
SAVE 10¢

STRAINED, ASSORTED
GERBER'S BABY FOOD
10 95¢
4-OZ. JARS

NESTLE'S QUIK
10-oz. pkg. **73¢**

INSTANT BREAKFAST DRINK START
Orange Flavor **29¢**
4 1/2-oz. pkg.

Item of the Week
ONE PIECE WILL BE OFFERED EACH WEEK FOR ONLY **39¢ EA.** WITH COUPON

THIS WEEK: SPOON COUPON GOOD JUNE 29-JULY 5

3RD WK.: FORK COUPON GOOD JULY 6-12

4TH WK.: MASHER COUPON GOOD JULY 13-19

5TH WK.: LADLE COUPON GOOD JULY 20-26

6TH WK.: SLOTTED SPOON COUPON GOOD JULY 27-AUG. 2

SPATULA 69¢

ITEM OF THE WEEK! CLIP THIS COUPON TODAY!

FOOD GIANT COUPON
DECORATOR KITCHEN TOOL
STAINLESS STEEL
BASTING SPOON
SAVE **39¢**
30¢ Reg. 69¢
This Coupon Good Only at Food Giant Markets June 29 thru July 5, 1967. Adults Only.

FRESH 2 TO 2 1/2 POUNDS CHICKEN

FRYERS 29¢ lb.

U.S.D.A. GRADE 'A' WHOLE BODY

OPEN TUESDAY JULY 4th 10 A.M. to 7 P.M.

U.S.D.A. GRADE 'A' PAVO
HEN TURKEYS
FRESH
39¢ lb.

U.S.D.A. 'CHOICE' BEEF-FAMILY OR
RIB STEAK
89¢ lb.

U.S.D.A. 'CHOICE' BEEF
Boneless **STEAKS**
• SIRLOIN TIP
• TOP ROUND
• BOTTOM ROUND
98¢ lb.

Delicatessen
DUBUQUE ROYAL BUFFET
FULLY COOKED CANNED **HAM**
5-lb. can \$3.98

OL' VIRGINIA BRAND 1-lb. pkg. **FRANKS 49¢**

ALEX FRESH • POTATO • MACARONI • COLE SLAW 15-oz. plastic cups **3 \$1**

FOOD GIANT'S OWN AMERICAN INDIVIDUALLY WRAPPED SLICES 12-oz. pkg. **CHEESE 59¢**

FRESH, LIGHTWEIGHT, MIDWEST **PORK SPARERIBS 69¢ lb.**

FRESH OR FROZEN CALIFORNIA **DUCKLINGS 49¢ lb.**

WHOLE LEGS OR THIGHS-CHICKEN U.S.D.A. Insp'd **FRYER PARTS 59¢ lb.**

U.S.D.A. INSPECTED PAN-READY CHICKEN **CUT-UP FRYERS 35¢ lb.**

EXTRA-LARGE MEATY CHICKEN **King-Size FRYERS 33¢ lb.**

HORMEL CURE #1, WILSON FESTIVAL **BONELESS HAM \$1.29 lb.**

BROWN 'N SERVE-8 OZ. PKG. **Hormel SAUSAGE 49¢**

RATH BREAKFAST FAVORITE 1-lb. roll **SAUSAGE ROLL 49¢**

RED LABEL SLICED-1 L.B. PKG. **HORMEL BACON 69¢**

RATH CHUNK **Canadian BACON \$1.29 lb.**

FRESH FILLETS **OCEAN PERCH 59¢ lb.**

FRESH FILLETS-NORTHERN **WHITEFISH 69¢ lb.**

CERTI-FRESH, FROZEN 8-oz. pkg. **FISH CAKES 29¢**

CERTI-FRESH, FROZEN 11-oz. pkg. **HALIBUT PUFFS 68¢**

CERTI-FRESH, FROZEN 1-lb. pkg. **SKINLESS PERCH 59¢**

CERTI-FRESH, FROZEN CRAB MEAT-6 OZ. PKG. 77¢

FOOD GIANT'S OWN **CORNERED BEEF**
ROUND OR BRISKET Cryovac Wrap
79¢ lb.

HOFFMAN FULLY COOKED, SHOULDER **SMOKED PICNIC**
39¢ lb.
PRE-SLICED, 49¢ lb.

U.S.D.A. 'CHOICE' BEEF **CHUCK STEAKS**
49¢ lb.

BLUE CHIP STAMPS **LOWEST PRICES!**

SHAKE **NESTLE'S QUIK** 10-oz. pkg. **73¢**

INSTANT BREAKFAST DRINK **START** Orange Flavor **29¢** 4 1/2-oz. pkg.

CHICKEN & CHICKEN PARTS **ALPO DOG FOOD** 2 cans **59¢**

Veal Beef or Horsemeat Chunks 2 cans **61¢** 2 cans **65¢**

Lamb Chunks 2 cans **65¢**

Liver Chunks 2 cans **33¢**

HILLS BROS. COFFEE 1-lb. can **67¢** 2-lb. can **\$1.33** 1-lb. can **\$1.98**

COFFEE **HILLS BROS.** 1-lb. can **67¢** 2-lb. can **\$1.33** 1-lb. can **\$1.98**

BLUE CHIP STAMPS Prices Effective Thursday thru Sunday, June 29-July 2

FOOD GIANT