

Newest Status Symbol Is The Family Coat of Arms

By REYNOLDS KNIGHT
 Status symbols are generally regarded as a present-day preoccupation, but there was at least one that way popular way back in medieval times—the coat of arms—and you may be able to pick one up now for a mere \$25.
 The coat of arms, a cool way of bragging about one's lineage, is catching on among families and also among business corporations. Families buy them for decorative purposes and corporations use them in sales incentive programs.
 A company in Boston that makes coats of arms (it has annual sales of \$1 million) reported that one large firm recently sent in an order for over 700 crests to be mailed

as gifts to executives of customer companies all over the world.
 "This was a wise sales-promotion move," a spokesman for the crest maker said, "because when one buys his own coat of arms he tends to feel presumptuous, but when he receives his family coat as a gift, he's usually very much impressed."
 HOWEVER, the company had difficulty filling the order. Some 190 of the names were not in its files, but eventually all but 14 of them were tracked down.
 Potential sales of coats of arms are seen by the manufacturer in automobiles for mounting on dashboards and

for personalized checks. If the check idea goes over, the company intends to sell it to banks across the country.
 It's a good thing for the manufacturer that the U.S. has no laws concerning the use of coats of arms. In England, a coat of arms can only be displayed by a direct male descendant of the person originally granted the crest. Otherwise, you can do a term in the earl marshal's dungeon.
 DREAMING OF THE day you can junk your paint brushes and paint-spattered trousers?
 Dream on, the day may soon arrive.
 Building materials pre-painted with a long-lasting

finish are enjoying an unprecedented boom because of strides made by the coil coating industry.
 Huge coils, or rolls, of aluminum or steel are uncoiled and passed through long production lines that clean, coat and bake the metal in large ovens.
 The metal then is re-coiled and shipped to fabricators, who form it into building panels and siding and dozens of other products.
 LAST YEAR, 3.4 billion square feet of aluminum and steel were pre-painted, according to Cargill, Inc., a supplier of silicone-polyesters that give the paint its rugged and resilient qualities.
 Cargill said pre-painted

metal is used for awnings, lighting equipment, appliances, auto parts, cans and office partitions, as well as siding and mobile homes.
 Potential uses, which may hasten retirement of the paint brush, are for furniture, tile, fences, cabinets, window panels, shelving, garage doors—even wheel barrows.
 Glass fiber sales to the recreational equipment industry have doubled over a two-year period, reaching \$13.5 million last year. A decade ago no vaulting poles were made of glass fiber. Today it's estimated that 95 per cent are. About 85 per cent of all new fishing rods and 40 percent of archery bows are made of glass fiber.

"STICKINESS is a way of life" for a group of scientists, chemists and engineers working near Princeton, N. J. Ironically, the greater their success the more completely their work is covered up.
 They are members of the staff of the Research Center of the Tile Council of America. The Tile Council is the trade association of domestic ceramic tile manufacturers.
 Work at the Tile Research Center is concentrated on improving the methods and materials use to install ceramic tile. Object is to make it easier for anyone to have a tile bath, kitchen, countertop, entryway, family room, patio and swimming pool.
 STICKINESS IS the basic

aim of the Research Center—finding the best ways to make tile adhere to a surface, onto "bond" as tile men say. And the better the bond, the more unlikely it is that it has ever been seen by anyone using the tile installation.
 The Research Center has already helped to revolutionize tile setting methods. One of its great successes, Dry-Set mortar, saves consumers some \$30 million annually in the cost of putting tile in homes and other buildings.
 Dry-Set is a specially modified portland cement that will retain moisture long enough to harden or "cure." It eliminates the soaking of tile before setting required by conventional mortars and can be used in much thinner layers.

LARGE BING CHERRIES
 Extra Fancy! **3** full pounds **\$1**
 First of the Season!

Santa Rosa PLUMS
 Sweet, Juicy Wonderful Flavor
 "First of the Season" **19c** lb.

ORANGES VALENCIAS
 Sweet/Full O' Juice **4** -lb. cello bag **35c**
GRAPEFRUIT
 Rich in Vitamin C/Arizona **8** -lb. cello bag **39c**

BETTER FOODS MARKETS
 You'll Love That **BIG EXTRA**
 at Your BETTER FOOD Markets
FREE 1200 EXTRA Blue Chip Stamps
 When you purchase \$100* in a 30-day period or less! That's ONE FULL BOOK of Blue Chip Stamps FREE for you!
 *Except Tobacco, Liquor, Fluid Milk

FREE 1200 WHEN YOU PURCHASE

Boneless Steak Sale!
TOP ROUND, SIRLOIN TIP OR CUBE STEAK
 Waste-Free U.S.D.A. Choice **98c** lb.

CANNED HAM
 Cudahy Fully Cooked, Boneless Waste-Free **3** lb. **\$2.59** Can

SLICED BACON
 Penny Wise Full Pound Package **59c**

MILANI'S 1890 Dressings
 French, Italian, 1000 Island, or Green Goddess **3** for **\$1**
 8-oz. Bottles, Your Choice

CARNATION SLENDER
 Weight Control Food 6 Fine Flavors **89c**
 Pkg. of 4/Save 10c

LISTERINE
 Antiseptic Mouthwash Big 20-oz. Bottle Reg. \$1.39 Size (Deal Pack) **79c**

ULTRA-BRITE DENTAL CREAM
 Save 26c **39c**
 Big 65c Tube

ORANGE JUICE
 Minute Maid Pure Florida Juice 6-oz. Cans Frozen (12-oz. Can 39c) **5** for **\$1**

Super Bleach PUREX
 Save 12c **27c** 1/2-Gallon Plastic Jug (Deal Pack)
 ... and You Get the **BIG EXTRA**, too!

Pancake Syrup
 C-H-B Maple Flavor/Save 16c Large 44-oz. btl. **29c**

Pancake Mix
 International/Frozen Batter Full 1-lb. Pkg. **3** for **\$1**

Hash Browns
 Ore-Ida/Frozen Potato 12-oz. pkg. **2** for **39c**

Sugar Wafers
 Sunshine Fresh Cookies 13 1/4-oz. pkg. **47c**

Orange Concentrate
 Pure Sun/Frozen, Delicious 6-oz. can **8** for **\$1**

CORNED BEEF
 HERFORD Imported Save 8c Large 12-oz. Can **49c**

PICTSWEET Frozen Vegetables
 Peas, Squash, Butter Beans, Chopped Broccoli **8** for **\$1** Full 10-oz. Packages

French Fries
 Pictsweet Frozen 10 reg. pkgs. **\$1**

Brussel Sprouts
 4 reg. pkgs.

Sliced Green Beans
 6 reg. pkgs.

MAZOLA Margarine Full Pound Carton **39c**

Nabisco Crackers Ritz 8-oz. box **29c**
 Toilet Tissue Chiffon 2-roll pack 3 for **87c**
 Bean Sprouts Chun King 3 1/3 can **19c**

Crown Prince HORSEMEAT For Pets **2** for **53c** #1 can

Coronet Frozen Onion Rings 8-oz. pkg. **29c**
 Dole Pineapple Slices No. 1 flat can 5 for **\$1**
 Dole Pineapple Juice No. 2 can 2 for **35c**

A-1 SAUCE For Meats, Poultry Regular Bottle **39c** Large Bottle **65c**

French Market Coffee 1-lb. can **89c**
 Gerber's/Reg. Bars Baby Foods 4 for **43c**
 Pompan Imported Olive Oil 4-oz. **29c**

PARKAY Corn Oil Margarine Soft 1-lb. pkg. **49c**

Toilet Tissue Zee 3c off 4 pack **36c**
 StarKist Chunk Tuna No. 3/4 can 3 for **89c**
 Ruth Links Sausage 8-oz. can **53c**