

Photo Industry Growing in Pace With Population

By REYNOLD KNIGHT
One of the greatest growth industries in recent history is the photography field. It has latched onto the population boom, rising educational levels and higher family incomes to expand its business volume spectacularly. Last year's record high of \$2.4 billion was more than double the 1950 volume of \$1.1 billion.

The industry—which includes cameras, projection equipment, and processing—has to a large extent contributed to its own growth. It has turned out an awesome number of technological improvements. Electric eyes, zoom lenses, built-in light meters, instant film developing, electronic strobe lights and automatic projection equipment are among the many improvements introduced in recent years.

With each new development—usually in the areas of simplicity of photo taking or improved picture quality—the industry has broadened its appeal to the mass market.

Despite the spate of new products, the industry shows no signs of slowing its pace. Most companies in the field have huge sums invested in long-term research, and the flood of imported photo equipment is such that domestic producers don't dare slacken their efforts in the technology race.

SIDE BY SIDE—Account shifts occur as frequently as the common cold in the advertising business. Few are the client-agency relationships that can weather competitive pressures for more than just a few years.

One notable exception is the Brown and Williamson Tobacco Corp. and one of its agencies, Keyes, Madden and Jones, of Chicago. This month they celebrate 25 years of association in the advertising business.

Since 1937, B&W-KM&J has pioneered tobacco product advertising, first on radio, now on television. The agency also handles the unique premium coupon for two B&W products, Raleigh and Belair cigarettes; the program—only one of its kind in the cigarette industry—dispenses nearly \$8 million annually in redemption gifts.

Way back in "the radio era" the B&W-KM&J team launched many famous programs and personalities into national prominence. Among these were the Renfro Valley Barn Dance, the first B&W-sponsored radio show, Plantation Party, Avalon Time, the Red

Skelton Show and People Are Funny.

Famous names who got a boost toward fame through B&W-KM&J shows include Red Skelton, Frank Sinatra, Art Linkletter and the late John Hodiak.

CORPORATE CULTURE—The promotion of international relations and cultural activities does not usually fall within the purview of American industry. But a Midwestern company feels that industry might fittingly play a role therein.

S. C. Johnson & Son, Inc., of Racine, Wis., recently purchased 102 contemporary American art works that will go on a five-year world-wide tour under the sponsorship of the U. S. Information Agency. The collection, which includes the works of nearly all top-ranking artists in this country, is believed to be the largest financial investment in contemporary American art ever made by a private organization.

Purchase price was estimated at nearly \$750,000.

This "comprehensive survey" of American paintings, the entire spectrum of art styles and schools from realism to abstract impressionism, will tour Europe for 18 months, and Asian American countries for several years. The company will bear the cost of the tour.

The project was conceived by H. F. Johnson, the firm's chairman, and his wife, as a means of demonstrating to the world "the very real pride we have in our American art and culture." The art tour is not the company's first expression of pride in U. S. culture: In the late 1930s it commissioned the late Frank Lloyd Wright to design the now famous Johnson's Wax complex of buildings in Racine.

THINGS TO COME—A disposable tooth brush impregnated with mint-flavored dentifrice has been developed; designed for use in motels

and hotels, the toothbrush will also be available at retail stores. . . . An aerosol spray lubricant that reportedly stops sticking, binding and squeaking in windows, doors, drawers and similar places is on the market; the chemical lubricant can be used on wood metal, paint and other surfaces. . . . Another aerosol product: a coconut-oil children's soap that has plastic gun dispenser; when kids pull the trigger, soap sprays out, the maker says.

WAIST-TRIMMING TREND Dietary supplements and low-calorie foods are becoming mainstays on the family shopping list. One industry report recently noted that sales of the low-calorie items are up to \$64 million annually, nearly double last year's volume. Fastest-growing area of sales is in dietary baked goods, such as cakes, cookies and breads, but liquid supplements continue to be the biggest seller. Although compe-

tion is severe, most industry spokesmen expect new product developments to strengthen consumer interest in all dietary goods.

BITS O' BUSINESS—Steel output this year should pick up this month; the industry, operating at about 45 per cent of capacity in July, predicts a 15 per cent rise in shipments this month. . . . Despite some unfavorable weather throughout the U. S., near-record crops are predicted for most of the country this year, a recent report noted. . . . Furniture shipments this year are running 15 per cent ahead of the like period in 1961, an industry source announced recently.

Careless walking takes a heavy toll in deaths and injuries in the United States. Based on a 12-month tabulation, the Greater Los Angeles Chapter of the National Safety Council reports 7,600 pedestrians were killed, 255,500 injured. Of the 7,600 killed, 2,820 were jaywalkers.

Report Shows Local Plant's Earnings Up

Earnings of Harvey Aluminum (Incorporated) for the nine months ending June 30 were \$5,239,272 or 91 cents a share as compared with \$5,075,258 or 88 cents a share for the corresponding period a year earlier, Lawrence A. Harvey, president, reported today. (Per share earnings are based on 5,750,000 shares currently outstanding.)

Harvey reported that the company's program of expansion and integration is progressing satisfactorily. The wrought products plant at Adrian, Mich., has commenced operations.

The company is opening new factory branch sales offices in the Midwest and East. The research staff, he added, is actively exploring new applications for the metals produced by Harvey.

Proposal to Put U. S. Forces in U. N. Challenged

By CHARLES E. CHAPEL
Assemblyman, 46th District
Please write to Department of State, Bureau of Public Affairs, Washington 25, D. C. and ask for a free copy of the publication titled: "Freedom From War." This U. S. government document, authorized by the Kennedy administration, proposes the total surrender of the armed forces of the United States to the United Nations as a step toward peace with Soviet Russia, Soviet China, and other communistic nations.

Also, please write to Department of Defense, Office of Armed Forces Information and Education, Washington 25, D. C., and ask for a free copy of the publication titled: "United States Foreign Policy in a New Age." Like the other pamphlet, "Freedom From War," the one issued by the Department of Defense promotes the idea that Communists can be trusted and asks the American people to co-exist with Communist nations. It, too, proposes the total surrender of the armed forces of the United States to the United Nations.

please express your opinions in letters to U. S. Sen. Thomas H. Kuchel and U. S. Sen. Clair Engle, both at the Senate Office Building in Washington, D. C.; and also to Alphonzo E. Bell, member of Congress, 28th Congressional District, and Cecil R. King, member of Congress, 17th Congressional District, both of the New House Office Building, Washington, D. C.

If and when you receive replies, please send them to Post Office Box 327, Redondo Beach, because I am anxious to see what kind of answers you get from our elected representatives in Washington, D. C.

While you are about it, it would be a good idea to write to various candidates for public office, including candidates for the California State Legislature and ask their opinions on this subject. Although it is primarily a federal matter, the attitude of candidates for state offices will show their true colors. If they give you evasive answers, you can form your own opinion as to their patriotism.

ASSUMING that the Kennedy administration means what it says in these pamphlets officially published by the U. S. Department of State and the U. S. Department of Defense, it means that if and when the armed forces of the United States are turned over to the United Nations they will be under the control of the United Nations undersecretary for political and security council affairs. The person holding this office always has been, and still is, charged by members of the U. S. Congress as being a Communist. Personally, I do not know that he is a Communist, but if he is not a Communist then the Communists are overlooking an excellent believer in their principles.

Incidentally, my remarks are personal and do not necessarily reflect the official opinions of the U. S. Department of Defense, the U. S. Navy Department, the U. S. Marine Corps, or the armed forces in general, but if you will please write for the two free publications you can form your own opinions about the direction we are being taken by the Kennedy administration.

IF YOU ARE unhappy about this plan to turn the armed forces of the United States over to the United Nations to appease the Communists,

IN 1960, the U. S. Congress enacted the Kerr-Mills bill for those people who cannot afford private health insurance. It provides federal matching funds for state-managed medical care programs. Also, it allows states to pay the premiums on the health insurance policies. California is one of the many states which are just beginning to take advantage of the Kerr-Mills Law.

Please remember that this is a U. S. law and not a state law, hence all requests for information or for copies of the law should be sent to one of our two U. S. senators or to your own congressman.

EVENTUALLY, the State of California will publish material on this subject and you will be informed about it through this column, but until California releases official information about it, all mail should be sent to Washington.

Incidentally, the Kerr-Mills Law has no direct connection with the recently defeated "Medicare" bill. A powerful leader of the Democratic Party recently told me that he was surprised that the doctors of medicine did not violently oppose the passage of the Kerr-Mills bill because it contains provisions even more objectionable from their viewpoint than the recently defeated "Medicare" bill.

VON'S and Shopping Bag

WE'RE **Headquarters** FOR YOUR **Picnic & Patio Needs**

BEST SELECTION... LOWEST PRICES... EVERYDAY

TOPS 'n POP 12 Oz. Can 12¢ \$1.00

DILL PICKLES 1 1/2 Gal. Jar 69¢

MARSHMALLOWS 1 1/2 Gal. Jar 29¢

MUSTARD 1 1/2 Gal. Jar 27¢

PAPER PLATES 150 Pack 150¢ \$1.00

BBQ FIRE STARTER 1/2 Gal. Can 25¢

Great Eating... In or Outing

HAM-M-M-M

Served hot or sliced cold for sandwiches, they'll all "m-m-m" when they taste this tender, flavorful, extra lean ham!

Farmer John Hams FULLY COOKED... No Shrinkage... More Value for Your Money... Bake in Half the Time! **39¢ lb.**

FULL SHANK HALF 7 1/2 Lb. Avg. Wt. **39¢ lb.**

Whole Hams FULLY COOKED **49¢**

Butt Portion 1 Lb. Avg. Wt. **49¢**

Ham Slices CENTER CUTS **98¢**

ICE CREAM

Jerseymaid—Catering Quality

1/2 GAL. CTN. **59¢**

WESSON OIL

It's Poly Unsaturated

24 Oz. Btl. **35¢**

BREADED HALIBUT

Van de Kamp's—French Fried

FROZEN 9 Oz. Pkg. **59¢**

VON'S Specials in Fresh Produce!

GRAPES

SWEET, SEEDLESS

Large Clusters **10¢ lb.**

GOLD MEDAL FLOUR 5 Lb. Bag **49¢**

HILLS BROS. COFFEE 2 Lb. Can **59¢**

GARDEN PEAS 20 Oz. Tender **2:25¢**

HUNT'S TOMATOES 2 1/2 Lb. Pkg. **4:10¢**

Bartlett Pears EXTRA FRUITY **10¢**

Fresh Pineapple EXTRA FRUITY **10¢**

Orange Juice FRESH SQUEEZED **39¢**

HI-C FRUIT DRINKS Orange or Grape **3:10¢**

LYONER Dept. Features

STRAIGHT KENTUCKY BOURBON

Spirit of Kentucky

86 Proof **\$3.99**

Save 50¢

Millbrook Gin **\$2.99**

Millbrook Vodka **\$2.99**

Carnival Wines

Renowned California Quality

SWEET WINES 5th **63¢** DINNER WINES 5th **55¢**

CARNIVAL CHAMPAGNE **\$1.99**

California, Reg. or Pink. 5th

VON'S Shopping Bag

BEEF FRANKS

ROYAL Rich, Meaty Flavor

1 Lb. Pkg. **49¢**

PKT SWEET

FROZEN VEGETABLES

Peas, Cut Corn, Peas & Carrots, Chopped or Leaf Spinach, Cut or French Green Beans, Succotash, Mixed Vegetables, Broccoli Cuts or French Fry Potatoes

Mix 'em or Match 'em! **5:89¢**

SIERRA ROSE

ORANGE JUICE 5 Oz. **5:89¢**

BOYENBERRIES 6 Oz. **39¢**

FROZEN JUICE 4 Oz. **4:89¢**

STRAWBERRIES 1 1/2 Oz. **4:10¢**

WEEK-END BAKERY FEATURES

VON'S BAKERY AT ALL 77 STORES

Apple Pie 8 INCH **49¢**

Dutch Crunch Bread MAKES TENDER TOAST! **27¢**

VAN DE KAMP'S At Your's Mkt., Only

Lemon Cake LEMON COCOONET **27¢**

CRACKERS 1 Lb. Box **33¢**

CREAM PIES Simple Simon—16-Oz. Size **39¢**

COLGATE DENTAL CREAM Giant Size Tube **2:69¢**

LIQUID DETERGENT Chiffon—22-Oz. Plastic **39¢**

CALIFORNIA GROWN FRYING CHICKEN

FRESH, GRADE A "TABLE KING" Better FLAVOR because they're FRESHER! Delivered daily, ranch to you in 12 hours

DRUMSTICKS 49¢ lb.

Thighs FRESH, FLAVORFUL FRYING CHICKEN **55¢**

Breasts PUMPY, JUICY WHITE MEAT **59¢**

Fryers FRESH CUT-UP OR QUARTERED **35¢**

Farmer John BACON SLICED **59¢**

FRESH TURKEYS

TENDER YOUNG HENS U.S.D.A. Grade A • California Grown **37¢ lb.**

Ground Chuck FRESH, LEAN **59¢**

Chuck Steaks OR ROAST CENTER CUTS **47¢**

Seafood Sea-lections

FRESH SALMON STEAKS Center Cut **98¢**

FRESH DOVER SOLE Steaks, Fillets **79¢**

BREADED SHRIMP 4-Fishermen Frozen **69¢**

BREADED SCALLOPS 7 Oz. Pkg. **49¢**

Last Call TO COMPLETE YOUR SET

Sierra Rose Dinnerware

All Super Saving Coupons Expire August 12, 1962 . . . Use Your Bonus Coupons for Any Reg. \$1.49 Unit . . . Only **88¢** WITH PURCHASE

VON'S and Shopping Bag

From Effective THUR. FEB. 24, SUN. AUG. 5, 1962 Tax Added to Applicable Prices

STAR GAZER

By CLAY R. POLLAN

Your Daily Activity Guide According to the Stars

To develop message for Thursdays, read words corresponding to numbers of your Zodiac birth sign.

<p>Aries MAR. 21-21:41</p> <p>Taurus APR. 21-21:41</p> <p>Gemini MAY 21-21:41</p> <p>Cancer JUN. 21-21:41</p> <p>Leo JUL. 21-21:41</p> <p>Virgo AUG. 21-21:41</p> <p>Libra SEP. 21-21:41</p>	<p>Scorpio OCT. 21-21:41</p> <p>Sagittarius NOV. 21-21:41</p> <p>Capricorn DEC. 21-21:41</p> <p>Aquarius JAN. 21-21:41</p> <p>Pisces FEB. 21-21:41</p>
---	---