

By REYNOLDS KNIGHT
The nation's service businesses, a category covering everything from restaurant operating to dancing lessons, can look for a continuation of the uptrend that has made them collectively a \$147-billion industry in annual sales.
Only 15 years ago consumer spending for services accounted for only 32 per cent of available income. Today the figure is nearly 42 per cent. Why the increase? Because our maturing economy has reached the point where production of physical goods is enough to meet fully the needs of most of the citizenry—while the continuing rise in personal income has resulted in more and more money left for services.
Another factor has been the declining number of work-week hours, leaving more spare time for such leisure pursuits as bowling, boating, and bossa nova lessons. Of course, the purveyors of such services have found it helpful and profitable to advertise and popularize their product.

A CURRENT feature of the trend is the so-called "self-improvement" craze. Figures show rapidly rising interest in education courses covering, for example, public speaking, card playing, art and even foreign languages.

The biggest gain in services spending in the decade 1950-60 was scored by foreign travel, up more than 150 per cent, according to one survey. Private education was close behind. Outlays for medical care—a less cheerful classification—also more than doubled.

SPACE-AGE BOON—Wear-out-proof shoes and clothing, rooms illuminated by glowing walls, worldwide television and telephone systems, accurate weather forecasts and, ultimately, weather control—these are among scientifically feasible "fall-out" benefits from the nation's space program, according to aerospace executive Mundy I. Peale.

The massive mobilization of science, industry and government resources required to hurtle 75 tons of men and material to the moon is "causing an explosive chain reaction of civilian applications of the new knowledge as it funnels into everyday life," the president of Republic Aviation Corp. told a women's convention recently.

PEALE NOTED that a preliminary survey by the National Aeronautics and Space Administration uncovered 145 examples of products and processes that could be traced to the space effort. The number now, he said, probably has doubled or quadrupled.

He cited as typical of the "spin-off benefits" the following: the application of missile chemicals to treat tuberculosis and some forms of mental illness; development of a medical tool called a viscometer, stemming from parts of the guidance system of the Polaris

missile, to study blood and the use of a timing unit in satellites as the heart of a revolutionary electronic wristwatch.
MO' LASSES NEEDED—Any Latin American country looking for ways to develop new industry might well investigate the possibility offered by blackstrap molasses, observes one major U. S. distributor of this sugar by-product.
J. Y. Edwards, molasses man-

ager of Cargill, Inc., in Minneapolis, says that the distribution of imports from Cuba, and sugar beet crop failures in Western Europe, mean that prices for molasses likely will be "firm" for some time to come. He says that some sugar-producing Latin countries are forced to dump molasses onto the ground because of a lack of adequate transportation and terminal facilities. "If these facilities were built, the mol-

losses would find an immediate market in the U. S.," Edwards says.
Molasses is a major ingredient of animal feeds. Feed manufacturers and other industries, notably the chemical industry, use some 3.5 million tons a year, most of which formerly came from Cuba. Increased sugar production these days in Louisiana and Florida is taking up much of the slack, but Edwards says that "new

and dependable sources must be found for the U. S. requirements."
THINGS TO COME—An office equipment firm has introduced an undercoated white paper that can serve as "carbon copy paper" without any intermediate material whatsoever; the sheets are impregnated with tiny chemically treated capsules that make the needed impressions. . . . For

Dad's workshop, there's a new electric power tool that can combine rotary and reciprocal movement at high speeds but weighs only 18 ounces. . . . Newly developed for small boat owners are kits of pressure-sensitive stick-on letters that can form the name of the boat or other words and are easily affixed to fiber glass and metal.
FLYIN' HIGH—Aerial rail-

ways may have a promising future in the U. S. While a sprinkling of them already exists, they're found mainly at mountain-side scenic attractions and resorts: But now it appears that these "trains hanging from moving cables" might some day have a role fighting the growing congestion in human traffic into and out of major cities. Such uses are still in the blue-sky area—no contracts have been signed. Meanwhile, heightened development of "natural wonder" resort areas is assuring a grow-

ing market for aerial railway builders in the immediate future.
BITS O' BUSINESS—Sales of drug products in the U. S. in the period of 1953-1962 soared from \$4.7 billion to \$7.9 billion. . . . Fire losses last year hit an all-time peak of \$1.26 billion, some 4.6 per cent ahead of 1961, according to the National Board of Fire Underwriters. . . . The cosmetic industry is expecting a startling innovation in the lipstick field soon.

WE GIVE BLUE CHIP STAMPS **KLAC** FOR DAILY RADIO SPECIALS 570

THURS., FRI., SAT., SUN., JAN. 31, FEB. 1, 2, 3

Thriftmart

U.S.D.A. GRADE "A" FRESH FRYING

CHICKENS

CUT-UP

FRYER PIECES

BREASTS 55¢
WINGS 25¢
LEGS and THIGHS 49¢
Backs and Necks 3 lbs. 25¢

33

lb.

Fresh Fillet of **BACON** 59¢
U.S. Choice

Fresh Fillet of **Sea Bass** 79¢
FRESH FILLET OF **Trucod** 59¢

Quality Fresh Produce
U. S. No. 1 RUSSET

POTATOES

10 lbs. in Cell Bag 39¢

CANADIAN McIntosh **APPLES** 5 lbs. 49¢ | SPANISH **ONIONS** 5 lbs. 19¢



SUNNY VALLEY Grade "A" FRESH LARGE **EGGS** 41¢ Doz.

CAMPBELL'S TOMATO **SOUP** 10¢ 10 1/2-oz. Tin

THIN FLAKE SALTINE CRACKERS 25¢ 1-lb. Pkg.

BARBARA ANN LONGFELLOW BREAD 27¢ 3 1/2-lb. Pkg.

DUNCAN HINES CAKE MIX

● Cherry-Supreme
● Lemon-Yellow
● Devil's Food
● Marble
● White

4

19-oz. Pkgs.

\$1.00

4¢ OFF DEAL

"Winter Wonder Lamb"

U.S.D.A. CHOICE Economical

SQUARE CUT **SHOULDER ROAST** 35¢ lb.

U.S.D.A. CHOICE Nutritious

OVEN READY LEGS 59¢ lb.

PRE-SLICED

SHOULDER ROAST	39¢ lb.
BREASTS	10¢ lb.
SHANKS	35¢ lb.
NECKS	25¢ lb.
PATTIES	35¢ lb.

BONELESS BRISKET CORNED BEEF 59¢ lb.

FROZEN TURKEYS 35¢ lb. Toms | 39¢ lb. Hens

BONELESS PORK SHOULDER SMOKED PICNIC 59¢ lb. Whole or Half | 79¢ lb. CENTER SLICES

SUNSHINE STATE—FROZEN

ORANGE JUICE

5 6-oz. Tins \$1.00

Canned Vegetable Dollar Sale

QUAIL—No. 303 Tin—CUT **GREEN BEANS** 8 for \$1

QUAIL—No. 303 Tin—CREAMED or WHOLE KERNEL **CORN** 8 for \$1

QUAIL—No. 303 Tin **GREEN PEAS** 8 for \$1

COUNTY FAIR

FRUIT PIES

Frozen 24-oz. Pkg. 29¢

FOLGERS COFFEE

3 LB. CANNISTER TIN \$1.69

1-lb. 59¢ | 2-lb. \$1.18

BOYS' FLANNEL SHIRTS 99¢

SIZES 6-16

JANE ANDERSON **OLEO**

1-lb. Ctns. 25¢

2¢ OFF PKG. **KLEENEX TISSUE** 4 400-Ct. Pkgs. 88¢

2¢ OFF PKG. **DELSEY TISSUE** 4 2 Roll Pkgs. 88¢

KLAC FEATURE **Colgate's FLORIENT** Regular 79¢ Spray Tin 69¢

JANE ANDERSON PEANUT BUTTER CREAMY OR CRUNCHY 14-oz. Plastic 39¢

IMPORTED LIMCO HOLLAND HAMS 3-lb. Tin \$2.99

OREGON'S FINEST TILLAMOOK CHEESE MEDIUM SHARP CHEDDAR 69¢ lb.

Leaders Join 90th Birthday Celebration

Lay and spiritual leaders of temples of Reform Judaism in communities throughout the Centinela Valley and South Bay area will join in the Union of American Hebrew Congregations' 90th birthday celebration tomorrow through Sunday, in Los Angeles.

Participating temples and leaders include Inglewood's Temple Beth Ohr, led by Dr. David Sternfeld, president, and Rabbi Arthur J. Abrams; San Pedro's Temple Beth El, led by President Seymour Waterman and Rabbi Leonard A. Helman; Redondo Beach's Temple Menorah, led by President Myer Alpert and Rabbi Henri E. Front; and Westchester's Temple Israel, led by President David Ostrone and Rabbi Mordecai I. Soloff.

PUNJABS
by gumparty



FOREIGN ADE PROGRAM