

'School Spirit' Is Big Business Say Publishers

By REYNOLDS KNIGHT
America's "school spirit" is big business. Students' enthusiasm for their schools not only helps win championships in sports and debates but will account this year for sales of yearbooks valued at more than \$100 million, leading publishers report.

To help student editors produce snappier and more attractive yearbooks one of the larger publishers each year sponsors more than 50 conferences. The firm also produces an "edit-kit" to show editors how to put yearbooks together and boost their circulation.

Strangely enough, editors seem to face their toughest circulation-building job at the big universities. Student populations at these institutions are so large, publishers report, that the average student regards the yearbook as an album of people he "never saw before." The University of Minnesota, with an enrollment of about 30,000 students, reports a circulation of only 2,100 for its yearbook.

Publishers note, however, that yearbooks are becoming increasingly popular in the secondary schools and even in non-school circles. One company reports, for example, that it has received yearbook orders from about 200 junior high schools as compared with less than 20 three years ago. Another new customer for a yearbook is a U.S. Navy atomic submarine.

SHORT N' SWEET — The world's largest manufacturer of automatic controls plans to shorten its name. Minneapolis-Honeywell Regulator Co., which is almost universally known as Honeywell, will be called Honeywell Inc. after April 30, assuming stockholder approval at the corporation's annual meeting in Minneapolis on April 28.

Paul B. Wishart, board chairman, explained that the present corporate identification no longer reflects the highly diversified and sophisticated nature of Honeywell today. He said the single word "Honeywell" has been emphasized for the last year in all forms of communication except those requiring the full legal name, such as contracts, checks, and other official documents.

The Minneapolis-Honeywell Regulator Co. name was adopted in 1927 with the merger of the Minneapolis Heat Regulator Co. and the Honeywell Heating Specialties Co. of Wash., Ind. The Minneapolis firm started in 1885 making the world's first automatic home heating system.

Now, Honeywell's 49,000 employees in more than 50 plants in the U.S. and overseas manufacture a wide range of products in addition to all types of temperature controls. They include process controls, scientific instruments and aerospace

Engineer Exam Slated March 28

An examination for a civil engineer assistant with the City of Torrance will be given March 28. Final date for filing is March 18.

The residence requirement has been waived for the examination. Further information and applications may be obtained at the Personnel Office, City Hall.

The Old Timer



"Destiny may shape our end but the calorie intake is what shapes our middle."

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guidance systems as well as electronic data processing equipment and many other precision devices.

GIANT OAK — A dramatic story of corporate growth in the acorn-to-giant-oak pattern is told in a special Schenley Industries, Inc. report that presents highlights in the 30-year history of the company.

The report traces Schenley's

rapid development from a struggling new company in 1933, when it was founded, to its present position as an industrial and marketing pacesetter with a world-wide organization.

Some idea of the size of the far-flung Schenley operations can be seen in the company's total sales for more than \$10 billion between 1933 and 1963. In the same period, the

company's tax bill was about \$6.5 billion, more than enough to pay for all U.S. expenditures for outer space research and technology through June 30, 1963.

The driving force in this free-enterprise success story has been Lewis S. Rosensteel, board chairman, president and founder of the company. His operating credo, giving an insight into Schenley's rise, is

summed up in this statement: "We shall remain a constructive element in the industrial and commercial life of the United States, seeking no favors or advantages but expecting only justice, equality and a square deal. We have built our company in that spirit."

THINGS TO COME — A boon for stenographers is a

new type of manual typewriter that offers the advantages of an electric typewriter as far as the space bar is concerned. The space bar, said to be the most frequently used control on any typewriter, causes the carriage to advance in staccato fashion until released — just as it does on an electric machine.

A new type of caulking compound for fixing windows and bathroom fixtures "flows" just as easily in sub-freezing temperatures as it does in summer. A new aluminum tube for your garden hose acts as a broom for your patio, walk or driveway.

TAX-CUT TIGHTROPE — In the tax cut that the nation's wage earners now see reflected in higher take-home pay, President Johnson's administration is counting on a "multiplier effect" to boost the economy. This effect assumes that each extra dollar thus made available for capital investment or consumer expenditure will "turn over" three times, ultimately thus increasing the gross national product by three dollars.

On the other hand, if wages and prices increase as a result, this will have an inflationary effect. The President has asked

management and labor to hold down prices and wages, but observers expect some inflation unless more positive action is taken.

BITS O' BUSINESS — Even cement blocks can be a decorative part of your home decor. A new type now on the market is made more interesting to look at by means of facings of aggregate, or a mixture of marble, quartz and granite. Soft drinks are more popular than ever. Americans will down a record 222 eight-ounce bottles apiece this year compared to last year's high of 207 ounces.

PLAY THE "Friendly Stores" GAME

WIN UP TO \$100.00

14,240 WINNERS ALREADY
More than 65,760 PRIZES LEFT!

Win a 1964 Chevrolet Station Wagon!

Get a free "FRIENDLY STORES" every card every time you visit Market Basket—you don't have to buy a thing! Lift off the perforated tab, if you find the words "Market Basket," "Your," "Friendly," or "Stores," save them. When you get a complete combination of these words, you win \$100.00! If you find "You Win \$1.00," you do win \$1.00. If you find a Market Basket product picture, you win that product.

Take the "Swagpot" half of the card, fill in your name and address and deposit it in the Market Basket or your favorite grocery store and mail.

ANY ADULT CAN ENTER & WIN

EXCEPT those under 18 years of age, employees of Market Basket or their advertising agency and mail.

Market Basket

FARM FRESH Values

5GW CUCUMBER PICKLES 22-OZ. JAR	43¢	5GW COFFEE 1-LB. CAN	63¢
5GW CUT GREEN BEANS 4 17-OZ. CANS	\$1.00	5GW KIDNEY BEANS 2 15-OZ. CANS	29¢
5GW PEAS 5 17-OZ. CANS	\$1.00	5GW VEGETABLE JUICE COCKTAIL 3 46-OZ. CANS	\$1.00
5GW CHOPPED SPINACH 2 15-OZ. CANS	33¢	5GW PRUNE JUICE 3 94-OZ. BOTS.	\$1.00
5GW CREAM STYLE or WHOLE KERNEL CORN 5 17-OZ. CANS	\$1.00	5GW STEWED TOMATOES 2 17-OZ. CANS	43¢
5GW OVEN BAKED BEANS 98-OZ. CAN	29¢		

SUGAR 55¢

PURE CANE 5-LB. BAG

PRICES EFFECTIVE THURSDAY THROUGH SUNDAY, MAR. 12-15

PEACHES 50¢

5 50-OZ. CANS \$1.00

IMPERIAL MARGARINE 1-LB. CAN 35¢

KRAFT CHEESE FOOD 28-OZ. Pkg. VELVEETA 75¢

LOW SUDSING DETERGENT ALL 49¢

F & P Tomato Sauce 6 6-OZ. CANS 45¢

SHK Paper Napkins 3 27¢

Waxed Paper 30¢

PERSONAL SIZE Ivory Soap 4 21¢

BETTY CROCKER'S NOODLES ROMANOFF 5 1/2 OZ. Pkg. MACARONI & CHEDDAR 6-OZ. Pkg. MILANESE RICE 5-OZ. Pkg. VALENCIANA RICE 18 1/2 OZ. Pkg. YOUR CHOICE, Pkg. 43¢

RIB STEAKS 69¢

U.S.D.A. GRADED CHOICE BEEF SHORT CUT WELL TRIMMED LB.

STAR KIST LIGHT MEAT TUNA CHUNK STYLE 4 6 1/2 OZ. CANS 89¢

KOPPER KETTLE STRAWBERRY JAM 43-OZ. JAR 69¢

PACIFIC THIN FLAKE Saltine Crackers 1-LB. PKG. 29¢

GEHARDT'S Chili Con Carne 15-OZ. CAN 35¢

GEHARDT'S Tamales 15-OZ. CAN 27¢

FRISKIES KIDNEY & CHICKEN, LIVER & CHICKEN OR CHICKEN & EGG Cat Food 2 6 1/2 OZ. CANS 29¢

COLGATE BLEACH IN PACKET Action Bleach 11-OZ. PKG. 39¢

REGULAR OR SUPER Kotex SANITARY NAPKINS BOX OF 24 83¢

IOWA FARMS SMOKED PICNIC SHOULDERS PRE-SLICED, LB. 39¢ 29¢

Delicatessen MANHATTAN FRANKS 1-LB. PKG. 39¢

MANHATTAN RING BOLOGNA OR KNACKWURST 15-OZ. PKG. 49¢

MARKET BASKET SLICED SPICED LUNCHEON MEAT OR COTTO SALAMI 29¢

GENUINE MEDIUM CHEDDAR, LB. TILLAMOOK CHEESE 69¢

WISCONSIN CREAMY LONGHORN CHEDDAR CHEESE LB. 59¢

KNUDSEN PASTEURIZED CREAM CHEESE 8-OZ. PKG. 33¢

MARKET BASKET GELATIN SALADS 14-OZ. CTN. 29¢

SWIFT'S EVERWEET SLICED BACON 1-LB. PKG. 49¢

SWIFT'S PREMIUM SLICED BACON, 1-LB. PKG., 59¢

FRESH GROUND BEEF LB. 39¢

BEEF, VEAL & PORK MEAT LOAF MIX LB. 49¢

U.S.D.A. GRADE A FRESH LANCASTER FARMS CALIFORNIA GROWN ROASTING CHICKENS LB. 49¢

FRESH EASTERN, CENTER CUT RIB OR LOIN LB. 69¢

PORK CHOPS 69¢

WAFFER THIN CENTER CUT PORK CHOP CHOPS, LB. 79¢

LARGE LOIN PORK CHOPS FAMILY PKG., LB. 59¢

EASTERN, RIB END (AS CUT) LB. PORK LOIN ROAST 39¢

Club STEAKS 89¢

7-BONE SHOULDER STEAK 49¢

ROUND BONE SHOULDER SWISS STYLE STEAK LB. 59¢

BONELESS FAMILY STEAK LB. 79¢

BONELESS STEWING BEEF LB. 69¢

POINT CUT FLAT CUT, LB. 89¢

BONELESS BRISKET LB. 69¢

PLATE BOILING BEEF LB. 15¢

BEEF SHORT RIBS LB. 29¢

LEAN BEEF CROSS RIBS LB. 49¢

Pampered Fresh Produce

FRESH CRISP LETTUCE 2 HEADS FOR 29¢

FIRM RIPE TOMATOES 2 PKGS. 29¢

FRESH ASPARAGUS TENDER, NEW LB. 39¢

FRESH BUNCHES OF RADISHES or GREEN ONIONS 2 FOR 9¢

Seafood Values

FRESH FILLETS OF OCEAN PERCH OR TRUGOD LB. 59¢

FROZEN SWORDFISH STEAKS LB. 59¢

GORTON'S FROZEN FISH GAKES 8-OZ. PKG. 29¢

GORTON'S FROZEN FISH STICKS 14-OZ. PKG. 65¢

Market Basket

Blue Chip Stamps

ADD SALES TAX TO TAXABLE ITEMS

COPYRIGHT 1964 MARKET BASKET

ALTADENA—2270 N. Lake
—2525 N. Fair Oaks
ANAHEIM—10500 Magnolia St.
—1221 S. Los Angeles St.
ARCADIA—30 S. First Ave.
AZUSA—825 E. Foothill
BALDWIN PARK—4150 N. Main

BELLFLOWER—16123 Bellflower
BURBANK—583 N. Victoria Blvd.
CANOGA PARK—20821 Vanowen
—6751 Fairbrook
COSTA MESA—2975 Harbor Blvd.
COVINA—549 W. San Bernardino
—332 E. Badillo (Berkeley Square)

COMPTON—1800 N. Long Beach
CULVER CITY—3827 Culver Center
EL MONTE—12030 E. Valley
EL SERENO—4910 Huntington Dr.
FULLERTON—920 W. Commonwealth
HOLLYWOOD—1841 N. Western Ave.
HUNTINGTON BEACH—7242 Edinger

LOS ANGELES—6298 W. Third St.
LA MIRADA—14014 Valley View
—14949 Agalta Drive
LA PUENTE—55 N. Gendora
—18405 5th Avenue
LONG BEACH—5930 N. Bellflower
—1000 Studebaker Rd.

MONROVIA—128 W. Lemon
NEWPORT BEACH—3100 Balboa Blvd.
—1150 Irvine Ave., Westcliff Plaza
N. HOLLYWOOD—12925 Vanowen
NORWALK—Norwalk Square
ONTARIO—1040 N. Mountain
PALM SPRINGS—2425 McCallum

PASADENA—Foothill/Rosemead Center
—1859 E. Washington—1260 N. Lake
—1160 N. Fair Oaks—40 N. Santa Anita
POMONA—1845 W. Holt
—Pomona Valley Center
REDLANDS—1150 Brookside
REDONDO BEACH—1401 S. Hawthorne

RIVERSIDE—2981 Chicago
SAN BERNARDINO—140 W. 40th
SAN GABRIEL—111 W. Valley
—6340 N. Rosemead
SAN MARINO—500 Huntington
SANTA ANA—910 W. 17th St.
—2311 S. Bristol (District Center)
SANTA FE SPRINGS—11550 Telegraph

SOUTH PASADENA—920 Fair Oaks
STUDIO CITY—11315 Ventura
TUSTIN—6th & D Streets
VENICE—880 Lincoln Blvd.
WEST LOS ANGELES—11766 Wilshire
WHITTIER—401 E. Whittier
WILMINGTON—128 Lomita Ave.