

Effort To Curry Customers Big Business for Sign Makers

New York (UPI)—American industry is shelling out more than \$25 billion at the retail level in an effort to curry the favor of consumers.

This expenditure is the total of what thousands of firms are spending to get consumers to buy their product rather than a competitor's.

Industry sources said the total consists of more than \$10 billion for advertising in newspapers and other media and more than \$15 billion for packaging of products.

The idea behind all this is to make Joe Smith and his family "brand-conscious."

To Retail Counter

The competition for your dollar carries right down to the retail counter itself, where companies back up colorfully packaged goods with flash signs designed to serve as that "last reminder."

Because of the trend toward self-service in merchandising, industry has been placing greater emphasis on "point-of-purchase" signs. These signs become silent salesmen, reminding customers of brand names and often inducing "impulse buying."

The growing emphasis on point-of-purchase advertising has spawned a billion-dollar business. Oil companies, breweries, soft drink manufacturers, soap companies, auto manufacturers and dairy products producers are among the biggest users of this type of advertising.

The last decade has seen something of a revolution in the point-of-purchase industry. Fluorescent-illuminated plastic signs giving the impression of three dimensions have cut into the market once held almost exclusively by neon glass signs.

A. A. Steiger, President of Chicago's Tel-A-Sign Inc., said sales of plastic signs have soared 80 per cent in the past five years and the potential "still hasn't been scratched." "Neon signs are still widely used by industry," he explained, "but they have been displaced in the mass-produced sign market by plastic, which is cheaper, lighter and less expensive to maintain," Steiger said.

Steiger said the big oil companies, which once used neon signs at their service station to illuminated plastic signs, more than \$100 million in this field alone.

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The Chicago industrialist said gas stations will require

some three million outdoor signs of various sizes and shapes. He said tobacco, drug, food, and other retail units will need many millions of new signs, both indoors and

outdoors. "The development of animated plastic signs has opened new markets for the industry, including the 'baby spectacles' which appear on tops of

buildings and even billboards," he added. Steiger described his industry as a "sleeping giant" that faces "a startling sales potential in the coming decade."

JUST LIKE EXTRA MONEY IN THE POCKET!

... when you buy one of these terrific used cars from Dean & Taylor this week —you can use the money you save for Christmas shopping and give the family a good car, too—

... and Here They Are—

1957 PONTIAC

Hard Top Coupe

Air conditioned, Power Steering, Power Brakes, Hydramatic, 1 Owner.

GUARANTEED AS NEW

\$750 Down

1953 RAMBLER

Station Wagon

A real buy for someone.

\$245 Down

1954 FORD

Victoria Hard Top

V8, overdrive, the ideal young mans car, wheel disc hub caps, whitewalls.

\$365 Down

1957 CHEVROLET

2-Door V8

Powerglide, Power Steering, 1 Owner, like new.

NEW WARRANTY

\$650 Down

1958 VOLVO

2-Door

Dark Blue, 1 Owner.

\$645 Down

1955 PONTIAC

Hard Top Coupe

Leather Interior, Hydramatic, 1 Owner, Sharp Car.

\$495 Down

1957 FORD

2-Door Station Wagon

Fordomatic, Power Steering, 1 Owner.

NEW WARRANTY

\$735 Down

1956 CHEVROLET

2-Door

6 Cylinder new motor, low mileage. What a Buy, Only

\$455 Down

1956 CHEVROLET

4-Door V8

Straight Stick, Also a 1 Owner. Excellent Value.

\$495 Down

1955 PONTIAC 4-Door Star Chief

1 Owner, Hydramatic, Power Brakes, Power Steering, like new throughout. Terrific car

\$495 DOWN

1958 Plymouth

4-Door Savoy V8

Pushbutton Automatic Drive, 1 Owner, Light Blue, extra sharp, New Car Terms and Warranty, only

\$799 Down

1957 Renault

4-Door

Black, Plastic Interior, Excellent Buy.

\$495 Down

EXTRA SPECIALS!



1955 CHEVROLET BEL AIR V8

4-Dr. Powerglide, 1 owner, extra clean and what we call extra sharp for only

\$425 DOWN

Renault

4 Door '58 Model



Electric Clutch, Whitewalls, 5,000 miles, 1 owner, only **\$500** Down New car warranty

1958 GMC

1/2-Ton Pickup

4,000 Miles, 1 Owner, just like new.

\$650 Down

1954 Hudson

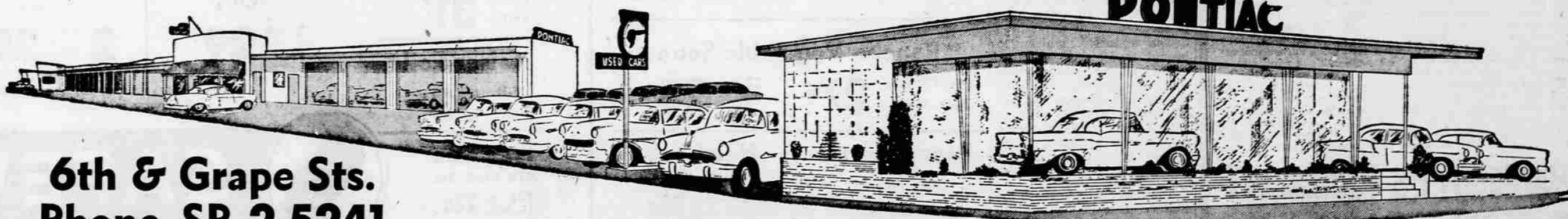
2-Door

1 Owner, Sharp, real low mileage.

\$275 Down

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DEAN & TAYLOR



6th & Grape Sts.
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Political Committee In 1000th Meeting

United Nations (UPI)—The General Assembly's main political committee convened for the 1,000th time in its 13-year history today to resume the three-pronged debate over Cyprus.

The 81-nation group found that a Thanksgiving Day recess to let tempers cool had produced scant results, but there was still hope that mediation efforts might show some effect within the next few days.

India, the perennial compromiser at the U.N., was busy trying to narrow the differences between Britain, Greece and Turkey over U.N. action on the question. It was understood that Norway and Canada also were trying to promote an agreement through "quiet diplomacy."

Services Held For Charles Kettering

Dayton, Ohio (UPI)—Services were to be held here today for Charles F. Kettering, 82, last of the auto industry's "tinkering geniuses" whose best known invention was the automobile self-starter.

Following services in Christ Episcopal church here, the body of the kindly inventor whose inquisitive mind probed the fields of automobile research, medicine and education, will be laid to rest in Woodland cemetery.

Kettering, a board member and former vice-president of General Motors, died of a cerebral hemorrhage at his home near here Tuesday.

U. S. Urged To Set Space Age Pace

Pasadena, Calif. (UPI)—Dr. William H. Pickering has urged the United States to set its own pace in a space exploration program, rather than become so excited about Russia's accomplishments "that we go stumbling down the track."

Pickering, father of the explorer satellite and head of the Jet Propulsion Laboratory at the California Institute of Technology, said Thursday available evidence showed the Soviets "are in fact ahead of us in the guided missile art" but added this was no reason to panic in developing a space and missile program here.

HOLIDAY CHILDREN

Harlan, Iowa (UPI)—Mrs. Kenneth Blum gave birth to her third child on Thanksgiving Day. Her first was born on New Year's Day and her second on Christmas.