

THE LANGUAGE OF FOREIGN MARKETS

Called "diner" in Spanish, "argent" in French, and "gelt" in German, money is luring increasing numbers of American executives to visit distant lands in search of business.

Progressive companies are realizing that the demand for the bilingual executive is growing. They have, therefore, begun adopting language training programs for their personnel.

Previously, training of employees was done in classroom groups. But most companies have found that the busy businessman couldn't be tied down to a 10-30 class twice a week—and preferred an individualized approach to learning.

Employees of Control Data Corporation had an even more troublesome "time" problem. Twenty-five employees of this computer company were being sent to Germany to set up a system for Volkswagen. They wanted to learn German but couldn't be pinned down to a schedule, since they were needed whenever computer time was available.

The Sullivan Language Schools, a nationwide network of centers with headquarters in Palo Alto, Calif., solved their problem by setting up an individualized "school" on their premises. The unique Sullivan method was developed under a Carnegie Foundation Grant by the noted linguist Dr. M. W. Sullivan. It uses programmed texts and coordinated cassette tapes and the student can work whenever he wants to and at his own pace. With this set up, the Control Data personnel fit their lessons in between projects, when computer time is not available.

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The Sullivan Language Schools have also helped Sears, Roebuck and Co. fashion buyers to learn French and the Latin American Section of A.B. Dick Co. to learn Spanish. The ambitious Japanese of Mitsui Corp. who already speak English are moving on to French, German and Spanish.

Even if their employees are not assigned to overseas duty, some large firms are offering language lessons as a fringe benefit. Companies with plants in Spanish-American districts sponsor courses in Spanish so that their people can better relate to the community.

All in all, the executive who says, "I don't need a second language—there's always someone who speaks English" may become obsolete.

Color It Right

When you buy lights for your home, don't forget to consider the effect of light on the color combinations you choose. Colors do not look the same under electric light as they do under sunlight.

What kind of illumination is best for you? Today, while incandescent is still the major light source in the home, fluorescent lighting is preferred in many instances. It produces up to five times as much light, using the same amount of electricity, yet lasts nine times longer.

Also fluorescent light is soft and diffuse, with far less glare and shadow. GTE Sylvania has eight kinds of fluorescent bulbs. Choose the styles that will flatter your home:

□ Natural White has a delicate warm pink cast, emphasizing and accenting almost all colors and giving them a bright, clear, natural appearance.

□ White has a yellowish cast. Emphasizes yellows, yellow-greens, oranges. Good with tans, pinks, green. "Greys" blue tones.

□ Warm White gives a beige cast, close to incandescent. Makes reds and yellows warm and bright, brings out the yellow in green, adds a warm tone to blue.

□ Deluxe Warm White gives a warmer beige cast. Brightens and enriches reds and yellows. Deepens blues and greens. Blends well with incandescent.

□ Incandescent-Flourescent has a pink cast, clarifies and brightens some reds, pinks and tans. Fairly flattering to complexions. Dulls yellows and "greys" greens closest to incandescent color.

□ Cool White has a blue-grey cast, blends well with natural daylight. This is used widely in business and industry.

□ Deluxe Cool White has an added red element that gives it a warm grey cast and improves rendition of reds. Shows almost all colors without distortion.

□ Daylight has a blue cast similar to the "north light" of natural daylight. It makes blues and greens bright and clear, "grey" reds, oranges and yellows. It's not recommended for use where personal appearance is important, because it has an unflattering effect on complexions.

Take this guide with you when you go shopping for fluorescent lamps, and avoid the "why-does-my-green-sofa-look-yellow" blues.



The first known mechanical clock was built in China in 725 A.D. Since that time literally thousands of clock designs have been created. Today, Bulova, whose engineers developed the first electronic watch in 1960, has over 200 different clock models in its line. The unusual skillet clock on the left is made of genuine Limoges china and the 8-day alarm clock (right) is musical.

When the United States celebrates its two hundredth birthday on July 4, 1976, it will be 1,753,152 hours old. Or, to put it another way, we will have existed as a nation for about 105,189, 120 minutes. Experts say time is probably our single most precious possession. Rich or poor, time is the one thing we cannot save. Each second that ticks by is gone forever.

In Chicago during a recent time change from daylight saving to standard time, 227,491 calls were made in one day to the local telephone "time" number. Time calls on an average weekday there number 110,000. Look around, "time machines" are everywhere — on walls, on tables, on desks, on buildings, in buildings, on our wrists, in our pockets and on our clothing. There's a time-piece for almost every purpose — from swimming to flying.

It's estimated the clock market is worth \$400 million. Industry is keeping pace with the demand for accurate and versatile clocks. For example, Bulova — whose engineers developed the first electronic watch in 1960 — now has over 200 different clock models in its line. Squares, circles, ovals, rectangles and diamonds are represented in transistorized wall clocks and table topings. Highlighting the collection

are genuine Limoges china plate timepieces, which brighten up kitchen and dining areas.

one, car owner and car dealer alike, to disconnect, slow or reset an odometer or operate a vehicle with a disconnected odometer with intent to defraud; — prohibits sale or use of any device to change odometer mileage, except for legitimate repair; — permits legitimate odometer repair, service or replacement as long as the mileage reading remains the same. If this is impossible, a notice must be posted inside the vehicle that the mileage has been reset to zero, together with the date of repair and mileage at that time.

Tired of buying presents that have a life span of one day? Buy a gift that will last — U.S. Savings Bonds.

Prices In This Ad Effective Through Sat., Jan. 6 At A&P WEO in

A&P

Items Offered For Sale Are Not Available to Other Retail Dealers or Wholesalers

WEO

WHERE ECONOMY ORIGINATES

IMPORTANT FOR YOU!

A&P POLICY:
Always do what is honest and fair for every customer.

RAINCHECK:
If an advertised special is ever sold out ask the Manager for a Raincheck. It entitles you to the same item at the same price the following week. Or if you wish we'll give you a comparable item at the same special price.

GUARANTEE:
A&P offers an unconditional money-back guarantee. No matter what it is, no matter who makes it, if A&P sells it, A&P guarantees it.

FRESH PRODUCE VALUES

GOLDEN RIPE BANANAS

TRY MAKING BANANA PUDDING WITH MARVEL VANILLA WAFERS

10¢

EVERYDAY LOW FROZEN FOOD PRICES

REGULAR OR LOOK FIT—ALL FLAVORS

Marvel Ice Milk 1/2-Gal. 49¢

GREAT SNACK IDEA—ALL FLAVORS

Marvel Ice Cream 1/2-Gal. 69¢

FOR SALADS AND MENU VALUE FROZEN

A&P Green Peas 10-Oz. Pkg. 23¢

SAVE ON FROZEN

A&P Green Peas 2-Lb. Pkg. 63¢

REGULAR OR CRINKLE CUT FROZEN

A&P French Fried Potatoes 2-Lb. Pkg. 39¢

SERVE ON SHORT CAKE

A&P Handi-Whip 9-Oz. Bowl 39¢

FIGHT THE FLU WITH CONCENTRATED FROZEN

A&P Orange Juice 6 1/2-Oz. Cans 12¢

BUY LARGE SIZE CONCENTRATED FROZEN

A&P Orange Juice 3 12-Oz. Cans 12¢

SERVE HOT WITH BUTTER—FROZEN ASP

Chopped Broccoli 10-Oz. Pkg. 25¢

READY TO SERVE—FROZEN

A&P Pie Shells 2-Ct. Pkg. 35¢

SERVE HOT TOPPED WITH BUTTER—FROZEN

Sunnyfield Waffles 5-Oz. Pkg. 13¢

EVERYDAY LOW GROCERY PRICES

COMPARE VALUE! FRESH

Ann Page Mayonnaise 49¢

ANN PAGE REALLY FRESH VALUE ON

Salad Dressing 49¢

GREAT WITH HAM AND EGGS—Ann Page Pure

Ground Black Pepper 49¢

GREAT ON HAMBURGERS AND HOT DOGS—ANN PAGE

Salad Mustard 10¢

GREAT ON ANY SALAD—ANN PAGE

1000 Island Dressing 33¢

ANN PAGE REGULAR OR CHEF STYLE

French Dressing 29¢

COMPARE VALUE ON MEAT FLAVORS

A&P Dog Food 15 1/2-Oz. Can 14¢

CHECK THIS LOW PRICE! A&P NON-DAIRY

Coffee Creamer 14-Oz. Jar 55¢

BREAKFAST TREAT—COMPARE VALUE

Kellogg's Corn Flakes 18-Oz. Pkg. 38¢

COMPARE THIS VALUE ANN PAGE CONDENSED

Tomato Soup 10 1/2-Oz. Can 9¢

SOUP & CRACKER VALUE! ASP OR MARVEL

Saltine Crackers 1-Lb. Pkg. 25¢

IDEAL BREAKFAST ON HOT TOAST—ANN PAGE

Strawberry Preserves 1 1/2-Lb. Jar 87¢

THRIFTY BEVERAGE VALUES

PACKERS LABEL CHILLED

Grapefruit Juice 45¢

ASP CHILLED

Orange Juice 43¢

EIGHT O'CLOCK 100% BRAZILIAN INSTANT

Freeze Dried Coffee 8-Oz. Jar 159¢

ALL FLAVORS ASP BRAND

Instant Breakfast 6-Ct. Pkg. 59¢

FOR COOKING AND DRINKING ASP

Evaporated Milk 13-Fl. Oz. Can 17¢

HEARTY AND VIGOROUS

Our Own Tea Bags 48-Ct. Pkg. 49¢

ENJOY GREAT MEAT OR DOUBLE YOUR MONEY BACK

That's right, Double your money back if you're not completely satisfied with any meat purchased at A&P WEO. (PRICE LABEL OR REGISTER TAPE NECESSARY, OF COURSE)

"SUPER-RIGHT" QUALITY HEAVY CORN-FED BEEF STEAKS

Boneless Chip Swiss Steak lb. \$1.38

Boneless Sirloin Tip Steak lb. \$1.48

Boneless London Broil Steak lb. \$1.59

Rib Beef Steaks—Bone-In lb. \$1.28

Boneless Rib Beef Steaks lb. \$1.58

Boneless Delmonico Steaks lb. \$1.99

Boneless Top Round or Swiss Steaks \$1.18 Lb.

ROAST

"SUPER-RIGHT" QUALITY HEAVY CORN-FED BEEF

GROUND CHICK Lb. 93¢

GROUND ROUND Lb. \$1.09

CHOPPED SIRLOIN Lb. \$1.09

SHANK MEAT Bone In Lb. 79¢

SAUSAGE Lb. 46¢

"SUPER-RIGHT" QUALITY—HOT OR MILD PORK

SLICED BACON

"SUPER-RIGHT" FRESH

PORK SHOULDERS Pork Roast Lb. 68¢

FRYER QUARTERS U.S.D.A. INSPECTED Broast Lb. 49¢

SAUSAGE 1-Lb. Pkg. 59¢

EVERYDAY LOW GROCERY PRICES

ANN PAGE SMOOTH OR CRUNCHY

Peanut Butter 28-Oz. Jar 85¢

GREAT FOR CASSEROLES—ANN PAGE

Elbow Macaroni 1-Lb. Pkg. 27¢

GREAT FOR MACARONI—WEDGES OF

A&P Sharp Cheese 1-Lb. Pkg. \$1.09

ANN PAGE REGULAR OR

Thin Spaghetti 1-Lb. Pkg. 27¢

ANN PAGE QUICK AND EASY

Pork and Beans 1-Lb. Can 15¢

ASSORTED FRUIT FLAVORS—ANN PAGE

Sparkle Gelatin 6-Oz. Pkg. 17¢

ASSORTED FLAVORS—ANN PAGE

Sparkle Puddings 1 1/2-Lb. Pkg. 10¢

REFRIGERATED REGULAR OR BUTTERMILK

A&P Biscuits 6 8-Oz. Cans 59¢

REFRIGERATED—IN DAIRY CASE

A&P Crescent Rolls 8-Oz. Can 29¢

GREAT FOR SNACKS—ASP BRAND

Vienne Sausage 5-Oz. Can 25¢

BUTTERMILK

Borden Biscuits 6 8-Oz. Cans 63¢

ANN PAGE RICH, RED TOMATO

Ketchup 14-Oz. Bot. 25¢

PANCAKE AND WAFFLE

Ann Page Syrup 29-Oz. 39¢

MAKE DELICIOUS PANCAKES WITH SUNNYFIELD

Pancake Flour REGULAR 2-Lb. Pkg. 35¢

JANE PARKER BAKED GOODS

SERVE HOT TOPPED WITH ICE CREAM

Peach Pie JANE PARKER 22-Oz. Pkg. 59¢

BAKE N° SERVE—JANE PARKER

Clovenleaf Rolls 3 12-Oz. Pkg. 89¢

TRY TOPPED WITH STRAWBERRIES—JANE PARKER

Angel Food Cake 16-Oz. Pkg. 49¢

MENU VALUE ON JANE PARKER

Sour Rye Bread 3 1-Lb. Loaves \$1.00

NEW! DISPOSABLE A&P DIAPERS

Overnight 12-Ct. Pkg. 79¢

Newborn 30-Ct. Pkg. \$1.29

Daytime 30-Ct. Pkg. \$1.49

VALUES FOR BABY

STRAINED FRUITS AND VEGETABLES

Gerber Baby Food 4 1/2-Oz. Jar 10¢

CHOPPED FRUITS AND VEGETABLES

Gerber Baby Food 8-Oz. Jar 16¢

LIQUID FORMULA—REGULAR OR WITH IRON

Similac Liquid 12-Oz. Can 31¢

LIQUID FORMULA FOR BABIES

Enfamil Liquid 12-Oz. Can 31¢

HEALTH AND BEAUTY AIDS

SHOP A&P WEO FOR STAYFREE

Maxi-Pads 10-Ct. Pkg. 52¢

TRY SOME FROM A&P WEO—ADULT

One-a-Day Vitamins 100-Ct. Bot. \$2.29

REGULAR—ASP DAILY ADULT

Multiple Vitamins 100-Ct. Bot. 89¢

WITH IRON ASP DAILY ADULT

Multiple Vitamins 100-Ct. Bot. 99¢

FOR DECONGESTANT TRY

Dristan Tablets 24-Ct. Bot. \$1.09

A&P CANNED VEGETABLES

GREAT VEGETABLE AND SALAD VALUE

Iona Green Peas 17-Oz. Can 20¢

CHECK COMPARE VALUE ON GREEN

A&P Small Peas 17-Oz. Can 27¢

WHOLE TOMATOES FOR SALADS—FANCY

A&P Tomatoes 16-Oz. Can 33¢

ASP SMALL

Green Lima Beans 16-Oz. Can 27¢

FOR STEW AND SALADS

Iona Tomatoes 2 16-Oz. Cans 43¢

SERVE WITH WEINERS

A&P Sauerkraut 16-Oz. Can 20¢

THRIFTY ECONOMICAL AND DELICIOUS

A&P Sliced Beets 16-Oz. Can 21¢

SAVE ON ASP BRAND CUT

Green Beans 4 15 1/2-Oz. Cans 69¢

OUTSTANDING VALUE ON WHOLE

A&P Irish Potatoes 16-Oz. Can 17¢

SERVE HOT TOPPED WITH BUTTER

A&P Apple Sauce 16-Oz. Can 17¢

SERVE HOT BISCUITS WITH BUTTER—ANN PAGE

Pure Grape Jelly 12-Oz. Jar 35¢

Tide Detergent 49-Oz. Pkg. 79¢

Sail Detergent 49-Oz. Pkg. 59¢

8 O'Clock Coffee 1-Lb. 75¢ 3-Lb. \$2.29

Instant Coffee 100% BRAZILIAN EIGHT O'CLOCK 10-Oz. Jar \$1.09

White Bread 4 24-Oz. Loaves \$1.00

AP VALUABLE COUPON

A&P Brand SUGAR 5 Lb. 39¢

WITH THIS COUPON WITHOUT COUPON YOU MAY BUY SUGAR AT THE SAME PRICE AS WITH THIS COUPON. Good through Sat., Jan. 6.