

'Profitable Year' Forecast By Aeronca Manufacturing Officials

A "Profitable Year" and an increase of \$4 million of sales for 1961 were forecast for Aeronca Manufacturing Corp. in the firm's annual report to shareholders made public Monday.

In the report, John A. Lawler, Aeronca's president, announced the loss of \$2,459,591 on sales of more than \$30 million for 1960. This is the first loss year the company has had in ten years. In 1959 Aeronca earned more than \$680,000 after taxes while corporate sales totaled \$23,619,512.

Lawler pointed out the growth of the company's commercial products lines which netted more than 43 per cent of the firm's sales for 1960. According to Lawler, \$13,189,870 of the \$30,370,135 in corporate sales originated with the three commercial products division, two of which were added to Aeronca in 1960 as part of a planned diversification program.

Three major factors were cited by Lawler as principal reasons for the loss.

A decision by Aeronca's management to maintain a competent organization for the design and production of honeycomb structures for the B-70 after the program had been cancelled in December, 1959 accounted for nearly half of the loss.

THE DECISION, however, enabled Aeronca to retain an important place in the current B-70 production program, Lawler said. "Our share of the 2000 mile per hour jet air vehicle is larger than ever before," he wrote to shareholders. Problems with design and development of missile base shelters, and the heavy investment made in skilled, scientific, and technical manpower for Aerospace Division at Baltimore also accounted for some of the loss, Lawler said.

"WHILE THE dollar amount of Aerospace contracts will not loom large in the total sales picture, the Division's rate of growth is most gratifying," Lawler wrote.

In making his forecast for 1961, Lawler said that he expected sales to hit \$34 million. The estimate is based on present sales along with a backlog of \$30 million held by Aeronca at the end of 1960.

"All losses applicable to 1960 programs have been written off and Aeronca's earnings potential remains strong," Lawler said.

IN THE report, it was pointed out that during 1960 Aeronca acquired Buensod Stacey Corporation of New York as a wholly owned subsidiary. This firm specializes in the sale and installation of dual-duct air conditioning systems in large buildings as well as the manufacture and installation of environmental control systems in major tobacco and textile plants.

In mid-1960 United Welding was acquired. Located in Middletown it principally manufactures heavy precision weldments.

The third commercial division located in Middletown manufactures stainless steel sinks. The defense product divisions include Aerospace of Baltimore, Md., Aeronca of Torrance and Middletown, Ohio.

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12x8.6 Leaf Pattern Axminster, Wool	69.50
8.4x8.9 Continuous Filament Nylon, beige	39.50
12x9.5 Wool Carpet, turquoise	39.50
12x9.10 Wool Wilton, rose beige	49.50
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- here's where we run the gamut!
- sport shirts by the thousands... name your color, your style and your 'tis!
- cottons in solids, in prints, in blocks, in corduroys, in corduroys, in pull-overs in all kinds of necks (crew, v, boat, open) in sizes extra-small thru large
- funwear and playwear, for leisure and pleasure, hand-washable and eye-wonderful... and like we said, we've got a most amazing potpourri (when did we say that?)
- but see for yourself... remember when you saw these at \$4 and \$5?
- 1.59**
- 2 for \$3
- sorry, no mail orders

Teak Armchair from Denmark

- from copenhagen's finest workshop... hand-rubbed teakwood... versatile, practical and uncommonly beautiful
- clean, strong, pure of line... the distinguishing features of scandinavian furniture in this creation of burmese teak and golden rush
- this cane back chair takes the seat of authority in your living room, in the man's den, on a terrace... here's vigorous danish styling at its finest
- included: a marvelously colored foam rubber pillow
- 29.99**
- sorry, no mail orders

Venetian Glass Mosaic Tiles

- from venice, italy, the home of colored glass artistry... mosaic tiles in solid colors, inspired by a rainbow!
- we've imported oranges, reds, lavenders, sunny yellows, light blues and dark blues, beige tones, browns, whites, greens... and more
- you mosaic lovers have your day... and if you've never fun-tried it here's opportunity knocking... there are 225 brilliant squares in every square foot!
- elsewhere as much as \$4 per square foot
- 59c** square foot
- and we have cutters and glue too!
- sorry, no mail orders

India Madras Hats

- keep a cool head!
- get under this jaunty topper... it's a mad plaid, dadi!
- bleeding madras cotton in a surprising combination of colors
- rakish fedoras to top your easy hours... at the wheel, at the tee, at the beach
- all sizes... bring your own head
- 1.69**
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Sale of African Wood Sculpture

- wood menagerie from the heart of africa... each piece sculptured by tribesmen in kenya and tanganyika!
- marvelously grained african walnut and muhuhu wood... some in gleaming ebony
- native warriors and drummers, 14 inches tall in their bare feet... graceful antelope... foot-long crocodiles... trumpeting elephants... rhinos... turtles... baboons... africa transported here!
- village art for your home... each statue hand-rubbed to a stunning finish... bait your safari here!
- 99c**
- sorry, no mail orders

6 x 30 Binoculars

- high adventure in sight for the sportsman, hunter, angler or dogger fan!
- field of view: 368 ft. at 1000 yds.
- deluxe lens coatings... clear, crisp, close images (never fails)
- 4 clamped prisms... dust and moisture resistant!
- streamlined, compact, sharp!
- 8.99**
- plus \$3 for pigskin case
- sorry, no mail orders

Brass Wine Set of India

- your proud possession for drink, for decor!
- an artistically hand-etched decanter... plus 4 matching goblets... plus a huge 11-inch serving tray... all brass!
- the craftsmen of india excel themselves here... and the six-piece set is elegantly yours!
- 6-pc. set 3.99**
- sorry, no mail orders

Hawaiian Luau Torch

- to cast an exotic glow on your patio, garden, doorstep!
- a gleaming torch... black brass or copper finish
- side opening... just add kerosene and a light... it glows and glows!
- novel note for cookouts, barbecues, birthday parties, festival marches!
- with matching snifter and long, heavy wick
- 89c**
- 6 ft. pole 59c
- sorry, no mail orders

Picnic Food Covers

- clever cookout clue!
- collapsible canopies of gaily colored netting
- pretty protection for picnic food, drinks, tiny guests!
- colorbright for outdoor dining... and no sweat
- 39c**
- 4 for 1.50
- with decorative bees and butterflies
- 79c**
- 4 for 3.00
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