

LIFE'S LIKE THAT

3v FRED NEHER



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FRED NEHER

"Harry said he's reversing the tables this summer... letting the birds watch him!"

Rental Fad Catches on, Salesmen Now Being Rented by Large Firms

By REYNOLDS KNIGHT
In this modern age you can rent almost anything you want, from an automobile to a yacht and save yourself the worry of an original investment and maintenance costs. The latest thing in rentals, however, involves manpower and it sounds like a good idea.

With more and more products hitting the market place, the need for sales people to introduce them has become increasingly important. So the latest thing in "rentals" is sales personnel.

Close to 300 firms rented salesmen in the last twelve months to help introduce new products, according to a leading New York financial publication. This was an increase of 200 over the previous year and compares with about 50 in 1955.

THESE part-time sales people were called upon to sell more than 400 new products, ranging from textbooks, bubble gum, crab grass killer, radios and a variety of other products.

Firms resorting to temporary salesmen claim that it often is more economical and efficient than calling on their regular salesmen on developed routes. They also point out that it is a lot easier to rent temporary help from firms specializing in such personnel than to put extra people on their own payrolls for brief periods.

GOOD NEWS FOR HOMEOWNERS—One major effect of the President's new housing legislation, experts believe, will be a big upsurge in demand for top quality home building and remodeling materials. Basis for the prediction is the new section of the law providing for FHA-insured loans to owners for improvements to their present homes.

U.S. makers of ceramic tile in particular, are expecting the new loan provision to spur demand for their products. They reason that ceramic tile is particularly desired by homeowners for the home areas most likely to get primary emphasis in any remodeling project—baths and powder rooms, kitchens, recreation and laundry rooms, entranceways, etc.

And, since the purpose of the insured loans is to make permanent improvements, the tile makers expect homeowners to select materials known for durability as well as beauty and practicality.

Maximum amount of the insured loans for improvements is \$10,000 per family unit, and the interest rate to be set by the government cannot exceed six per cent. To be eligible for a loan, the home must be at least 10 years old. Terms can be up to 20 years.

THINGS TO COME—A new emergency food and water survival kit is said to sustain one person for 14 days. The 24-pound kit contains a basic multi-purpose food, 14 pints of vacuum-packed water, vitamin "C" ascorbic acid supplement, and the necessary utensils...

A safe pillow for babies has been developed by a British firm. It reportedly is dent-proof, sofoaction-proof, chemically treated to resist all bacteria, and launderable.

EAST OF THE SUN—Horace Greeley's oft-quoted advice to "go west, young man," is getting a reverse application these days in top management thinking at many leading U.S. cor-

porations. Instead of going west, we are told, management now is looking eastward for new and profitable markets.

A case in point is that of C.I.T. Financial Corp., which recently opened an overseas financing office in London in cooperation with the American Express Co. This finance company is accelerating its overseas operations not only in Britain but in West Germany where C.I.T. and Amexco have established a financing subsidiary at Frankfurt-am-Main, economic hub of the European Common Market.

C.I.T.'s overseas activity is the latest in a continuing series of expansion and diversification moves that have carried the company into many new and promising fields in recent years. Largest independent in the automobile financing field, the company also provides time financing for varied items such as bulldozers, bowling alley pinsetters, farm machinery, pleasure boats, college tuitions, mobile homes, property improvements and backyard swimming pools. Other C.I.T. subsidiaries provide factoring and commercial financing services, write life, health, accident and property insurance, lease fleets of care and trucks, lease industrial equipment and manufacture radiological equipment for hospital and industrial use.

U.S. GROCERY BILL UP — Figures are expected to show that Uncle Sam, in the 12 months ended June 30, will have given away \$130 million worth of surplus food. That's double the previous year's amount. Approximately 6.5 million persons were drawing Federal rations at last count in June, up from 2.4 million on inauguration day. Cost of food donated in the last 12 months is a record, although volume is not. One reason for the added cost is the fact that meat, peanut butter and dried eggs have been added to the former menu of flour, rice, cornmeal, butter, lard and powdered milk.

BITS O' BUSINESS — Consumer installment credit outstanding rose in May for the first time since January of this year, the Federal Reserve Board reports. It totaled \$42.1 billion, up \$27 million after seasonal adjustment. Personal loans rose \$59 million, while auto loans fell \$50 million after seasonal adjustment. Georgia peaches will be cheaper this season as a result of a bumper crop. This also holds true for other areas where the delectable fruit is grown. U.S. peach production is officially estimated at 75.7 million bushels, 1.3 million above 1960.

Methodists Set Vacation Bible School Aug. 7

Walteria Community Methodist Church will begin its annual vacation Bible school Monday, Aug. 7. Classes for children from kindergarten to eighth grade will be conducted each morning, Monday through Friday, from 9:30 a.m. to noon. The two week session will end Aug. 18.

The theme for this year's program is "Christianity in the Home and Community." Crafts, recreational programs, arts, and refreshments will highlight each day's events.

Fleming Inks Contract For Saturn Job

Fleming Industries, Inc., Torrance, announced today it has been awarded contracts by Rocketdyne, a division of North American Aviation, Inc., for electronic initiator units to be used on the Saturn space vehicle program.

Walter F. Fleming, president, said his firm is in full production on the units which employ new concepts in electronic explosives. Designed Model IN 111, the Fleming equipment is designed for use in the Rocketdyne H-1 liquid rocket engines of the first stage Saturn vehicle, now un-

der construction at Rocketdyne's Canoga Park plant.

The Saturn first stage booster, scheduled for first flight by 1964, is designed to produce 1.5 million pounds of thrust. Managed by the National Aeronautics and Space Administration, it is regarded by experts as this nation's main hope for

matching and surpassing the USSR in lifting heavy payloads into space.

Dollar value of the contracts was not disclosed. The contracts were awarded by Rocketdyne's Liquid Propulsion Field Test Laboratories, Canoga Park, and Solid Propellant Operations, McGregor, Texas.

Congregation Elects New Officer Slate

Election of officers of the Congregation Ner Tamid took place last Sunday at the home of Mr. and Mrs. Jack Esentzen. Voting in the first election of the new South Bay Jewish group was heavy, and the following officials were elected: New president of the group is Norman Rosen. Other officers are Bill Finkel, executive vice president; Bob Feuchbaum, treasurer; Lynn Meltzer, secretary; and Ed Trabin, parliamentarian. A 10 elected were the following vice presidents: Dr. Richard Gold, educa-

tion; Floyd Shinder, ritual; Herb Rosen, ways and means; and Sid Marshall, membership.

The new board of directors is composed of Manny Diamant, Herb Cohen, Jack Esentzen, Hal Chertock, Howard Berk, and Jack Meltzer.

An installation ceremony will be held during services on Friday night, Aug. 11, at the Redondo Beach Woman's Club, 400 S. Broadway.

deducted by guest Rabbi C. Weinstein of the Hollywood Temple Beth El, and Cantor H. Hammerman of the Congregation B'nai Isreal, Los Angeles.

Planters

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- Medi-Quik Spray 3 oz. 1.50
- Bactine Antiseptic 8 oz. 69c
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FOOT REMEDIES

- DX-114 Liquid 1 oz. 1.49
- Powder 1 1/4 oz. 1.39
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- NP-27 Liquid & Powder .. 1.89
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- Desenex Powder 1 1/2 oz. 90c
- Liquid 2 oz. 90c
- Ointment 1 oz. 90c
- Aerosol 8 oz. 1.98
- Ice Mint for tired feet 2 oz. 49c

TRAVEL SICKNESS Aids

- Bonadettes 6 tablets 79c
- Dramamine 12 tablets 95c
- Marazine 10 tablets 85c

ATLETIC & SWIM SUPPORTERS

- Seaver & Black For the active man, the protection you need for active sports. \$1.00 to \$2.50

SUNBURN REMEDIES

- Unguentine Spray 98c
- Caladryl Lotion 6 oz. 1.12
- Kip Aerosol Spray 3 oz. 1.19
- Kip Tannic Ointment 1 1/2 oz. 59c
- Foille Spray 3 oz. 1.65
- Ointment 1 1/4 oz. 79c
- Liquid 4 oz. 1.29
- Solarcaine Lotion 3 oz. 98c
- 12 oz. 2.50 6 oz. 1.69

SMOG RELIEF

- Murine 4 dram 59c
- Collyrium Eye Lotion . 4 oz. 44c
- Beam Eye Drops 1.19
- Ocusol Eye Lotion 4 oz. 59c

HAY FEVER RELIEF

- Anahist tabs 40's 98c
- Haysma Capsules 36's 2.00
- Mendaco tabs 48's 1.49
- Super Anahist Nasal Spray 1.19
- Quadrin tabs 24's 98c

STAY AWAKE TABLETS FOR DRIVING

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- Tirend 25's 1.95 50's 3.49 100's 5.95

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Both with Roll-Away Stand
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Compact radio with 4 tubes plus rectifier and 4" Dynapower speaker.
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Black or gray steel. Pint vacuum bottle included. 1.89

SIMONIZ Vinylwax
Floor wax for all floors—Reg. \$1.39 1/2 gal. 98c

COLGATE Dental Cream
With Gardol—Large Family Size Reg. 83c 2 FOR 1⁰⁰

DIXIE Paper Plates
White 9" dinner size PACK OF 150 1.39

Kodak "Flash 20" Outfit
Brownie — Big-camera performance with simplicity. Built-in flash holder. Camera, film, bulbs, batteries, neckstrap, instructions.
List 16.95 13⁴⁹

KODAK "Starflash" Outfit
Brownie — Color slide camera with built-in flash. Camera, batteries, bulbs, film, neckstrap and book.
List \$12.45 8.89

KODAK Black & White Film
Your choice of 127, 120 or 620 List 55c 39c

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