FE'S LIKE THAT By FRED NEHER

"Let's invite the Hardings over tonight . . . they always bring flowers . . . I can use them for our dinner party tomorrow!"

Speculation Grows on What U.S. Consumer Will Do With Money

By REYNOLDS KNIGHT

There is considerable speculation as to what the American consumer will do with his money next year, but it is generally conceded that he will spend more in 1962, despite the possibility of a tax increase to cover defense spending.

A leading magazine, Printer's Ink, makes this prediction and attributes it in part to "refurbished savings, aided by holdbacks on major expenditures this year, such as houses, autos and appliances."

One indication, the publication notes, is that, for the first time in months, people are withdrawing more funds than they deposit in savings associations. Expenditures for home improvement also seem to be improving, according to small loan companies.

Automobile dealers, too, are bullish, as are appliance dealers, who report that buying is firming up.

A decline in unemployment undoubtedly would help support this optimism. At any rate, the economy appears headed toward better times.

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GAS ON THE MARCH — Despite the fact that the natural gas industry served 31,000,000 residential and 2, 500,000 commercial customers in 1960, more than half of the 93 billion therms of gas it sent out last year went to 178,000 industrial customers. And the future of industrial gas usage, according to the Gas Appliance Manufacturers Assn., now seems brighter than ever.

The trade group explains that (1) improved materials are required to suit the needs of space technology, (2) there is a need for materials that will give consumer goods greater longevity and safer operation, and (3) modern gas processing equipment plays an increasingly important role in creating or processing such materials. Practically all consumer items, as well as raw materials, are "touched" by gas at some time during their production.

In fact, the trade group says, there now are more than 26,000 different industrial gas uses, and this total is likely to increase drastically by 1970 when the utilities expect to be serving over 250,000 industrial customers.

Some of the specific results of expanded gas usage foreseen by GAMA include elimination of blast furnaces in steel production, adoption of an "interruptible" five-day-week instead of the continuous seven-day-week in steel and other industries, and elimination of weekend work and "premium" wages.

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MARKETING TREND — The remarkable strides made by department stores in tire sales during the past three years has prompted B.F. Goodrich Tire Co. to initiate a new concept in tire, battery and accessory marketing.

In cooperation with leading department stores in major areas of the country, BFG this year is opening eight "Car Care Centers" — unique units considered by many industry observers as the start of a trend that eventually will bring other major tire manufacturers into the department store sales picture.

Department store tire sales have risen from almost nothing three years ago to more than 2,000,000 tires annually today, due largely to the suburban exodus and resulting suburban shopping centers featuring modern department stores and huge parking areas.

Five of the new Car Care Centers — which boast unusual attracions such as air-conditioned waiting rooms where customers can read or relax while their cars are being serviced — have already been opened in Minneapolis! St. Paul, Minn.; Sarasota and St. Petersburg, Fla.; and Wilmington, Del. Three more will open by year's end, one in Jamaica, L.I., N.Y., and two in the St. Louis area.

The units specialize in wheel, brake and tire service and carry a complete line of automotive accessories.

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THINGS TO COME — The fluoride race is on in the toothpaste field, as evidenced by introduction recently of a toothpaste containing stannous fluoride . . . A new method of building homes involving the use of panels made of wood shavings was unveiled recently by a major wallboard producer . . . Newest thing in burglar alarms is a device that activates an audible alarm when unlawful entry is ascertained, turns on floodlights, starts a motion picture camera operating to record the burglar in the act, er even notifies police by telephone recording . . . Probably you won't need it now, but it may come in handy this winter: A pocket-size stove that burns approximately one-and-one-half hours on a single filling of any type gasoline.

MORTGAGE OUTLOOK — Anyone considering a mortgage to apply for it before the end of the year since many lenders the year since many lenders foresee an increase in interest rates on conventional mortgages. A Manhattan lender foresees rates increasing from 5¾ to 6 per cent by the end of the year; a West Coast broker also thinks rates might increase because of the surging economy. More cautious views come from a Chicago savings firm official who expects to firm up but foresees no increase this year. A Georgia lender expresses a similiar view.

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BITS O' BUSINESS — Cranberry growers, who have 350,000 hundred-pound barrels left from last year's bumper crop of 1.3 million barrels, apparently are thankful for a crop which has been crippled by frost

Foods Featured At Annual Area Family Festival

Foreign pastries, cakes and cookies made from recipes out of kitchens of the world will be served with hot coffee every afternoon and evening of the Fourth International Family Festival, scheduled for Oct. 21 and 22 at Aviation High School in Redondo.

South Bay cooks are choosing from their most exotic recipes in preparation for the event. Offers of dessert donations are welcome. Contact Mrs. Michael Sweeney, 320 35th St., Manhattan Beach, FR 2-2223, or Mrs. Robert Coursey, 21226 Marjorie Ave., Torrance, FR 1-4943. All dessert contributions help defray the expense of the festival

Festival guests may dine Hungarian or Polynesian style on Saturday, Oct. 21, between 4:30 and 7 p.m. Dinner tickets are now available at $1.25 through committee members or ticket chairman, Mrs. G. H. Daunis, 853 5th St., Manhattan Beach, FR 6-0190.

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SUCCULENT DISHES, quickly served, enough for all is the promise of food chairman, Mrs. Virgil Elsner, Manhattan Beach AAUW representative. "Buy your tickets now; this is a popular feature." she advises. All contributions support the festival which is non-profit.

Children haven't been overlooked. Hot dogs straight from the United States and Italian pizza with punch or milk will be offered throughout the festival.

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PLANNING continues on the ethnic exhibits and program of song and dance from around the world.

New this year will be "The Fashions of the Nations." Medeled by beautiful girls of various ethnic backgrounds, this promises to be a highlight of the festival according to costume coordinator, Mrs. John R. Parrish, representing the Lawndale Business and Professional Women's Club. Costumes and models are still welcome. Contact Mrs. Parrish at 14928 Avis Ave., Lawndale, or call in the evenings OS 6-0304.

Alondra Park Tots Classes Now Offered

Alondra Regional Park will offer a Tots Activity time for children three to five years old.

The class is designed to give children an experience in playing with other children in a disciplined situation and varied activities not normally found in general home life.

These classes are limited and parents are required to assist in the class sessions. This fall the class will meet on Monday and Friday mornings from 10 to 12 noon. A chid may be registered in only one class session.

Registration will be on a first come first serve basis at the time of registration only. Registration must be done in person on Monday, Sept. 18, from 10 a.m. to 12 noon. Only 100 children will be accepted for the classes. Proof of child's age may be required before entry into class.

"The excuse for tax exemptions for public power plants is that they can hereby cut rates. So could any private business if it did not have to meet taxes." — Lloyd Neff, Park, Kans.) Herald.