

Business Recovery in Full Force Across Nation, Reporter Finds

By REYNOLDS KNIGHT
The business recovery apparently is in full force. Gross national product and industrial production both have reached new peaks and the picture looks bright.

How long it will last is anybody's guess, but it is evident from early estimates now available that there will be future increases in consumer outlays, inventory accumulation, plant and equipment investment and government spending for civilian purposes. It also is obvious that all of these categories will contribute to further recovery.

THE CURRENT business upturn also will have the benefit of an important influence that was present to only a minor degree or not at all following previous postwar recessions. This factor is an increase in military outlays.

The inflationary period, which got underway in the latter part of 1950 as a result of Korean War spending, has been wholly recovered, a leading financial publication reported last week.

At this time, prospects — taking into account the Berlin crisis — favor a steady increase in armament production for months or years to come. This is expected to stimulate business activity, civilian as well as military, and produce a continually rising level of production, and this could bring about a resumption of the wage-price spiral.

TILE DEMAND UP — Of all materials used in modern housing, none is enjoying a greater growth than ceramic tile. During the 1950s annual shipments of glazed and unglazed ceramic wall and floor tile increased by almost 200 per cent. Manufacturers of domestic ceramic tile point to the steady increase in home ownership as being primarily responsible for the increase use of their products. Home ownership has reached its highest point in our country's history, with 62 per cent of all families now owning homes. This compares with 55 per cent 10 years ago and with 44 per cent in 1940.

AMONG THE factors that have encouraged home ownership are generally favorable economic conditions, the desire of the typical American family to have its housing reflect a steadily rising standard of living, and the fact that there's an adequate source of home mortgage credit. That the average American is going in for better housing is evident in many areas. Modern kitchens, elaborate bathrooms and swimming pools are just a few extra touches that homeowners are demanding in their quest for better living.

EASY DOES IT — The \$50-million-a-year market for auto waxes, cleaners and polishes is "holding steady" in terms of dollar volume, but is undergoing dramatic changes in product categories. That's the view of J. B. Rasmussen, auto prod-

Cub Scout Pack 730-C
Plans for a busy fall and winter program were discussed recently by members of Cub Scout Pack 730-C as they met with leaders to map out activities.

Cubmaster Ray Lutz, assistant to Sam Graves, and institutional representative Larry Nelson took over operation of the group at the organizational meeting.

Other leaders assuming posts were Rundell Schroeder, committee chairman; O. E. Makus, assistant chairman; Roy Hayton, secretary; Jack Kuta, treasurer; Edward Higley, recreation chairman; Bill Treadwell, Webelos; Ralph Manahan, parent contact, and Pauline Caruso, publicity.

The September pack meeting held at the Casimir Elementary School used "Harvest Fair" as a theme. Cup cakes, cookies, popcorn, and soft drinks followed the business and game periods.

Immediate plans were completed for a visit to a skating rink, the Narbonne High School pow-wow, and the May Co. Jamboree.

Phillip Manahan was received into the pack as a new member.

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ucts manager for Johnson's Wax, leading maker of car care products.

The most important single trend is toward easier-to-use products that can be applied to a dirty car in lieu of regular washing, he says. Among the variety of new products in this field are car washing cream, auto shampoo additives and an impregnated sponge.

THE TREND started last year when Johnson introduced

Holiday, a car-washing cream with a built-in shine. Its use requires only a sponge, pail of water and wipe-off cloth.

High consumer interest is revealed by the fact that the rush of new easy-to-use products already accounts for more than one-seventh of total car care product business. Furthermore, Holiday itself became the largest selling car care product during its first year on the market.

Rasmussen noted, however,

that many motorists desiring wax protection are purchasing "instant" or pushbutton car waxes, said to be only a shade below the cleaner-polishes in convenience. The pressure-packed waxes are growing steadily, he said.

THINGS TO COME—A new burglar alarm to thwart automobile thieves, featuring a light-weight unit that can be installed under the hood of any car, is now available to motor-

ists. Wired to the horn, it gives off a piercing blast at the slightest tampering; it shuts off 15 seconds after tampering has stopped. . . . Automobile mechanics may now resort to a stethoscope, similar to that of a physician, which detects car trouble by sound. . . . An automatic toothbrush, operated off a battery, offers interchangeable brush heads for each member of the family and is designed to clean teeth and refresh gums more effectively than is possible with hand action. . . . For the coming winter season, there's a new shoe "ejector" that enables a person

to remove galoshes and boots without bending over or dirtying the hands.

ROOM AT TOP — The market for capable executives is especially good at this time, according to recruiters of this type of talent. One firm reports that it is seeking 200 presidents and vice presidents at salaries ranging from \$25,000 to \$100,000 to fill some of the more important executive suites. A particularly good market for the executive type exists at this time in the electronics field, a highly competitive field. One consultant re-

OCTOBER 5, 1961

THE TORRANCE HERALD 23

ports that young Ph.D.'s in solid state physics were in great demand for such positions three years ago, but many of these companies now are bringing in marketing men from the outside.

BITS O' BUSINESS — A

Philadelphia department store is making friends with mothers by offering youngsters a telephone service that permits Mom a few brief moments of relaxation. By dialing a number, the young set can listen to a three-minute version of "The Lonely Dragon."

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ANAHEIM—1221 S. Los Angeles St.—10500 Magnolia St.

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CULVER CITY—3827 Culver Center

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EL SERENO—4910 Huntington Dr.

FULLERTON—920 W. Commonwealth

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MONROVIA—128 W. Lemon

MONTEBELLO—2221 W. Pomona

NEWPORT BEACH—1401 S. Hawthorne

NORWALK—Norwalk Square

ONTARIO—1040 N. Mountain

POMONA—1645 W. Holt

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