

By REYNOLDS KNIGHT
With the memory of record Christmas sales still fresh in their minds, U.S. businessmen are predicting a boom in consumer spending during the early months of 1962.
Noting that increased retail sales have included both hard and soft goods, and that labor income recently reached a new high, industrialists and retailers are optimistic about this year's consumer spending and are gearing production and merchandising schedules to meet the anticipated demand.

ALTHOUGH THERE are several danger areas — including possible labor problems, possible inflation and the possible adverse effects of liberal trade policies on some industries — which might suppress consumer spending, businessmen are confident that volume buying will continue unless serious problems develop in any of those areas.
The forecast for '62: full speed ahead.

SMOKING MAN'S FILTER
— The rapid growth of filter-tip brands and the popularizing of menthol-flavored cigarettes to meet individual taste preferences have created intense competition which will lead to record cigarette sales in 1962. William S. Cutchins, president of the Brown & Williamson Tobacco Corp., Louisville, Ky., predicts.

According to Mr. Cutchins, the shift to filter and menthol smokes has been such that about 40 different brands are now vying for consumer dollars. He predicted that filters, which took 53.6 per cent of the market last year, would account for 54.2 per cent of 1962 cigarette sales. Filter-cigarettes, which were the industry's first attempt to satisfy individual taste preferences, were introduced in 1936 when Viceroy was marketed. Their sales have leaped since that time.

Both filter-tip and menthol-flavored cigarettes have created an "age of specializa-

tion" in cigarette manufacturer which will push 1962 sales to a record 500 billion units, up from 470 billion units in 1960 and a 100 per cent increase in sales in 10 years, according to the Brown & Williamson president.

HOUSING SPURT — Newly developed building materials and construction techniques will help boost housing starts to more than 1.37 million this year, according to H. Dorn Stewart, president of Allied Chemical Corp.'s Barrett Division, a leading manufacturer

of building materials. Stewart said plastic sewerage and plumbing piping, plastic gutters and leaders, foamed plastic urethane roof insulation, fibrated protective coatings and non-flammable vinyl building panels are among the new developments that will spur residential building.

NEW BUILDING techniques include non-load-bearing walls with gypsum cores that eliminate food framing and studing, pre-assembled roof trusses for economical construction, preformed kitchen cabi-

nets of plastic, and rigid insulation wall — such as Rigidwall — that eliminates the need for corner braces, Mr. Stewart said.
He predicted that increasing use of plastics and chemically based building materials will "change many of the building concepts as we know them today." The new products will speed construction of new homes and result in dollar savings for both home builders and buyers, he added. The Barrett Division product line is backed by the research and development facilities of the

Allied Chemical Corp., one of the nation's foremost chemical companies.
INSTRUMENTS GAIN—The U.S. instrumentation industry — riding on the tailwind of improving economy, rising capital spending and mounting defense budgets — is gearing its production for another record-breaking year in 1962.
Four factors in industrial growth will bring about sales of almost eight billion dollars in scientific, military, industrial, and component instrument and control systems this

year, according to James S. Locke, vice president of the Minneapolis-Honeywell Regulator Co., a leading manufacturer of instrumentation and computers.
THESE FACTORS are: the large outlays of modernization dollars by industry in 1962; the high level of research and development, which requires specialized instrumentation; the rapid growth of interest and sales in the digital computer market; and the continuing trend toward multi-functioning control systems, with more and

more instances where such a system is applied and installed by a single manufacturing source.
Locke said the "coming of age" of the digital process computer, the greater use of analytical devices, and the "building block" arrangement of systems to permit ready expansion, were noteworthy 1961 trends which will contribute to an enlarged market this year.

HEALTH WEALTH—Health-conscious Americans will continue to be the best-fed people on earth again this year, if latest estimates of 1962 farm productivity are correct.
A year-end statement by Cargill, Inc., one of the nation's largest handlers and processors of agricultural products, predicts that 1962 farm output will push ahead of 1961 levels. The reason, according to Cargill, is that "agribusiness" research has greatly perfected crop strains, animal lines and production techniques, and the expectation is that continuing technological improvements will result in better farm efficiency this year.
Nutrena, Cargill's feed division, noted that \$541 million was spent for research in better farming and feed methods in 1961.

Church Sets Annual Date For Meeting

The Community Baptist Church of Torrance will hold its annual business meeting Wednesday evening, Jan. 17, at 7 to discuss the election of officers and deacons for the year 1962. The meeting promises also to be inspirational, for it will feature a time of singing, prayer, and devotion.
The pastor, Rev. Richard C. Addison, is continuing this week in his series, "The Call of God," to be climaxed on Jan. 21, "Life Service Sunday." His morning message is entitled, "Has God Called Me?"
The Community Baptist Church is located at 925 W. 223rd St. near Vermont Avenue. Worship services are at 11 a.m. and 7 p.m.; Sunday School is at 9:45 a.m.

Harbor College Exam Days Set

Only two dates remain on which students entering Harbor College for the first time may take the required entrance examinations, according to Richard D. Noble, coordinator of admissions.
Test dates still open are Saturday, Jan. 13, at 9 a.m. and Monday, Jan. 22, at 6 p.m. Before taking the examination prospective day students must file an application for admission and receive a registration permit. Deadline for obtaining the permit to register is Jan. 19 for both old and new students.

New day students will register on Saturday, Jan. 20, and Friday, Jan. 26. New evening students may register Jan. 23, 24, 25, and 26. All registration is by appointment only. There will be no registration after Jan. 26 for day students and after Jan. 30 for evening students.

Thank You...

... for helping in the fight against tuberculosis. For your Christmas Seal contribution, for your generosity with time and effort, our heartfelt thanks. Your TB association could not get along without your help.

Thank you very much... from your TB association

HILLS BROS.
COFFEE
LB. CAN **59¢**

BANANAS

NO. 1 CENTRAL AMERICAN

ALL SMUCKER'S
JELLIES & PRESERVES
5¢ off Reg. Price

PILLSBURY'S
BISCUITS
TUBES OF 10
12 Tubes **\$1.00**

JACK IN THE BEAN STALK
CUT GREEN BEANS 5 FOR \$1

JACK IN THE BEAN STALK
CREAM STYLE CORN 5 FOR \$1

LIBBY'S — NO. 303 CAN
CORNED BEEF HASH REG. 45¢ 39¢

VAN CAMP'S
PORK & BEANS NO. 300 CANS 7 FOR \$1

4 ROLL PACK
ZEE TOILET TISSUE 3 FOR \$1

WILSHIRE DOODLE DANDY
CUCUMBER CHIPS 15-oz. JAR 4 FOR \$1

400 COUNT
CHIFFON FACIAL TISSUE Includes 3c Off **22¢**

INCLUDES 10c OFF
RINSO BLUE
Giant Size **59¢**

SWIFT'S PREMIUM
BACON
LB. PKG. **59¢**

SWANSON'S
TV DINNERS
59¢

INCLUDES 9c OFF
Lux Liquid
LARGE ECONOMY SIZE **56¢**

WHITE KING
"D"
WITH BORAX GIANT PKG. **69¢**

FOREMOST PREMIUM
ICE CREAM
1/2-Gal. **79¢**

INCLUDES 7c OFF
Ivory Liquid
LARGE ECONOMY SIZE **53¢**

CAMPBELL'S SOUP
MEAT VARIETY . . . 2 cans **33¢**
VEGETABLE VARIETY 2 cans **27¢**
TOMATO 2 cans **23¢**

FOREMOST FAMILY PACK
ICE CREAM
1/2-GAL. **69¢**

QUEEN'S TASTE
MARGARINE
1-LB. PKGS. **\$1.00**

FRESH PRODUCE
8-LB. CELLO BAG
GRAPEFRUIT **39¢**

U.S. NO. 1 — RUSSETT
POTATOES 10 LB. CELLO BAG **39¢**

RADISHES and GREEN ONIONS 3 bunches **10¢**

FOREMOST GRADE AA
BUTTER
LB. PKG. **69¢**

JOHNSTON'S
FROZEN PIES
9-INCH SIZE **69¢**

DI CARLOS
BREAD
15-oz. Loaves **23¢ ea**

GERBER'S BABY FOOD
Strained **12 for \$1**
Junior **2 for 19¢**

C & H
SUGAR
5-LB. BAG **49¢**

FOREMOST
BIG DIP
1/2 Gal. **49¢**

BEST FOODS
MAYONNAISE QUART JAR **63¢**

WESSON OIL LARGE 1 1/2-PT. SIZE **39¢**

S.O.S.
SCOURING PADS
LARGE 10's REGULAR 29¢
4 for \$1

RIK'S MANNING'S BEEF
FULL CUT ROUND STEAK **79¢ lb.**

SIRLOIN
TIP ROAST **98¢ lb.**

WE CARRY ALL BRANDS BACON **59¢ lb.**

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234th and S. Western
TORRANCE — NEAR S. ILLVADA
OPEN DAILY 9 a.m. to 7 p.m. — Friday 9 a.m. to 8 p.m.
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Specials for Thursday thru Sunday

BLEACH
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1/2 Gal. **39¢**

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