

Growing Market Pleasing Music to Industry's Brass

By REYNOLDS KNIGHT
The cacophonous chorus of squawling newborns is sweet music to the ears of the nation's musical instrument manufacturers.

The population explosion of the past decade has boosted the number of amateur musicians from 19 million in 1950 to a present level of 33 million, and instrument sales from \$200 million to nearly \$600 million in the same period. And, industry spokesmen point out, 85 per cent of all instruments are

purchased for school-age children.

Although past growth has been impressive, the industry's sales crescendo lies in the future, when post-war baby bumper crops reach marriageable age and have youngsters of their own. That, and the trend toward increased leisure-time activities, promise unparalleled growth for every segment of the industry, according to many "music makers."

SOME INSTRUMENTS seem

to have better potential than others. Organs, for example, which only a few years ago were almost exclusively used in churches, have been commercialized and transistorized as home instruments, and sales have boomed. While organ popularity has hurt piano sales somewhat, pianos remain the most popular instruments. (And piano makers have recently fought back by developing portable electronic pianos.)

Formal musical training in schools, and the tremendous

expansion of school bands and orchestras, has kept brass, woodwind, and percussion instruments in high demand. In addition, teen-age jazz and rock-and-roll bands and combos promise to give a permanent place in music to a post-war phenomenon: the electric guitar.

SCHOLARS' DOLLARS — More than three million American youngsters are trading off to public and parochial school for the first time this fall, swelling attendance in

elementary and secondary schools to an all-time high — in excess of 45 million students. Outfitting and equipping the back-to-school contingent costs parents—and the kids themselves — a total of several billion dollars.

These statistics come from Sheaffer Pen Co.'s chief market analyst, one of whose principal duties is to keep a sharp eye on the likes and dislikes of young people between the ages of 6 and 17, for the product and brand prefer-

ences they acquire during school years often remain through adult careers.

HIGHLY FAVORED writing instrument among the school set is the cartridge pen, according to the firm's surveys. Youngsters seem to like the way it combines the writing flexibility and comfort of a fountain pen with the filling ease and convenience of a ball-point.

Adults, too, are taking to the cartridge pen in ever-increasing

numbers, the pen firm analyst adds. He estimates that there are more than 35 million of his company's cartridge pens now in use. Current statistics indicate that sale of this type of writing instrument are increasing at a faster rate than those of any other style of pen.

'ALL SHOOK UP' — The increasing concern of U.S. industry with improved quality standards can sometimes "shake up" production techniques.

A case in point is the Carter Carburetor division of ACF Industries, Incorporated, which recently got "all shook up" to meet the requirements of a

major auto manufacturer for extremely low sediment content in carburetor parts to be used on certain of its engines.

The shakes, however, were unique vibratory techniques adopted by Carter to remove tiny sediment deposits from the carburetors. Specifications for the carburetors allowed for maximum sediment of .0005 grams — just about enough to send person to a drug store if it blew into his eye. Specifications had allowed for .001-gram deposits.

WHEN conventional cleaning methods proved inadequate, Carter came up with a "shaky" solution that involved installation of vibrating power units at four points along the production line. Components are shaken clean in a series of trays, racks and screens that can accommodate the many sizes and shapes of carburetor parts.

Despite the high quality standards imposed, the company reported the program was completely successful. A six-month study indicates average sediment deposits of .0002 grams in "shook up" carburetors, or less than half the maximum permissible limit.

THINGS TO COME — An Akron firm has announced development of a garden drill to simplify planting of bulbs and potted plants; the drill operates on the brace-and-bit principle, but has a scooped bit that pulverizes and removes soil. . . . A compact water heater that attaches directly to a cold water faucet and can provide hot water instantly at the flick of a switch has been introduced. . . . A combination outdoor clothes dryer-sunshade is on the market; the 8x5x6 foot device provides 240 feet of straight line drying, is easily folded for compact storage.

AUTO PREDICTIONS — The nation's auto manufacturers, in the midst of retooling their plants for the 1963 models, were kept busy last week making predictions about 1963 auto sales. Estimates of sales varied from between 6.3 to 7 million, but the general tone was obvious: '63 will be as big or bigger than this year (which has been the best since record-breaking 1955). What's in store come October? A return to "luxury" models and greater stress on maintenance-free performance, the auto makers hinted.

BITS O' BUSINESS — Housing starts fell slightly in July after a sharp decline in June; other business indicators showed a small gain last month. . . . The national debt passed the \$300 billion mark for the first time in the nation's history.

Singers to Begin New Season Soon

Los Cancioneros, well known mixed chorus of the South Western area, will begin its 1962-63 season with a rehearsal on Tuesday, Sept. 11. The time and place will be announced later.

The singers will welcome the return of Mrs. Thomas H. Mabin as director of the group. Los Cancioneros are beginning their 13th season.

Mrs. Mabin has directed the group since its formation in 1949, but left last year on a one-year leave. She is presently director of music at St. Luke's Presbyterian Church in Rolling Hills.

Openings are numerous in all sections of the chorus, and auditions have been scheduled for Wednesday and Thursday evenings from 7 to 10:30, at 205 Via Colusa. Persons wanting an audition may call FR 5-3835 for an appointment.

Airman Third Class Ernest L. Bell Jr. of Torrance has been named a distinguished graduate of the United States Air Force jet aircraft mechanic course at Amarillo AFB, Tex.

Airman Bell, who attained a final average of 85 to win the honor, was trained to maintain and service jet aircraft and aircraft systems. He is being re-assigned to Westover AFB, Mass., for duty in his new specialty.

The airman, son of Mr. and Mrs. Ernest L. Bell Sr. of 16803 Kristin Ave., Torrance, entered the service in January of this year. He attended El Camino College.

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