

Garden Checklist

1. Feed hibiscus once a month with an acid-type fertilizer. Water them regularly.
2. Get an early start on the chrysanthemum season by setting out blooming plants from the nursery containers.
3. Give roses their last feeding this week or next. Mid-September is about the latest they should have food.
4. Plant native shrubs and trees now and water them in well.
5. Set out annual bedding plants for winter bloom.

By REYNOLDS KNIGHT

Despite tightening of government rules dealing with business entertainment, one form of such entertainment continues to thrive in an unobtrusive, little-publicized form—and it probably will continue to do so.

It's the business lunch meeting, held in the quiet, exclusive confines of businessmen's private clubs. These clubs, of which there are perhaps two score in existence in New York plus a handful in other major cities, offer peaceful facilities and top-notch comestibles as

the background for deals running into hundreds of thousands of dollars, sometimes more.

The names of these clubs are usually short and not very specific, but designed to suggest the dignity and importance they are calculated to give their limited memberships. Terms like "Merchants" and "Pinnacle" and "University" are found in the nomenclature. Dues are steep—as much as \$1,000 a year.

Top business chieftains point out that the private club lunch or meeting has considerable

advantage over a "night on the town" or a meal at a noisy "name" restaurant. Most important, the waiters and other help know the member-host and his habits, even drink preferences, and work harder to make the atmosphere pleasant and conducive to business discussions.

A LOOK AHEAD—Is there a market for a wristwatch-size television set? Men's suits electronically cooled or heated? Sunglasses that take photographs? A tape recorder en-

tirely contained in a man's finger ring?

There's no doubt about it, judging from the response that the W. A. Sheaffer Pen Co. is getting from its Lifetime fountain pen advertisements that depict these 21st century products. People still want to be the first in their block to own something new.

The items mentioned are shown in magazine ads with Lifetime pens to stress the fact that the pens are guaranteed for the life of the owner. The basic theme is that the pens

will still be in use when such products are available.

To the hundreds of people who write to Sheaffer in Fort Madison, Iowa, to learn when and where they can buy the fanciful items, the company reports that they're just concepts of its Research and Development department.

"Most of the ideas are definitely products of the future and we have no indication that there is any present effort to develop them commercially," a Sheaffer spokesman said. He admitted one exception: the company is actively consider-

ing the sunglass-camera as a possible product.

BUSINESS GIFTS & LAWS—Those controversial new tax laws that went into effect last January may be hurting some phases of the economy but they are proving no problem at all for the business-gift industry. In fact, says one prominent industry executive, if anything, the new legislation has helped to stimulate sales this year.

The new legislation places a tax-deductible ceiling of \$25 per recipient on business gifts. "This is reasonable language and no handicap for our business," says John J. Oakson, Cincinnati, Ohio, president of a national business gift and specialty advertising firm.

"For years we have been counseling against expensive gifts. Our catalog (Osborne-Kemper, Thomas, Inc.) for 1953 contains more than 80 gifts—all in good taste and many available exclusively from our firm—and the average unit price is only \$5 to \$7, explains Oakson. Sales volumes thus far is ahead of last year, he says, and the outlook for Christmas gift sales "is exceptionally strong."

Oakson says business executives are taking a second look at their customer entertainment policies—in the light of the new legislation—and are proving receptive to the advantages of a modest, well-planned gift program.

THINGS TO COME—A toothpaste developed and packaged especially for children is being tested in the Far West; it features a peppermint flavor and contains a type of fluoride as a deterrent to tooth decay. Vacuum cleaning a sizeable house can be made easier thanks to a new "central system" in which the main tank and motor can be placed permanently at a central point while the operator plugs the cleaning extension into separate wall sockets around the house that feed back the dust into the central unit. Mail slots in front doors or walls are not new, but now a Minnesota firm has developed an easy-to-install receiving basket for the inside end of the passage, so mail and packages don't clutter the floor.

HELP FOR HOMELESS—Within a few weeks an organization will begin construction in North Orlando, Fla., of a \$5.5-million "Girls' Town," a community for homeless girls of all faiths. Founder and president of Girls' Town, Inc. is Mrs. Horace E. Dodge II, and among her trustees and helpers are several leading business men of that area. What's not often realized is that business men as a group are far more generous than pictured when it comes to giving part of their working hours to worthy causes such as this. Some retired executives even make a "second career" of such work.

BITS O' BUSINESS—Americans are drinking more tea—iced and otherwise; imports in the first half of this year rose to 67 million pounds from 63 million pounds in the same period a year ago. Broiler chickens, now in abundant supply, will continue plentiful in coming months; broiler chicks hatched in July numbered 194 million, highest ever for that month.

Medical Group Schedules Luau For September

The Harbor Medical Assistants Assn. will sponsor a luau at the Reef Restaurant in Long Beach on Sept. 14.

The association meets twice a month, the first Tuesday being a business meeting, and the third Tuesday combining a dinner meeting with an educational program.

Information concerning the luau may be obtained by contacting chairman Margo Mayor or President Virginia Frenger.

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