

Economic Doctors Watch For Signs of Inflation

By REYNOLDS KNIGHT
Economic observers watch for symptoms of inflation with almost as much concern as doctors give to an unexplainable sore throat. Even though this symptom of economic disorder with its sharply rising prices that penalize consumers and savers has not loomed as a serious threat since the early

1950's, businessmen still keep a weather eye peeled. A recent development that could in other times fuel an inflationary spurt was the upward adjustment of the federal minimum wage of \$1.25 per hour from the previous \$1.15. It's expected to fatten paychecks of several million workers, but without a correspond-

ing increase in production of goods and services. Another factor: wage scales tied to the government cost-of-living index, which inched to a record high in August, will therefore rise a few pennies per hour for many workers in the construction, aerospace and building industries. However, the experts don't

foresee any significant inflationary trend. That's because these wage advances are small when measured against overall business activity — little more than a drop in the bucket. The economy is likely to continue on its present plateau of mostly stable price levels, with production steady at a

high level, at least into early 1964.
WORKSAVER HOUSE — American home builders and materials manufacturers are constantly battling to come up with ideas in housing that are economical, easy to maintain and in good taste. With families tending to be

larger, the responsibilities of the housewife have increased, so increased efficiency is necessary to her health and happiness. A significant development in this area comes from the Tile Council of America, which this month unveiled a highly functional "Work saver" house. The house is designed by architect

Herbert York, who has designed more homes than any other architect in America. In it, York specified materials for their beauty and practicality and their work-saving qualities: Because he felt ceramic tile fills all these qualities better than most other building material, that material was specified for the kitchen, family room, entryway and bath. The basic home plan, York says, provides "essential space in the most simple and efficient arrangement I know." He specified ceramic tile, he said,

because it "truly is a work-saver. Upkeep problems are nil and it never needs replacing. In addition — and without extravagance — it affords beauty and prestige." Exactly what the busy housewife wants.
INCOMES UPTREND — The poor may always be with us, but their numbers seem to be declining in today's era of rising incomes and high living standards. In 1953, more than three-and-one-half million U.S. families had incomes of \$999 a year or less, but at latest count there were fewer than two million families in that income bracket. The upward trend has raised median income of all American families from \$4,233 in 1953 to nearly \$6,000 per annum — and there has been a substantial rise in the number of families in the upper income brackets. Today we have 9.8 million families with incomes between \$7,000 and \$10,000. That's twice as many as ten years ago, when there were 4.8 million. In the same period, families in the \$10,000-to-\$15,900 bracket increased from 1.7 million to 6.016 million, and the number with incomes between \$15,000 and \$25,000 has climbed from 412,000 to almost 1.9 million. These statistics are of prime interest to manufacturers of consumer goods. Commercial Factors Corporation (a subsidiary of CIT Financial Corporation) recently made an analysis of family income trends for manufacturing clients for whom the company provides financing. "It is significant," says Sam Lipson, vice president of Commercial Factors, "that in this amazing decade of population growth and rising income, the cost of living — as measured by the government — has advanced only 13.1 per cent."

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Cottage Cheese Jerseymaid... Farmer, Cream, Lo-Cal. Fr. Ctn. 25¢

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2 PKG. PACK **39¢**
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5035 PAC. COAST HIWAY AT CALLE MAYOR — IN TORRANCE 1260 W. REDONDO BEACH BLVD. — IN GARDENA

THINGS TO COME—A major sugar company has developed a granulated brown sugar that it claims is the first non-lumping and free-flowing sugar to emerge from that industry's laboratories: it's being tested in four cities... Coming to market is a new fluorescent lamp giving up to 25 per cent more light than existing types. The affluent sportsman who smokes can enliven his game room or living room with a set of imitation leopard-skin-decorated smoking accessories offered in a set including ashtrays, lighters and an eight-inch-long cigarette box.

SEAT BELTS STANDARD—It's now virtually official: starting in 1964 all new cars in the U.S. will have factory-installed seat belts. Safety organizations have pressed for this for more than a decade, claiming the belts cut traffic deaths as much as 25 per cent. Auto industry circles are indicating the addition of belts won't add more than a few dollars to the full list price, thanks to mass-production economies. Until now, ordering your own set of the devices meant an extra charge of about \$20 for a front-seat pair.

BITS O' BUSINESS — Residential construction is helping pace the building industry to what is likely to be a near-record year. Total contract awards in July came to \$4.1 billion, up 10 per cent over the same 1962 month... Chicken is accounting for an increased share of meat consumption, currently about 20 per cent compared with 15 per cent in 1950; pork's share of total consumption has shown a gradual decline over the same period and now stands at 32 per cent.

Stop Smoking Plan Offered In Torrance
A newly developed five-day program to help smokers quit smoking will begin in Torrance Sunday evening. The program is based on group therapy. The five-evening course will be offered free to those who wish to quit smoking. Sessions will begin Sunday at 7:30 p.m. at the Recreation Center. The free course is being offered as a public service by the Torrance Seventh-day Adventist Church, according to Pastor Manson Metcalf of the local congregation. The five-day plan is not a religious program. Such topics as the psychological and physical aspects of smoking, how craving can be lessened, how will power can be strengthened, the physical effects of smoking, and the organization of a buddy system will be covered during the five evenings.