

People, Money, More Business Flood New York

APRIL 5, 1964

THE TORRANCE HERALD 11

By REYNOLDS KNIGHT
It's "fair weather ahead" for businessmen in the nation's largest metropolis as well as dozens of big-name U.S. corporations as time draws near (April 22) for the opening of the New York World's Fair. The huge exhibition—so large it is estimated it would take a month for one person to see it all—is expected to bring about \$6 billion into the city and as many as 100 million people through its turnstiles in the two six-month seasons it will be in operation, this year and in 1965.

though St. Louis, Milwaukee, or San Francisco had come to New York en masse.
Science, culture, the lure of faraway places as represented in the foreign pavilions, and the wonders of American productivity will be the "box office" magnets of the fair. Exhibits will range from the latest concepts of space exploration to such ancient treasures as Michelangelo's famed statue "Pieta," to be brought from the Vatican in uniquely equipped shipping gear designed to float the immortal artwork and broadcast a special radio signal in case of accident to the ship on which it will cross the Atlantic.

—a chunk of cheddar so huge it represents the output of some 17,000 cows and will cost \$50,000 just to transport it to the fair. Up to now, however, it has not been made clear whether fair-goers will be permitted to nibble or merely gaze at this massive gustatory delight. There will be some 75 restaurants and countless snack bars for hungry visitors.

TREES FOR TOMORROW— To conserve the majestic white oak, king of the American forest, Schenley Industries, Inc., recently completed the planting of 20,000 white oak seedlings on its plantation at Monroe, La. The white oak, which grows only in the United States, is perhaps the slowest-growing of all trees. The time factor between the acorn and the tree is about 100 years. Schenley, the largest Bourbon distiller in the nation, uses more new white oak barrels each year than any other producer.

THINGS TO COME— A new type of comb flexes to fit the shape of your head, giving you a scalp massage when you comb your hair, and also features replaceable teeth. You need worry no longer about books becoming "dog-eared," says a publisher of paperbacks. The solution is books with rounded corners. . . . In a year when visiting the New York fair may be on practically everyone's mind, a cosmetics maker is introducing new lipstick shades called "World's Fairest Peach."

BIGGER THAN EVER — Ships, big ships, long have flown their colors as man's largest transportation vehicles. But while the ocean liner is the usual symbol of the floating colossus, it is now dwarfed by the super tankers. Largest of the tankers is Japan's 132,250-ton Nissho Maru. For comparison, the celebrated liner Queen Mary checks in at around 83,000 tons and the world's fastest passenger ship, S.S. United States, is a trim 52,000 tons. Now the Japanese are preparing to build a tanker of 152,000 tons — the first indication that such a huge ship is practical. But size isn't everything. Columbus first sighted the new world from a vessel of only 100 tons.

BITS O' BUSINESS — You can't board an "Alaska Limited" at your local railroad station, but your freight can now ride on rails — technically, at least — to our 49th state. A railroad car ferry, once in service between Florida and Cuba, now plies between West Coast ports and Alaska. . . . Look for more beef in the supermarkets as retailers strive to move heavy supplies. . . . Railroads look for an increase in their "piggyback" freight business due to higher wage costs in the trucking industry.

People who are chronically misunderstood must look for the explanation in themselves. —Sarah Patton Boyle.

RED RYDER

By Fred Harman

JEFF COBB

By PETE HOFFMAN

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