

Floating Trade Show To Visit World Ports

DAY SCHOOL

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By REYNOLDS KNIGHT
Next summer a floating showcase of American free enterprise will set sail to exhibit and sell a wide assortment of this country's products throughout the world.

Carrying virtually everything from computers to corn huskers, the S.S. Tradefair will cover 52 of the world's ports over a 13- to 18-month period. The roster of companies selling their products through this unique market boasts some of the biggest names in American business.

BUSINESSMEN are counting on the floating fair to expand present markets or open up new ones for their products throughout the globe. Also, they hope the fair will educate foreign businessmen in the procedures and practices of American business.

Not a government-sponsored venture, this new commercial emissary is designed to portray the American spirit of free enterprise — by private, profit-making procedure. Exhibitors and foreign buyers will meet on a person-to-person basis, shake hands and

conduct business, all with an eye, of course, toward mutual profitability.
In addition to its 40,000 square feet of exhibit space, the 18-knot, 20,000-ton ship will devote 75,000 square feet to special services. This latter area will include conference and meeting rooms, an auditorium where business seminars can be given in five languages and offices for interpreters, guides and other business services.

GOOD FOR WOOD — Despite the great acceptance of

resilient floor coverings, from linoleum to vinyl tile, wood floors continue to represent a major investment by homeowners. In fact, nine out of 10 homes in the United States have at least one room with a wood floor.

Homemakers seeking to preserve such floors long have advised that the best care required a waterless, naphtha-based wax. The only difficulty was that such waxes required buffing after application. As many as one in four American families have turned to electric polishers—

either owned, borrowed, or rented — to minimize that task.
Now, however, a chemical industry breakthrough is causing a revolution in wood floor care that should ease the lot of convenience-conscious consumers. One company involved in the revolution, the maker of Johnson's Wax products, is among the first to market a self-cleaning, self-shining wax for wood floors. The firm's naphtha-based "Klear" wood wax dries to a glossy finish in about a half-hour without buffing.

For the large majority of homeowners who don't own electric polishers, the wood floor care revolution can be expected to have a major impact.

CAR THAT 'BREATHES'— Through a recent development in railroad shipping technology, materials such as cement, starch, flour, lime and other dry bulk materials can be made to behave like water.

The new development is a special bulk-materials railroad car developed by ACF Industries, Inc. According to ACF Vice President John S. Carlson the car actually "breathes" by inhaling pressurized air, which mixes with dry materials in such a way that they "flow like water."

By fluidizing these materials the railroads have effected great economies in the loading and unloading of previously cumbersome cargoes. In perfecting this new car, ACF reportedly spent over \$100,000 in research and development funds and held six months of field trials. The tests showed that a trailer can be loaded with liquid cement by the trailer driver in less than 20 minutes, representing a considerable time saving over the previous methods.

THINGS TO COME — Fish finder: an electronic fish caller sends out sound signals that summon fish to the source where sportsmen wait. Sound patterns of varying oscillations can be used, to call forth different species of fish. . . . New instant flour, so fine it cannot be sifted, is available in a granular mixture. . . . Toe saver: a new brake that can stop a mower blade whirling at 3,000 revolutions per minute in less than a half-minute is expected to reduce the 70,000 annual injuries caused by lawn mower accidents.

AUTO STYLES— For their upcoming 1965 models, American automakers are planning some of the biggest style changes since 1955. The restyling moves are expected to stimulate sales as Detroit looks ahead to what may be its four consecutive big year.

Look for longer wheelbases, more powerful engines, disc brakes, "fastback" rooflines, more window space and vertical instead of horizontal dual headlights. Simplicity of styling will be the keynote as tail fins and other complicated adornments are dropped. The industry is hopeful that U.S. sales of passenger cars and trucks, including imports, will top 8 million in the coming year.

BITS 'O BUSINESS— Retail store sales in May rose to a record \$21,694,000,000, 1.5 per cent above the month earlier total and 7 per cent greater than in May 1963. . . . Fertilizer prices are heading upward as worldwide demand for soil nutrients continues to soar. . . . A new guide service in New York City provides its clients with access into such exclusive places as diplomatic parties and private clubs for a fee of \$30 a day.

NORLEY'S MARKET

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AND

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NORLEY'S MARKET

1330 EL PRADO, DOWNTOWN TORRANCE

(BEER, WINE, TOBACCO, DAIRY ITEMS EXCEPTED)

Graphic Arts Workshop To Begin Here Tonight

The Torrance Recreation Department has included a graphic arts workshop and a design class as a part of the adult summer recreation program.

The classes will be held at the Joslyn Recreation Center, 3335 Torrance Blvd. The first session of the graphic arts workshop is slated to begin today and run to Aug. 6. Class hours are Thursday evenings from 7 to 10 p.m. and are designed so that students may work in oils, water colors, charcoal, and other creative mediums.

THE FIRST session of the design class runs to July 6.

The second session will be July 13 to Aug. 3. The design classes will meet Monday evenings from 7 to 10 p.m.

Elements of design and color is the primary object of the class and is most useful for those who plan to attend other arts and crafts classes.

Workshop students will be given the opportunity to work at their own level under the supervision of guest instructor Willie Suzuki, El Camino College Art Instructor.

Interested persons may register at the beginning of each session. A fee of \$1.50 per session will be charged.

Garden Checklist

1. You can still set out new hydrangeas if you keep them in shady areas. Remember to water them often.
2. Sweet fragrances can greet you in your garden during those summer evenings if you plant Star Jasmine, bouvardia and osmanthus now.
3. Stake and tie tomato plants now to avoid the unkept look of sprawling branches.
4. For your vacation checklist include a list of specific instructions for your garden care while you're away. This will save time and effort. When you return your garden and lawn will be just as you want it.
5. Hurry and plant annuals for dashes of color in fall and winter. Check your local nursery for a complete selection.

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