

# Another Boom Ahead, but Industry Must Make Jobs

JANUARY 17, 1965

PRESS-HERALD B-3

By REYNOLDS KNIGHT  
American business is headed for its fifth consecutive boom year, but no one knows just how loud the boom will be.

One task that industry will have to face this year is finding jobs for the increasing number of new workers. Though the current 5 per cent unemployment rate is not the ultimate for which we are striving, it is nevertheless an accomplishment in the light of a mushrooming population and fast-advancing automation. The question is: Can industry continue to make new jobs?

Impressive is the growing number of teen-agers in the job market. An average of about 6.6 million have been seeking jobs during the past year. The unemployment rate in this group ran about 14 per cent in 1964, down from 15 per cent in the previous year.

Greatest improvement in employment this past year was found among married men where the unemployment ratio fell to 2½ per cent, down nearly a full point from the previous year's total.

SUCCESSFUL SHANGRI-LA—Tucked peacefully between the Santa Rita mountains in the lush terrain of Arizona's Santa Cruz valley lies Tucson Green Valley, a planned retirement mecca where the humidity is the lowest in the nation and the sun shines bright 86 per cent of the time.

Sponsoring the project is the University of Arizona Foundation through its non-profit subsidiary, The Retirement Foundation, Inc. The developer of TGV is Maxon Construction Co. According to Don C. Maxon, president of the firm, a unique provision of the community's by-laws requires that at least one member of a family be 50 years of age or older. Another advantage of Tucson Green Valley, Maxon points out, is that potential residents can "test live" in the community before buying a home by renting one of the 1,150 rental apartments the company has constructed.

During the year ended Nov. 30, 1964 the building program for the community totaled more than \$15,000,000 in apartments, homes and public facilities, making it perhaps the largest construction program by a private company in the country.

In addition, the self-contained community has its own medical clinic, multi-store shopping plaza, fire and police departments, U.S. Post Office, recreation center, seven swimming pools and neighborhood parks, tennis and shuffleboard courts, and facilities for shooting, fishing, riding and golfing.

HIGH-PRESSURE HEALING—Hyperbaric oxygen

is coming into its own as a valuable medical healing technique. This is the administration of oxygen in pressurized chambers, under carefully controlled pressure, temperature and humidity conditions.

According to the National Cylinder Gas Division of Chemtron Corp., research to date indicates that hyperbaric therapy may be useful in the performance of heart surgery, and in treatment of peripheral vascular insufficiency, emphysema, gas gangrene, shocks, bends, and carbon monoxide poisoning. The technique received worldwide attention in 1963 during the attempt to save the life of the premature son of the late President and Mrs. John F. Kennedy.

Until recently such equipment was expensive and only a few hospitals in the nation were equipped with hyperbaric therapy chambers. But, says NDCG, improved production techniques and development of new materials have made it possible to build the chambers more economically so that in the future their availability may become commonplace.

Watchdog for weary waiters: a new electronic amplifier that hangs on your telephone eliminates the need to hold the phone while waiting for your party to come on.

For armchair travelers of all ages there's a new parlor pastime, "Around the World," that lets you take an imaginary trip to anyplace in the world and return with souvenirs. Non-drinkers who feel the need to be sociable will welcome the new line of whiskey-flavored mouth-

washes. Teen-agers will never be at a loss for a phone number with the new "his and hers" shirts for writing phone numbers on. Washable, too.

Consumers' checkpoint: citrus, egg and beef best buys; potatoes, cheese and coffee still high. Auto assemblies last month soared to 866,198 cars, up 16 per cent from a year earlier and a record for any month of any year. Total personal income for 1964 has already passed the \$500-billion mark. Look for a rise in fertilizer prices; current levels are still below those of 1954.

Army PFC David R. Hancock, whose wife Nancy, lives at 21108 Donora Ave., was assigned to Signal Company, 1st Special Forces Group, Ft. Buckner, Okinawa, Dec. 28. Hancock, a radio operator in the company, entered the Army in April 1963. He completed basic training at Ft. Ord, Calif., and was last stationed in Washington, D.C.

SCIENCE NEWS—Scientists, especially those studying behavioral patterns, are paying close attention these days to the fingerprints hospitals take to identify newborn babes. There isn't any crime wave sweeping through the nation's maternity wards,

but there is a belief on the part of these observers that the prints may be a means of detecting neurological abnormalities at the very beginning of a person's life. In parts of the country where this type of study is under way, unusual fingerprint patterns already have been found in patients with organic brain syndromes, neuroses, schizophrenia or related conditions.

THINGS TO COME—

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THINGS TO COME—

## BE WISE BUY THE Large ECONOMY SIZE and Save AT Sav-on

**PEPTO-BISMOL**  
For relief of UPSET Stomach.  
• Indigestion  
• Nausea  
1.59 Pint Size **1.19**

**COLDENE**  
Cold Medicine—Prompt relief of throat irritation.  
Cherry flavor.  
5 oz. 1.98 Size **1.48**

**BEN-GAY**  
Ointment—Fast relief from aches and pains.  
3 oz. 1.69 Size

**COETS**  
Quilted Cotton Squares—for everyday beauty use.  
160's 98c Size **79c**

**PACQUINS HAND CREAM**  
Soothes, smooths and softens hands.  
1.00 Size **83c**

**CEPACOL**  
Mouthwash & Gargle—for a clean, fresh breath.  
14 oz. 97c Size **69c**

**AQUA VELVA**  
After Shave Lotion  
Instantly cools razor burns. Clean masculine scent.  
6 oz. 1.23 Size **88c**

**CHAP-ANS**  
For Hands That Work—Gives relief from chapped, cracked, sore hands.  
65c Size **2.10**

**MENNEN "Skin Bracer"**  
After Shave Lotion—Mentholated. Helps heal nicks.  
7 oz. 1.10 Size **77c**

**BAND-AID**  
Plastic Strips—Over-all air-vents for faster healing. Box of 70 assorted bandages.  
89c Size **59c**

**DERMAMASSAGE**  
Medicated SKIN LOTION With FREE Dispenser—  
**1.39**

**PALMOLIVE**  
RAPID SHAVE  
Choice of Regular or Menthol.  
1.29 Size **88c**

**Spectrocin T**  
TROCHES with FREE Change Purse  
Relief from the minor discomforts of sore throat.  
24's **1.98**

**1.59 LADIES' Slipperettes**

Comfortable, folding slipperettes for leisure, travel or sport dress. Assorted styles and colors to choose from. S-M-L **1.29**

## CLEANING NEEDS

**Vacuum Bags**  
A size for most upright and canister models. Ass't count per bag. **2.10**

**Bon Ami JET SPRAY**  
Cleans and Polishes—  
15 oz. 53c Size **49c**

**KLEAR Floor Wax**  
Self-polishing for All Floors  
Large 27 oz. Size **89c**

**PLEDGE Spray Wax**  
Waxed beauty INSTANTLY!  
Cleans and waxes at the same time. 7 oz. 89c Size **79c**

**CAMEO Copper Cleaner**  
Makes Tarnish Vanish—shines copper, brass, to a luster in seconds. 12 oz. Size **33c**

**Jewelry Cleaner**  
SAV-ON "Jeweldip"—Cleans jewelry of every description. FREE brush!  
7 oz. 49c Size **39c**

**Royal Woolyn**  
Cold Water Soap—Liquid or Granules. 8 oz. 69c Size **59c**

**AMMONIA Cleaner**  
"Goodwin's"—Full household strength.  
32 oz. 27c Size **23c**

**EZE Wax Applier**  
New wide applicator—Spreads wax evenly... **69c**

**Dust Mop (Mitt Type)**  
Rayon—Detaches easily for hand dusting. **1.39**

**MICRIN ORAL ANTISEPTIC**  
for Mouthwash & Gargle  
1 Qt. 1.98 Size **1.49**

**BAYER ASPIRIN**  
For fast Headache Relief  
100's—79c Size **2.10**

**JERGENS LOTION**  
with Dispenser Pump  
14 oz. 1.49 Size **1.23**

**BRECK SHAMPOO**  
Choice of 3 Formulas  
1.75 Pint Size **1.19**

**CONTAC**  
Cold Capsules  
12 Hour Relief from Head Colds.  
20's 2.75 Size **1.98**

**COLGATE Tooth Paste**  
Helps fight decay.  
83c Family Size **59c**

**CUT-RITE Wax Paper**  
Extra Strong—Triple Waxed  
125 ft. Roll **23c**

**Hot Water Bottle & Syringe**  
"Challenge" Red latex  
Reg. 1.69 **1.39**

**'Velva-Tex' Gloves**  
FAULTLESS—Flock lined, non-slip surface for better gripping. Reg. 79c **59c**

**Beauty Salon HAIR SPRAY**  
3 Formulas—13 oz. 69c Size **59c**

## Births

**TORRANCE MEMORIAL HOSPITAL**

**DIAZ**—Mr. and Mrs. Roque Jr., 2467 Penn. Ave., a boy, Roque Diaz III, Dec. 22.

**DE VORSE**—Mr. and Mrs. Curtis, 943 W. 232nd St., a boy, Darin Lynn, Dec. 22.

**DONNETT**—Mr. and Mrs. Robert, 917 Cranbrook Ave., a girl, Kim Michelle, Dec. 22.

**NIEUWENDEYK**—Mr. and Mrs. Albert, 1720 W. 261st St., a boy, Jeffrey Albert, Dec. 22.

**MCGILLIP**—Mr. and Mrs. John, 21029 S. Menlo, a girl, Christine, Dec. 22.

**BAHR**—Mr. and Mrs. Alfonso, 21120 Halldale, a boy, Cesar, Dec. 22.

**ROBB**—Mr. and Mrs. Harold, 1213 Walnut, a boy, Randall Lynn, Dec. 22.

**LINKOUS**—Mr. and Mrs. Herbert, 2014 1/2 S. 10th Ave., a boy, Charles Norman, Dec. 23.

**McKEE**—Mr. and Mrs. John, Torrance, a girl, Dec. 27.

**ASTON**—Mr. and Mrs. Stanley, 8427 Elizabeth Ave., a girl, Janet Leigh, Dec. 27.

**HUNTLEY**—Mr. and Mrs. Raymond, 327 E. Javelin, a boy, James Joseph, Dec. 28.

**FITCHER**—Mr. and Mrs. Charles, 25833 Louelle Ave., a girl, Patricia Mae, Dec. 29.

**BARRINGTON**—Mr. and Mrs. John, 1841 Post Ave., a boy, Jay Andrew, Dec. 30.

**SOUTH BAY HOSPITAL**

**LETAULT**—Mr. and Mrs. D. G., 1566 215th St., a boy, Daniel Joseph, Dec. 23.

**BORGER**—Mr. and Mrs. Richard, 22113 Linda Drive, a boy, James Todd, Dec. 25.

**KARIN**—Mr. and Mrs. Jack, 151 Camino de las Colinas, a girl, Tracy Ellen, Dec. 25.

**GONZALES**—Mr. and Mrs. Anthony, 948 W. 222nd St., a boy, Daniel Luis, Dec. 25.

**BAY HARBOR HOSPITAL**

**JEWETT**—Mr. and Mrs. Edward M., 1511 W. 260th St., a girl, Susan Cheri, Dec. 17.

**ALLISON**—Mr. and Mrs. Randall, 1810 Cortijo St., a boy, Steven Randall, Dec. 30.

**FLORIENT AIR FRESHENER**  
Designed to leave air smelling spring-time fresh. Assorted fragrances & unscented. Stant angle spray button.  
7 oz. Cans **2.10**

**S-T-R-E-T-C-H Hair Bands**  
"Sweetheart"—100% nylon bands in assorted solid pastel colors. Ideal for sports or casual wear. **19c**

**REGISTRATION Holders**  
Choice of steering column style or clip-on visor type. Assorted colors. YOUR CHOICE **23c**

**"Automatic 8" Projector by KODAK**  
Fully automatic threading... right onto 200 ft. take-up reel. Control for forward, reverse and "still" projection. Rewinds itself. **86.95**

## "Superman" KITE

Clear plastic printed in 4 colors. Becomes invisible in the air—only "Superman" shows. Reg. 29c **79c**

**PAPER KITES** 13c

**DUNCAN "Spinning" TOPS**  
Imperial "Snap-Top"—Perfectly balanced for extra long spin. Marproof point. deluxe button. 1.00 Value **79c**

**INFANTS' Diaper Sets**  
Soft knitted fabrics in ass't styles for boys and girls. Matching plastic lined pants. **1.39**

**INFANTS' Shoes**  
Lace up high shoe of white vinyl, soft backing, split leather sole. Enameled eye-lets. 0-1-2-3 **1.19**

**MEN'S Crew Socks**  
Stretch white sock with assorted color stripe. Ideal for all casual wear. 1 size fits 10 to 13. **2.10**

**"Cumfee" Seat**  
Infants' trainer seat. Attaches to regular toilet seat. Assorted colors & white. **99c**

**Diaper Liners**  
DENNISON—Specially treated to guard against diaper rash. Extra absorbent. Box of 144 **69c**

## PERTUSSIS

Cough Syrup—Relief from cold coughs. 4 oz. 79c Size **59c**

**PERTUSSIS Medicated Vaporizer SPRAY**—Opens breathing passage. 5-oz. 1.19 Size **93c**

**ACTIN Cough Mixture**  
Safe... non-narcotic. Relieves cough caused by cold up to 8 hours. 6 oz. 1.79 Size **1.39**

## LOOSE LEAF Filler Paper

STUART HALL

**BIG VALUE** 300 Sheets **49c**

3 hole punched with wide or narrow rule.

**KODAK "Instamatic 100"**  
Camera Outfit—No lens setting... built-in flash. All items included for perfect snap-shots. **14.49**

**BROWNIE "Super 27" OUTFIT**  
By KODAK—Built-in flash for economical AG-1 flash-bulbs. Fast 1/8 color-corrected lens. **16.29**

## ICE CREAM

**1/2 Gallon Round**  
ARDEN or CARNATION  
Fine quality ice cream in assorted delicious flavors. Try the "flavor-of-the-month." **69c**

**DELUXE Hand Packed**  
Luscious old fashioned ice cream in a variety of irresistible flavors.  
Pt. **39c** qt. **59c**

**Ice Cream CONES**  
Assorted tempting flavors...  
Single Dip **5c** Double **10c**

**Vaporizer-Humidifier**  
DeVil: Produces steam for 8 hours. Plastic top with 1 gallon capacity glass container. 6 ft. cord set included. **3.59**

**Desert Flower DEODORANTS**  
by SHULTON  
Cream or Roll-on Reg. 1.00 **50c**

## Sav-on SELF-SERVICE DRUG STORES

Open 9 A.M. to 10 P.M. — 7 Days A Week

Bring Your Next Prescription in to Sav-on Drugs

**First Quality Seamless NYLON Hosiery**  
Choice of 3 styles  
• Reinforced Heel & Toe  
• Plain Heel—Reinforced Toe  
• Micro-Mesh (Run-Resistant)  
Sizes 8½ to 11  
All New Shades  
**2 Pair for 77c**

## SOLUTION

AD... JAN. 17 TO JAN. 23  
Sunday through Wednesday