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building materials," says the

tile industry executive.

Troubled Fishing Industry Seeks Help in Washington

By REYNOLDS KNIGHT The U. S. fishing industry is in troubled waters. Just eight years ago the industry was ranked second behind Japan among the world's producers, but because of aggressive foreign competition and its own obsolescence the U.S. now ranks sixth behind Peru, Red China, Russia, and Norway.

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Norway. Despite slipping to sixth place the U. S. fishing industry is still big business. Last year over 200,000 persons were involved in the catching of rish and the total haul was worth \$454 million. However, annual figures show that the catch has been steadily dwindling. In 1962 a record 5.3 billion pounds of fish were caught. Last year it was 4.3 billion pounds, and a further decline of 200 million pounds is expected this year.

MANY OF THE vessels used by American fishermen are dilapidated. In Boston only five new trawlers of five tons or more have been added to its fleet over the past 15 years. Also, because many youngar men seem to prefer shore jobs the average age of a crewman is 57, a ripe old age to be meetin i the rigors of deep sea fis ing

The fising industry is looking to Washington for help. It wants faster service in getting subsidies on new vessels and some sort of quota or tariff protection from Congress.

MOST OF US in the older generation (nowadays that's anyone over 30; probably can récall the thrill of our first train ride. Even though it may have taken us only a few milles from home, that ride had all the excitement and adventure of a journey to far

places. Today very few people associate railroading with excitement and adventure. The train now is a last resort for many travelers, and the railroad industry as a whole has been criticized for its alleged failure to keep up with the times. In this era of rapid change, the industry's future might appear to be bleak.

That pessimistic appraisal is challenged, however, in a provocative study of railroading that has just been published by Worthington Corp.'s Alco Products, Inc., subsidiary, a leading locomotive manufacturer for almost 120 years.

THE STUDY, while stating that several major problems confront the nation's railroads, asserts that "in the last six years railroads have pulled away from the past and headed into the future ... Even in this Space Age they can become incomparably the most versatile form of transportation."

of transportation." A hair piece manufacturer in Los Angeles reported a strong demand for men's wigs. The firm claims that 100,000 male hair pieces are sold each year. The average price for one of its wigs is \$465... If you're thinking of stepping out this New Year's eve remember to bring your wallet. A famous hotel in New York is charging from \$32.50 a person to \$42.50 a person for its grand ballroom reservations . . . Trading stamps are losing popularity in groceries and supermarkets, according to a recent survey. The survey says that 17 per cent of such stores offered stamps this year, down from 19 per cent in 1966.

DOMESTIC CERAMIC tile consumption will more than double during the next decade, reaching one billion square feet by 1980, predicts Peter P. Zanowiak, president of the Tile Council of America.

The trade association head says that for the year 1967 tile

usage dropped to a low 370 million square feet, worth about \$153 million. Zanowiak adds, however, that the anticipated quickening of the residential and non-residential building pace in '68 is expected to push domestic usage to a three-year high of 410 million square feet, with a value of approximately \$169 million.

"During the two-year slump in construction that began in 1965, all segments of the building industry, including the ceramic file industry, felt the squeeze. Last spring, however, the construction industry started a recovery from its tight-money slump and business for American tile manufacturers picked-up, as it did for the makers of other

ACCORDING to Zanowiak, however, ceramic tile usage is expanding at a faster rate than the pace of construction. "Ceramic tile," he explains, "is helping to meet the growing demand for colorfully decorative, yet durable, indoor and outdoor finishing materials. In addition, American manufacturers are constantly enlarging their selection of colors, sizes, shapes and designs available, increasing tile's esthetic appeal while new tile-setting methods and materials, many of them developments of the Tile Council's Research Center at Princeton, N.J., makes installation of tile easier and

> 2-lb. can, \$1.33 3-lb. can, \$1.99

less expensive.'





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