

By REYNOLDS KNIGHT
Major construction activity in such areas as housing and public works can have far more important effects on the nation's economy than merely making available additional apartments or new post offices.

LAUDABLE letters — A collection of more than 120 messages written and signed by prominent American and foreign statesmen, diplomats, and leaders in the worlds of science, education, commerce and the arts has been presented to President Eisenhower.

noteworthy example of a worthwhile public service effort by an American industrial concern, for public exhibition of the collection should aid materially in stimulating wider interest in the People-to-People program.

financing for a host of other consumer and industrial items such as boats, property improvements, farm machinery, mobile homes, heavy construction equipment, textile machinery, supermarket fixtures, business and private airplanes, and many others.

items of brass, aluminum, or copper which face constant risk of marring can be preserved from damage through a new water-clear transparent coating.

KEROSENE FLAMEUP—One of the oil industry's fastest-growing products is kerosene, thanks to jet airplane appetites. Use of the presumed "old-fashioned" fuel increased 40.6 per cent above a year ago during the three months ended Oct. 31. Reason: a modern jet airliner burns about 2400 gallons an hour of kerosene, blended with other fuel. Petroleum experts expect kerosene and blended jet fuels to climb 21.1 per cent next year.

BITS O' BUSINESS—About 10 per cent of the nation's air freight volume is in farm goods—including flowers, fresh fruit and vegetables, meat, dairy products, and tobacco. Although this is but a drop in the bucket, air freight men foresee lower rates and an increase among farm shippers. The world fish catch last year jumped by 10 per cent, according to the U.N. Food and Agricultural Organization.

ECONOMISTS this week were cheered by a small but notable increase in total construction awards reported from across the nation. Normally there's a slowdown in awards in the early winter months. But totals for November construction scored a gain of one per cent, inching up to an annual rate of \$55.3 billion. October's figures represented a \$54.8-billion annual rate.

IN MAKING the presentation at the White House, Walter A. Sheaffer II, president of the pen firm of the same name, said that the company had solicited and assembled the letters during the past four years "as an expression of our wholehearted endorsement of an outstanding idea for creating international friendship—the Program for People-to-People partnership launched by President Eisenhower in 1956."

FINANCING outlook — Despite the hesitancy that has gripped many segments of the economy in recent months, major finance companies are counting 1960 as a profitable year and are setting their sights on continued good business in the immediate future. Their basic strength derives from the constant demand for the many and diversified credit services they offer business enterprises and individual consumers. Diversification figures prominently in the highly favorable earnings performance of C.I.T. Financial Corporation, the nation's largest consumer and industrial financing firm, which recently announced an increase in the dividend paid on its common stock.

THINGS TO COME—A new, very small smoking pipe, made of briar with an apra rubber bit, has been designed for the man who eschews the more cumbersome smoking gear. It is guaranteed unbreakable. Door knobs, draw pulls, lipstick cases, compacts and other

LONG A LEADER in the installment financing of automobiles, C.I.T. today provides time



NEW ADDITION . . . Participating in the unveiling ceremonies of the newest addition to El Camino College's Madonna Row are Miss Mildred K. Walker, originator of the unusual tradition, and President Stuart E. Marsee. The art reproductions will remain on display at 16007 S. Crenshaw Blvd. through the holiday season.

Fantastic World of Tomorrow is Described by Edison Co. Manager

Push-button living, once considered the "ultimate" in modernity, is not only on the way out but, by the year 2000, probably will be as obsolete as the old-fashioned butter churn and pump handle.

That was the prediction today of G. L. Blanchard, district manager for Southern California Edison Co.

"By then," said Blanchard, "a host of new instruments, computers, and controls will have been developed capable of carrying out the homeowner's wishes almost before he knows what they are."

ly skilled, highly paid jobs, he said.

Electric companies such as Southern California Edison will be helping to bring these developments into being and giving them the power to operate, Blanchard stated.

EDISON HAS been expanding its generation and distribution facilities at a record rate to keep pace ahead of Central and Southern California's mushrooming growth and prepare for the sharply increasing uses of electricity in the years ahead.

HE EMPHASIZED that this is not irresponsible crystal-ball gazing but, instead, the sober forecast of the entire electric industry, traditionally quite conservative and realistic in its appraisals.

"There already are many developments in the industry which indicate almost an unbelievable future. Many of these will come — and are coming now — through advances in electronics and other applications of electricity," Blanchard pointed out.

ULTRASONIC dishwashers, which remove dirt with sound waves, already are in use in many large commercial concerns — notably hospitals — and are "practically here" for the housewife, as well. The indoor climate of homes is also now being controlled the year-round for the most comfortable temperature and humidity through the versatile reverse-cycle heat pump.

But by 2000, even some of these innovations will be becoming "a little old hat," he predicted. Illumination in the home by then will be automatically adjustable to all the householder's purposes, his moods, the time of day and event to the extent of sunlight or cloudiness outside.

TELEVISION screens no thicker than a picture frame will be set into the walls, and one of these in each home will make possible face-to-face conversations on the telephone.

To help the lady of the house, Blanchard said the industry expects to have devices ranging from vacuum cleaners with electric brains, capable of acting on their own initiative when a clean-up is needed, to kitchen which can "program" and produce meals for days on end without any human assistance.

WITH THE HELP of computers and controls, business and industry will be able to tackle projects and problems never even imagined before, and all of this will mean more and more people employed in high-



GARRETT DEMAREST December's Driver

Torrance Driver Wins December Honors at MTA

Garrett W. Demarest, of Torrance, who has practiced courtesy and safety on Los Angeles area transit vehicles for 37 years, today was named the Los Angeles Metropolitan Transit Authority's "Operator of the Month" for December.

Demarest, whose public transit career began in 1923, was chosen for the honor by a panel of three impartial judges.

The judges based their decision on letters submitted to the MTA by members of the riding and non-riding public in commendation of courteous acts by operators.

Demarest, who received a \$50 award from the Authority, was praised in a letter from a passenger on the Los Angeles-Redondo Beach Line 51, the bus line on which the operator has worked since 1940.

The passenger commended Demarest for being "unfalteringly courteous, cheerful and helpful," day in and day out.

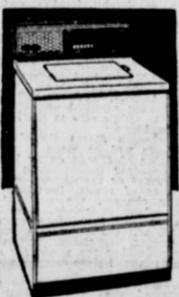
Demarest, who has never had an avoidable accident, was honored as a safe driver in 1956 in an award presented by the Los Angeles Chapter of the National Safety Council and the California Trucking Assn.

The "Operator of the Month" and his wife, Viola, whom he met while driving a bus, reside at 18801 Hawthorne Boulevard in Torrance. The couple has a son, Garret Jr.

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