

Outlays for New Plants Decline; Trend to Continue Down in 1961

By REYNOLDS KNIGHT
The outlook for states and communities seeking new industries during the first quarter of 1961 is not too bright, a new government survey indicates.

Official Commerce Department and Securities and Exchange Commission figures show a modest decline to date in business outlays for new plant and equipment, and indicate a continued downward trend during the first quarter of the upcoming year.

Total plant and equipment spending for 1960 now is expected to amount to only \$35.7 billion, compared with \$36.4 billion which was anticipated only three months ago, and a still higher estimate that had been made earlier in the year. Although the forecast does not project beyond the first quarter of 1961, economists unofficially believe the decline may hit bottom in the second or third quarter.

WELDING SCULPTURE — Artistic "blacksmiths" are opening up a new market for distributors of welding gases and equipment. Their technique, metal sculpture, is big business and it's growing.

In Minneapolis, a dealer for the National Cylinder Gas Division of Chemtron Corp., reports some artists use as much oxygen, acetylene, and welding rod as some of the industrial accounts he serves.

V. L. Sage, NCG manager in Minneapolis, says welding sculpture has grown popular because it provides the artist with a new method of achieving design, and it's fun. "Most artists can equip themselves for less than \$150," Sage said.

SIMON GORDON, a Chicago artist who uses the welding sculpture technique, estimates some 20 recognized artists in his city are working with the torch and rod and some 200 others are studying the method in classes and studios. "Welding is becoming a popular medium in the art form of sculpture," Gordon said, "and prices received for welded pieces compare favorably with those for other forms of work."

Most welding sculptors use from five to 15 cylinders of gas and several boxes of welding rod a month. Some use the rod as an integral part of their constructions. It all adds up to a growing market for welding equipment dealers, many of whom conduct classes in welding and metalworking techniques for artists in their communities.

"A" TO "Z"—Record-breaking enrollment in and graduation from schools of all sorts has been forecast for this year. Appropriately, therefore, one of the first classes of '61 will be graduated from a school whose course includes subjects

Hite Backs Plan To Have Firemen Register Voters

Supervisor Kenneth Hahn's proposal that each of the 107 County Fire Stations in Los Angeles County be designated a permanent vote registration center, with firemen deputized to register voters, won strong support this week as County Registrar of Voters Ben Hite recommended to the Board of Supervisors that immediate steps be taken to put the plan into effect.

The proposal was suggested by Supervisor Hahn after he learned that the system had been used in Ventura and Alameda counties very successfully for a number of years.

HE POINTED out that the plan is a great convenience to the public and can be accomplished in Los Angeles County at no additional cost to the taxpayers.

"Many times people wishing to register to vote have to make a number of inquiries before they are able to learn where they should go to register. With this plan in operation, everyone would know that they could register or re-register to vote at any time at any County fire station," Supervisor Hahn stated.

His motion instructed Hite and County Fire Chief Keith Klinger to determine if the plan is feasible and to recommend the steps necessary to put it in operation.

ranging literally from "A" (accounting) to "Z" (zircon). It is the Bulova-NYU school of Retail Jewelry Store Management and Merchandising. Students include jewelry store executives and sales personnel from such widely separated states as Vermont and Mississippi and from as far away as Canada, Puerto Rico and Australia.

The unusual school, now in its 12th year, is sponsored by the New York University School of Retailing and the Joseph Bulova School of Watchmaking, in cooperation with the Retail Jewelers Association of America.

"ITS PURPOSE," explains S. Grant Conner, Bulova's co-director of the course, "is to broaden the outlook, supplement the practical 'know-how' and improve the business judgment of jewelers."

This is done, he adds, by two weeks of courses which give comprehensive coverage to all important aspects of retail jewelry store management. Subjects covered by the jewelry store executives include financial control, economic changes affecting the jeweler, credit management, taxes, sales promotion, advertising, customer relations, purchasing, pricing, fashion merchandising, store layout and alterations, personnel training, diamonds and other precious stones, watches, crystal, china, costume jewelry and many others.

THINGS TO COME — A new chain lock for doors has been developed to permit the user to chain-lock his door when he leaves the house. A key locks the chain in place from the outside in the secret of the device. The irritation of removing adhesive tape for the body has been eliminated with introduction of a new product which can be removed without taking a hair along with it.

MEAT EATERS — We're rapidly becoming a nation of meat eaters, according to federal economists, but we still are not leaders in the field. The average American ate 160.1 pounds of steaks, chops and other cuts of meat last year, and is expected to consume 161.3 pounds this year. Uruguay and Australia, however, ranked first in per capita consumption, with 234 pounds; Japan was last with only nine pounds.

BITS O' BUSINESS — Frozen cider, which has just passed exhaustive tests, will probably be the newest item to be added to the freezer compartment. It's a concentrate to be mixed with water. The U.S., in an attempt to increase sales of American agricultural products abroad, will put in a permanent products display this spring in the U.S. Trade Center in downtown London.

Coliseum, Arena To Get Street Lighting System

The Coliseum Commission has authorized Coliseum Manager William H. Nicholas to arrange for advertising of bids for installation of new street lighting on streets in the vicinity of Exposition Park, the Coliseum and the Sports Arena.

The new lights will be installed on Figueroa St., Santa Barbara, and Coliseum Drive, and will be the best street lights anywhere in California. They will replace the present lighting system in the area which is over 25 years old.

"With more and more night events being held at the Sports Arena, the Coliseum, and other facilities at Exposition Park, it is imperative that adequate lighting be provided the public," Supervisor Kenneth Hahn stated.

He added that the new lighting system will assist with traffic safety in the area, which has a heavy concentration of automobiles during events at the Sports Arena and the Coliseum.

The Board of Public Works of the City of Los Angeles will advertise for bids for the new lights.

Medical Group Says Traffic Toll Could Be Reduced With Seat Belts

The timeliness of the following question from one of our readers is pointed up by information from recent American Medical Assn. news releases and information in the December issue of "Today's Health," published by the American Medical Association.

The reader's question was, "Every year the traffic death toll seems to mount up considerably. It would almost seem that traffic accidents are a disease. It's come to the point that it could almost be considered a health question. Can the 'protectors of the

health of the community, the doctors, do anything about this?"

A RECENT edition of the "Rx for Good Health" noted the recommendation of the physicians of the American Assn. of Automotive Medicine that seat belts be used by all motorists. The association feels that since so many accidents occur on our congested highways that the death rate can be cut down greatly by the use of seat safety belts. Tests by research teams have backed up their theory.

The high rate of traffic accidents has caused the American Medical Association to cooperate with the United States Junior Chamber of Commerce in planning a nationwide traffic safety campaign.

IN ADDITION to these facts, another step toward finding a solution to the traffic death problem has been taken by medicine. According to Today's Health, from 20,000 to 25,000 Connecticut motorists will undergo a voluntary screening in a specially built mobile clinic to determine if there is a relationship between their physical, physiological, or psychological conditions and their driving records, with emphasis on their physical condition. Each will be tested for hearing and vision deficiencies, diabetes, anemia, and heart and lung pathology.

LATER, depending on the findings of the initial studies and the availability of appropriations, the investigation will be extended to physiological factors, such as the effect of drugs on drivers, and psychological factors, such as the

effect of emotional attitudes on their driving.

The U.S. Public Health Service is conducting the 18-month study. The five-year follow-up task of keeping tabs on the records of the drivers who have been tested will be done by the State Motor Vehicle Department.

GOVERNOR Abraham Ribicoff of Connecticut told Today's Health that the study "is exciting to health authorities because for the first time it gives them an opportunity to determine whether the methods they have used successfully against various diseases will work against the

plague we know as the traffic accident; it is equally exciting to all who are interested in highway safety because of the life-saving promise it holds." Readers with questions on health problems may have them answered by a panel of physicians of the Los Angeles County Medical Assn. by mailing them to Rx for Good Health, 1925 Wilshire Blvd., Los Angeles 57, Calif.

(Presented as a public service by the Southwest District of the Los Angeles County Medical Assn.)

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STOKELY'S — 303 Cans

FRUIT COCKTAIL

5 For \$1

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OLEO

2 lbs. 35^c

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69^c

per lb.

STOKELY'S — 303 Cans

APPLE SAUCE

6 For \$1

STOKELY'S — 303 Cans

Green Lime Beans

5 For \$1

DOODLE DANDY

PICKLES

39^c

Polish Style qt.

TABLE TESTED

FROZEN FOODS

8 For \$1⁰⁰

- Broccoli Cuts
- Cut Beans
- Mixed Vegetables
- PEAS
- French Fried Potatoes
- Peas and Carrots

AR DEN'S

ICE MILK

29^c

1/2 - Gal.

SOLID HEAD

LETTUCE

2 For 29^c

WHITE ROSE

POTATOES

10 lbs. 39^c

CRISP STALKS

CELERY

2 For 19^c

WASHINGTON DELICIOUS

APPLES

2 lbs. 19^c

RED YAMS

2 lbs. 19^c

GOLD MEDAL ALL PURPOSE

FLOUR

5 LB. BAG 49^c

ADULTS ONLY

FARM FRESH

EGGS

59^c

EXTRA LARGE Grade AA DOZ. Reg. 71c

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