

Nation's Production Equipment, Becoming Obsolete, Survey Says

By REYNOLDS KNIGHT
 Approximately one third of the nation's production plant and equipments is "obsolete," and the future holds little prospect of improving unless the present depreciation-tax system is liberalized, a Fordham University study finds.

Under the present tax system, it adds, we can expect an additional \$60 billion worth of plant and equipment to become obsolete by 1970.

At the present time, it is estimated 10-year need, indicates strongly the serious need for capital to replace obsolete equipment. Capital also will be needed for tools for an additional 13,500,000 workers expected to be on the country's payrolls by 1970.

American business, meantime, is being induced to spend an increasing portion of its budget abroad, a trend stimulated partially through liberalized depreciation allowances in some foreign countries.

GAS MEN view housing—Activity in the gas appliance and equipment industry has come

Engle Drafts Legislation On Resources

Senator Clair Engle (D-Calif.) has completed a draft of new legislation to create a special Council of Resource and Conservation Advisers to the President.

Designed to implement a campaign proposal of President-elect John F. Kennedy, Senator Engle's bill would establish a council to coordinate planning for development of the west's natural resources.

Congressman John Moss of California has announced he is sponsoring similar legislation in the House of Representatives, and other Senators are being invited to co-author the measure.

EXPLAINING the legislation Senator Engle said, "It is important that we work out a declaration of national policy in the Congress on natural resources conservation and development."

"I feel strongly that our natural resources program also needs better coordination at a high executive level," he added.

Incorporating the basic objectives of a previous proposal by Senator James Murray of Montana which he co-authored, Senator Engle's new bill adds air pollution and mineral resources to the list of problems with which the council would be concerned.

AS PROPOSED by Senator Engle, the new legislation creates a three-man Council of Resources and Conservation Advisers in the Executive Office with its own executive officer and staff.

The Council would assist the president by developing and recommending national conservation and development policies on the basis of analysis and appraisal of trends and various Federal programs and activities.

THE MEASURE declares that it is "the continuing policy and responsibility of the Federal Government" to work for "conditions under which there will be conservation, development, and utilization of the natural resources of the Nation to meet human, economic and national defense requirements . . ."

These requirements include "recreational, wildlife, scenic, and scientific values and the enhancement of the national heritage for future generations," the bill states.

The first consideration of everyone in a nuclear attack should be to take cover, says the California Disaster Office. Even if you are a great distance from a bomb blast, you will probably need fallout protection.

My Neighbors



"You have nothing to worry about as long as I get fast service!"

to be a very reliable index to housing progress. Officials of the Gas Appliance Manufacturers Assn., point out that in better than nine cases out of ten, when a new house is built or being planned, it's going to involve installation of a gas meter.

Thus, a "nose count" on gas meters can tell the housing story. GAMA reports, as a result of a telegraphic survey of its nearly 600 members, that 9,000,000 pieces of household gas equipment—ranges, refrigerators, water heaters, dryers, furnaces, boilers, conversion burners, and so on—will be

shipped in 1961. This will amount to approximately 10 per cent more units than in 1960.

GAMA's meter division, not included in this count, expects to do even better because, it explains, commitments of builders and gas utilities with builders indicates a sharp rise in the number of home starts and a continuation of home modernization activity. The only impediment, they say, is weather.

Rough weather in February and March of 1960 brought buildin gto a standstill from which many builders never re-

covered. Given a break by the weatherman and the expected cut in the cost of mortgage, the new year will see both home building and appliance sales "back on the 1959 beam," GAMA says.

MENTHOL A-MOVING—The swiftly rising popularity of menthol cigarettes with the American public is currently a dominant factor in the growth of the cigarette market, a major tobacco company points out.

Joseph G. Crume, vice president of Brown & Williamson Tobacco Corp., noted that the

increase in menthol cigarette sales in the first eight months of 1960 was equal to more than half of the increase for all types of cigarettes combined—7.5 billion units for menthol brands as against a 14.3-billion rise for all brands.

In 1959 sales of menthol cigarettes totaled 51.1 billion units, for an 11.3 per cent share of the total market. Mr. Crume predicts a possible rise for menthols this year to nearly 14 per cent of the market, with a further gain to around 16 per cent possible by 1962.

B & W EXPERIENCE with menthol cigarettes goes back to 1933, when it introduced Kools, the first popular menthol brand.

Actually menthol is just one of many taste accents that cigarette companies have experimented with since 1900. "The only difference," reports Mr. Crume, "is that the smoking public likes menthol but had no taste for the others." He cites cloves, spearmint, cinnamon and certain wines as a few of the cigarette flavors that have been tried over the years.

THINGS TO COME—Latest thing for amateur painters is a wipe-on satin stain and finish kit for finishing unpainted furniture. The kit offers 30 shades and is said to be easy to apply . . . And for draftsmen and artists there is now avail-

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able a drawing board with a resilient yet firm surface that "heals" itself of compass holes and other impressions. It comes in pastel green to assure a more restful eye surface.

THRIFT TREND—Americans apparently are putting a bigger portion of their earnings into savings, the U.S. Savings and Loans League reports. Savings in savings and loan associations rose by \$600 million in November to a total of \$60.755 billion, a 23 per cent increase over the gain recorded for the same period a year ago.

BITS O' BUSINESS—Retail sales of \$18.6 billion in November topped those for the same month last year by \$800 million. Durable goods sales dropped from the previous month, while non-durable goods volume increased . . . Recent cold weather, which forced many farmers to remove livestock from pastures and use commercial feeds, has boosted the price of soybean meal, in some instances, from \$43 a ton last month to \$52 at present . . . One New York jeweler reported the pre-Christmas rush that he had received three offers for 14 carat gold, diamond-studded percolators at a cost of \$50,000 each.

KHJ RADIO 93 FEATURES THE **PERRY ALLEN SHOW**

THUR., FRI., SAT., SUN., DEC. 29-30-31, JAN. 1

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FARMER JOHN'S FULLY COOKED OR LEE'S SKINNED
HAMS
 WHOLE HAMS 49¢ BUTT ENDS 55¢
45¢
 FULL SHANK HALF

VICTOR BORGE FROZEN GAME HENS 16 OZ. BOX 79¢
 NEW ORLEANS FROZEN STUFFED SHRIMP OR OYSTERS 9 OZ. PKG. 79¢
 DUBUQUE ROYAL BUFFET FULLY COOKED BONELESS HAMS 12 OZ. JAR 89¢
 FRESH OYSTERS WESTERN 12 OZ. JAR 59¢ EASTERN 9 OZ. TIN 79¢

MORRELL'S YORKSHIRE **SLICED BACON** 1-LB. TRAY PKG. 49¢
49¢

BONELESS BRISKET **CORNER BEEF** 59¢ lb.
 U.S.D.A. GRADE "A" CALIFORNIA BRAND **TOM TURKEYS** FROZEN OVEN-READY 20-24 LBS. 39¢ lb.

U.S.D.A. GRADE "A" OVEN READY 4-5 LBS. **FRESH YOUNG DUCKLINGS** 45¢
ROASTS WHOLE OR RIB HALF 49¢
CHOPS CENTER CUT LOIN & R. 75¢
RIB END RIB END SIX RIB CUT 49¢

45¢
49¢
 COUNTRY STYLE RIBS 49¢

HALF SLICED QUAIL BRAND **PINEAPPLE Pork & Beans** 2 NO. 1 FLAT TINS 25¢ 2 NO. 2 1/2 TINS 37¢

CENTRAL AMERICAN **BANANAS** 10¢
 RED LEAF **LETTUCE** 2 BU. 15¢
 ARIZONA **GRAPEFRUIT** 8 LB. BAG 39¢

OH BOY FROZEN **PIZZA** WITH CHEESE 69¢
 WESTWOOD **ICE CREAM** HALF GAL. 49¢

Thrifty Mart

FEATURING **VAN DE KAMP'S BAKERIES**

SUNNY VALLEY

LARGE GRADE "A" EGGS
49¢
 1-DOZ. CTN.

DUBUQUE **CANNED HAM** 10 LB. TIN \$6.98

4c OFF DEAL **LOG CABIN SYRUP** 55¢
 CINCH **HOT CAKE MIX** 16 OZ. PKG. 19¢

JERSEYMAID **SOUR CREAM** 45¢
 BELL BRAND **Potato chips** 1-LB. BOX 29¢

IMPORTED 4/5 QT. BTL. **DON CARLOS RUM** \$2.98
 CARTIER IMPORTED **FRENCH BRANDY** \$3.79

JANE ANDERSON—8 OZ. PKG. **SLICED CHEESE** 3 FOR \$1.00
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