

# Business Reporter Predicts New Record in Construction in 1961

By REYNOLDS KNIGHT  
Construction spending is expected to reach a record \$76.8 billion during the coming year. This would be a definite reversal of the slowdown of 1960.

The comeback for the industry is expected in many lines, including housing, highways, schools, public works, utilities and commercial and industrial projects, according to a current outlook of the Associated General Contractors of America.

**THIS IS** particularly good news for many suppliers in view of the fact that spending in this field last year dipped by \$1.4 billion to \$74.1 billion. It was the first year since World War II that dollar value did not increase.

New construction spending

is estimated for the year at \$57.29 billion, with maintenance and repair spending accounting for \$19.5 billion, the contractors predict.

Like many other prognosticators, they feel that over-all economic activity will turn upward in the second half of the year after a small decline in the first half.

**WATCH QUALITY**—Because of the increasing consumer demand for high-quality goods—the strongest since before World War II—the watch and jewelry industry is looking forward to new sales levels this year.

Shop-wise buyers are losing some of their fascination with bargain-priced goods, especially where long-time use is desired,

according to Harry B. Henshel, president of the 85-year-old Bu-loya Watch Co. Manufacturers, he says, are responding to this trend by stressing quality and treating the additional cost as selling "plus" instead of being apologetic or timid about it.

"Nowhere is the quality trend more evident," Henshel declared, "than in recent industry studies, and in our own year-end observations, which point to a fall selling season marked by the most significant increase in consumer demand for jeweled lever watches since 1954." Traditionally, fall sales account for well over half of the industry's total.

**CHEMICAL PROGRESS**—Substantial diversification in product line, and rapid growth in production capabilities were the highlights of 1960 so far as one major chemical company was concerned, according to Harry B. Warner, president of B. F. Goodrich Chemical Co.

During the past year, he said, the company (1) scored an impressive break-through in vinyl technology, (2) entered the ABS plastic field, (3) became the first to have a computer-controlled plant in the chemical processing industry, (4) opened its first plant west of the Mississippi, and (5) built and expanded its plants around the world.

The Cleveland-based Goodrich division, which together with its overseas associate companies is the world's largest producer of vinyl resins, foresees continued growth for this versatile plastic through improved processing techniques coupled with the introduction of new and improved vinyls, according to President Warner.

**FARM OUTLOOK**—Production of grain, meat, vegetable oils and other farm products will increase in the U. S. in 1961, as well as consumption of these products both here and abroad. This is the prediction of Erwin E. Kelm, president, Cargill, Incorporated, nationwide agricultural products firm.

"Our long-range plans for expansion," Kelm says, "assume

that services performed by firms such as ours will be ever-greater demand." The company's expansion in 1960 included a 12-million-bushel export elevator at Baie Comeau, Quebec, on the Atlantic end of the St. Lawrence Seaway, where grain from both the U.S. and Canada are received during the seaway's ice-free months for year-round overseas shipment.

The company also acquired a 3-million-bushel waterside elevator at Duluth, and a 2-million-bushel elevator at Toledo. At Chicago a "floating elevator" was put in operation and construction was begun on a large warehouse and loading dock to receive incoming general cargo from vessels arriving through the Seaway.

**APPLIANCE Outlook**—Substantial sales increases in all major product categories are expected in 1961 by the gas appliance industry, according to a survey of the 576 members of the Gas Appliance Manufacturers Association, who produce 95 per cent of all household, commercial and industrial gas equipment made in this country.

Shipments of gas ranges in the new year will approximate 2,116,000 units, an increase in free-standing models of 13.2 per cent over 1960, 21.3 per cent in built-ins, and an overall gain of 14.8 per cent, the survey shows.

Improvement in gas central heating equipment sales is expected to reach 12.2 per cent, or a total of approximately 1,318,000 units, with furnaces up 14.6 per cent, boilers 7.5 per cent and conversion burners (which convert existing coal or oil systems to gas) up 0.9 per cent. The GAMA report points out that the bright heating picture reflects significant gas heating gains in new home construction and home modernization projects.

**'READY-MADE' Record**—Cigarette sales soared to new record levels in 1960 for the fourth consecutive year and prospects are bright for further gains this year, in the opinion of William S. Cutchins,

president of Brown & Williamson Tobacco Corp.

Led by substantial gains of filter brands, and particularly in the industry-wide cigarette sales rose to an estimated 475 billion units, an increase of about 4.8 per cent over 1959's previous record of 453 billion, he reported.

Cutchins says indications are that 1961 will show substantial gains, amounting probably to about 4 per cent and carrying

total volume to as high as 494 billion units.

Contributing to prospects for further gains, the company executive said, are the increasing number of women smokers and the fact that the age group

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showing the highest cigarette usage, age 20 to 35, is growing faster than the population as a whole. It is from these two groups that filter cigarette sales stimulus, especially among women smokers, who prefer them two to one over non-filters.

## Health Class Registration Still Open

Registration will remain open another week for the expectant parents' classes held on Thursday from 1 to 3 p.m. at the Torrance Health Center, 2300 W. Carson St., according to Dr. B. A. Kogan, district health officer of the Los Angeles County Health Department.

The classes, which started last week, are planned to assist prospective mothers and fathers to prepare and care for the new baby. A discussion of hygiene of pregnancy is scheduled for Jan. 12. The following week, labor and childbirth will be the topic of discussion. Films will be shown at this meeting.

Mrs. Janice Mendoza, public health nurse, is the instructor. She stated that other classes planned in the series include those on easier methods of formula preparation and the newest baby bath techniques.

These classes are a tax supported service of the County Health Department and there are no additional costs or fees. For additional information call the Torrance Health Center, FA 8-3310.

## Cub Pack 755-C

Members of Cub Pack 755-C held their monthly skating party last Saturday at the Torrance Roller Drome with 47 boys and girls and 13 adults participating. Races and other games filled the afternoon, and 19 prizes were awarded during the various events.

The pack has scheduled its skating party for the first Saturday of every month, according to Cubmaster Henry Graab. The group is sponsored by the 223rd St. School PTA.

**open everyday 7 to 11**

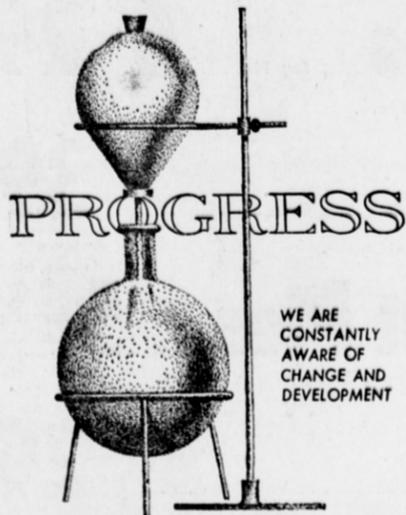
Prices effective Thurs., Fri., Sat., Jan 12, 13, 14

<b>medium grade aa eggs</b>	doz <b>49c</b>
<b>hormel minnesota bacon</b>	lb <b>49c</b>
<b>holiday oleo</b>	lb <b>10c</b>
<b>russet potatoes 10 lb cello bag</b>	<b>49c</b>
<b>yellow onions</b>	3 lbs <b>10c</b>
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<b>hills coffee</b>	lb <b>49c</b>

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