

By REYNOLDS KNIGHT
Business planners these days are busily planning all-out warfare against the biggest single Bogey Man to appear on the scene since the steel strike of late 1959. This villain is usually referred to as "the profit squeeze."

This Bogey Man first began causing nightmares around the middle of 1960. Rising costs on all fronts — labor, raw materials and services — ran ahead of increases in sales. And profits as compared with the previous year began to dwindle. When third and fourth-quarter results were announced, in scores of cases involving large firms, they noisily echoed the same theme — "profits dip despite higher sales."

NOW THE campaign to slash costs in many operating areas is approaching full cry. Many economy moves are being planned behind closed doors, and won't be announced to the press and financial community.

Example: "early retirement" for highly paid executives and the advancement into their jobs of capable but lower-salaried younger men.

Another favored tactic is equipment leasing. At least one aircraft company has gone heavily into leasing of computers to do its clerical and engineering "think-work." Even hotels are finding they can save money by renting TV sets for guests' rooms, rather than buying scores of sets outright.

IMPORT OUTLOOK—Seven or eight per cent of all cars sold in the United States in 1961 are expected to be imported cars, with models in the small and sports car classes particularly in favor, according to Maurice Bosquet, president and general manager of Renault, Inc. This, he noted, is just about the sales level achieved in 1960.

While the "sellers' market" of 1959 for imported cars definitely ended in 1960, Bosquet said, the experience of Renault — and probably of other leading marketers — has shown that there is a continuing demand in this country for a small, easy-to-handle-and-park passenger vehicle. He cites figures showing that some 434,000 imported cars were purchased by American motorists during the first 10 months of the past year, despite competition from American compacts. Some 511,000 were purchased in the corresponding period of 1959, before the compacts were a serious competitive factor.

"Renault itself certainly expects to do even better in 1961 than in 1960," Bosquet adds. His 1961 forecast: total Renault sales approximating 75,000, up some 15 per cent from the 1960 level.

NOTE ON 'EDP'—Minneapolis-Honeywell Regulator Co. placed in operation recently a new electronic data processing system that accurately processed a 10,000-man industrial payroll in a scant 2.75 minutes.

In its first demonstration runs at the headquarters of the firm's Electronic Data Processing Division, the machine performed the huge payroll computation at less cost than any other existing computer, according to Honeywell officials.

TIYPIFYING current progress in the "EDP" field, the "Honeywell 800" also processed the payroll twice as fast as any other system in the price range. In doing so it updated a master payroll file, gross and net pay, old age and withholding taxes, personal deductions and payments for government bonds. It furnished all the necessary information for producing pay checks, a check register, and an earnings ledger.

With justifiable optimism, Walter W. Finke, president of Honeywell's Electronic Data Processing Division, feels the unusual capabilities of the Honeywell 800, coupled with the rapid growth of his division, will make the company "one of the industry's foremost producers of EDP systems."

THINGS TO COME—A gourmet foods processor is now packing what it calls a "gourmet ration" for dogs and will sell it by mail only. Worried about keeping clothes neat while traveling? Being in-

ducedies a portable compact iron weighing 1 1/4 pounds, with a handle that folds flat.

STEEL UPTURN — The nation's giant steel industry, which traveled a bumpy road in 1960, is currently heartened by an upturn in orders. Although auto makers aren't ordering in appreciable quantities, several other steel major users of steel are contributing to an over-all moderate advance. Construction and appliance manufacturing rank with autos as principal steel consuming industries.

BITS O' BUSINESS—A survey of businessmen reveals that most expect profits in the present quarter to lag behind 1960's first-quarter figures. . . in record numbers in 1960, reports a travel firm; tentatively final figures show 1.7 million persons went abroad and spent \$2.5 billion.

Only ELA Huskies Left in Ranks Of Unbeaten Among Metro Fives

Coach Dave Taylor's East Los Angeles College basketball five has the distinction of being the only undefeated Metropolitan Conference team through the first three games of the current season. The East L. A. Huskies won their two

games last week against Valley 80 to 78 and El Camino 90 to 80. This week the top-rated Metro five is scheduled for Santa Monica CC and Bakersfield College.

In other Metropolitan Conference games last week, Long Beach CC—currently tied for second spot—took both Harbor and San Diego into camp, while Bakersfield College won its only scheduled Conference game against Valley 91 to 78. Harbor College split with Long Beach and Santa Monica, and El Camino College won from

Santa Monica 93 to 61 and lost to East L. A. College.

Top individual scoring performances during the past week's schedule featured Valley's Jack Hirsch, Long Beach's Aron Carmichael, El Camino's Ron Wey, and Bakersfield's Steve Merta.

Hirsch's 32 points against East L.A. and 29 points against Bakersfield were tops for the week and his 14 successful free throws neared the Metro record of 16. Carmichael scored 23 points against Harbor and

25 during the San Diego affair for another outstanding mark.

The current individual scoring record in one game is 47 held by Art Powell of San Diego. Wey had a good day against East L.A. with 23 points.

HIRSCH'S scoring spree during the week elevated him into first place for individual scoring with a total of 90 points in three games for a 30 point average.

WHAT'S DOING

Starting guns are familiar to most people, but few have heard of a "Stopping gun". It's used in our Defensive Driving course to show how long it takes you to stop your car. That's a "stopping gun" on the bumper of the car in the picture.

The instructor riding in the car pulls a string and fires the "gun" as a signal to the driver to stop as fast as he can. A chalk mark is shot onto the pavement as the gun goes off, and a second mark is made when the brakes are applied.



By measuring the distance between the chalk marks, the driver learns how far his car travelled before he reacted to the noise of the gun.

We pay lots of attention to safe driving at the phone company, and we've found just being alert avoids lots of accidents.

Every telephone employee who drives in his work takes a "Defensive Driving" course.

This special training really works. Our drivers have one of the best safety records anywhere.

For some unknown reason, squirrels like to gnaw on telephone cables.

Their chewing puts holes in the cable's outer covering and lets moisture get inside. This, in turn, interferes with telephone service.

To protect phone cables, we cover them with metal roofs or wrap them with steel tape.

Squirrels don't like this, but it keeps our cables from being damaged and helps us keep your telephone service dependable.

Year-Round Resolution

Although the traditional time for New Year's resolutions is nearly a month in the past — and doubtless many cherished 1961 vows have been broken before now — there's one we make annually here at Pacific Telephone that it has always been a pleasure to keep.

Aside from providing the most modern telephone service in the world, we believe it is important to participate actively in community affairs throughout the year.

You will find Pacific Telephone employees engaged in nearly every phase of community improvement and welfare — from Chamber of Commerce work to charity drives, from hospital benefits to school activity campaigns.

Each year we resolve to contribute a little more time and effort to community betterment than we did during the previous 12 months.

We have discovered that shouldering perhaps a little more than our share of civic responsibility is not only good for the soul. It also stimulates the growth of a finer community which we consider essential in our business.

It's still not too late to add a similar resolution to your list. —Pacific Telephone

WESTERN FARMS MARKET

24020 Narbonne Ave., Lomita
(Where Arlington becomes Narbonne in Lomita)

Specials Good Through Sunday, Jan. 22nd.
We Reserve the Right to Limit Quantities

HAMS

39¢ LB.

FARMER JOHN-SHANK ENDS-LARGE PARTS TO BAKE

BUTT-END HAMS

Farmer Johns

49¢ lb

CENTER CUT HAM SLICES

98¢ lb.

FROM CORN-FED PORKERS!

PORK JOINS

49¢ lb

ROASTS

CENTER CUT PORK CHOPS

end cuts

79¢ lb. 49¢ lb

PORK SHOULDER ROAST

35¢ lb.

BISCUITS

BORDEN'S SWEET OR BUTTERMILK

4 FOR 29¢

LUER'S MERIT BACON

35¢ lb

Ground Beef

FRESH LEAN

3 lbs. 1.05

• BLUE CHIP STAMPS • BLUE CHIP STAMPS • BLUE CHIP STAMPS

11

FOR

1.00

Size 300 Cans

• PINTO CHILI BEANS • BABY LIMAS • GARONZO BEANS • DARK RED KIDNEY BEANS • REFRIED BEANS • PEAS

YOUR CHOICE

Large Loaf - White or Wheat

BREAD 25¢

ARDEN'S ICE MILK 1/2 Gal.

29¢

• BLUE CHIP STAMPS • BLUE CHIP STAMPS • BLUE CHIP STAMPS

2 for 19¢

NAVEL — JUICE

ORANGES lbs.

SOLID CRISP HEADS

LETTUCE

WINESAP OR DELICIOUS

APPLES lbs.

Central American Medium Size

2 lbs. 17¢

DEL MONTE CHUNK STYLE WHITE MEAT

TUNA

6 1/2 oz. CAN

5 FOR 1

BULK PINTO BEANS

3 lbs. 25¢

C.H.B. Quart SALAD OIL

39¢

C.H.B. 24 oz. Jar

Mayonnaise

More Reason To Shop & Save Here!

29¢

LIQUID JOY

22 oz.

49¢

MJB INSTANT COFFEE

6 oz. Jar

79¢

McEACHEN HOT CAKE SYRUP

4 lb. Bottle

59¢

JUMBO SIZE DASH

Reg. 2.39

\$1.99

DUNCAN HINES

CAKE MIXES

WHITE - YELLOW - CHOCOLATE

3 for 89¢