

Nation's Hotels, Restaurants Face Shortage of Cooks, Chefs

By REYNOLDS KNIGHT
The hotel and restaurant industry is quietly trying to cope with a trayful of hot potatoes (figuratively speaking). The hotel and restaurant in these days. While the overall problem is popping up in many localities, it's most serious in the New York area.

The problem: an acute shortage of trained, talented and willing kitchen and food-service help.

BEHIND THE situation, which has both hotel and restaurant managements and unions worried, are two trends that date back to the 1930's. First, Americans simply have become less willing to take jobs in the food-service field, with its odd hours and rugged working conditions. Also, the image of the short-order cook, often pictured as grimy and wisecracking, has perhaps tended to steer many young people away from the occupation.

Europe, once a source of highly professional chefs and restaurant managers, also figures in the problem. U.S. immigration laws slowed the influx of chefs in the 1930's; World War II blocked that flow for much of the 1940's; and more recently prosperity in Europe has meant ready jobs there.

IN THIS CITY, where hotels and restaurants must look to the laurels, the situation has reached a point where the industry is pressing for a new food trades vocational high school. Other emergency measures are needed soon or the restaurant industry may be in for real rough days.

NEW PRICES IN TIME—Confusion over quality, which has characterized the watch industry in recent years, may be markedly relieved in the months ahead with the establishment of a new price range of \$12.95 to \$29.95 for jeweled lever watches.

This prediction, which is of interest to retailers and consumers alike, is made in the fiscal 1961 annual report to

Horkey-Moore Official Forms New Company

Edward J. Horkey, formerly vice president-engineering and a director of Houston Fearless Corp., Los Angeles, and president of its Horkey-Moore Division, today announced he has completed plans to organize a new engineering firm in the aerospace field.

The announcement followed his recent resignation from all three Houston Fearless positions.

Glass Highway

Photographs of tires as they look on the road surface from beneath a section of glass highway are being featured in tire ads by the B. F. Goodrich Co. A 36-foot long "bridge," constructed near Los Angeles for filming purposes, has been shipped to the company's research center at Brecksville, Ohio, for scientific use.

stockholders of Bulova Watch Co. The report points out that confused concepts about quality have resulted from the manufacture and vigorous promotion of what it calls "cheaply made, short-lived, base-metal pin-lever watches at retail prices of \$10 or less."

NOW, IT ADDS, manufacturers and importers of jeweled-lever watches are beginning to court the upper edge of this 8-million-unit market.

The report also disclosed that Bulova has American, Japanese and Swiss sources of supply for quality jeweled watches and expects to introduce them in the new price ranges under the name "Caravelle" during the next year or so.

THINGS TO COME—For the home gardener who has limited storage space, there's a new fold-away" cart with a capacity of six cubic feet; it can be snapped flat when not in use. There's a new table-top game called "Summit," in which pieces that determine the outcome represent such elements as "economic pressure," propaganda effect, and the support of the masses. Actual war is ruled out.

LEASING ISN'T CEASING—Fleet leasing of cars and trucks is increasing both in volume and discussion in a broad variety of business and industries. The debate among executives on fleet leasing versus other methods of acquiring cars and trucks can be resolved simply for a company in terms of dollars and cents, according to a national leasing executive.

"The primary question that executives should answer is 'can fleet leasing save or enable the company to make more money?'" says George Culp, vice president of Service Leasing Corp., New York. "If it can, he should use it, and if not, he should simply decline."

MANY COMPANIES are being surprised to find that certain operating and budgetary problems that inevitably appear on the wrong side of their balance sheets can be solved by fleet leasing tailored to the situations, Culp said. A key advantage of fleet leasing is that it can increase working capital by reducing fixed investments in equipment, Culp notes, and there are several other advantages that can be adapted to individual situations. Service Leasing is a subsidiary of CIT Financial Corporation, a diversified firm also active in auto financing and other forms of leasing.

'GAS' DEMAND EASES—Oil companies are carefully watching statistics on gasoline consumption these days. Demand—and use—has risen steadily for more than a decade, but two new, interrelated factors are clouding the outlook. First, increasing gasoline taxes have pushed the price to the point where motorists have begun to grumble. Second, many consumers are turning to the economy cars that use less gas.

An oil company executive recently predicted that the an-

nual increase in gas consumption in the next five years will ease off to a 2.5 per cent, compared with an average advance of 5.5 per cent a year through the past 10 years.

BITS O' BUSINESS—Americans currently spend about \$100 million annually on sunglasses; companies in the field estimate 70 million pairs were

sold in 1960. . . A Pacific steamship line has moved to court the upper edge of this area with a "sail now, pay later" travel plan under which the down payment for the vacationist is a modest ten per cent. . . American hotel chains are continuing active overseas expansion; one chain has 10 hostels in a building, one as far away as Chile.

186-Home Cedar Rustics Tract Opened to Public

Cedar Rustics, a 186-home Bronze Medallion development in the Harbor City-Torrance area of Los Angeles, at 242nd Pl. and Western Ave., was opened to the public last Sunday, July 2. Sales manager John Gause or his associates will be at the tract during business hours to show the homes and answer questions.

A home economist and an electrical technician from the Los Angeles Dept. of Water and Power hosted the open house program in a model home located at 24242 Postmaster Ave., Harbor City.

and point up the advantages of electrical appliances, including the electric range and double oven, dishwasher, and disposal. All homes are wired for an electric dryer installation. Electrical appliances and various lighting fixtures available in the homes also will be displayed at a central location near the model homes.

Comfortable, convenient electrical living is the trend indicated by today's homebuyer Gause said. Cedar Rustics development can be reached by travelling south on Western Ave., turning left at 242nd Pl. in Harbor City and drive to the development site.

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Brownie "Starflex" Outfit
Economical camera uses 127 film. Camera, flash, batteries, bulbs, film, neck strap and book. **13.49** (List 17.95)

Brownie "Starmite" Outfit
Camera takes 8 & W, color snaps or color slides. Batteries, bulbs, roll of film included. **9.79** (List 11.50)

Brownie "Starflash" Outfit
Color-slide camera with built-in flash. Batteries, bulbs, film, neck-strap and book. **9.79** (List 12.45)

Brownie "Reflex 20" Outfit
Features big, bright "preview" finder. Complete with flash, bulbs, batteries, film, neck-strap and book. **18.95** (List 24.95)

Kodak "Pony II" Camera
F/3.9 lens, no-thread loading. Simplest and most economical miniature 35mm camera to use. **21.95** (List 29.50)

Automatic 35mm Camera
Precision miniature camera with electric eye control. Manual control for flash. **70.95** (List 89.50)

Kodak 35mm Slide Projector
"500"—Fine optics produce big, bright pictures. Ultra-portable, self-cased. **48.95** (List 67.95)

Kodak 35mm Slide Projector
"Cavalcade"—Changes slides automatically at 4, 8, or 16 second intervals. Finger-tip focusing control. **99.00** (List 139.50)

\$2.05 35mm Kodachrome
K135-20 Exposures Per roll **1.58**

\$1.25 Kodachrome Film
Choice of 127, 120, or 820 **97¢**

Men's Neckties
Assortment of the latest summer colors and designs in "Ready-Mades" Just hook on to collar over top button. **69¢**

SUNTAN AIDS
Sea & Ski 2 oz. **79¢** 4 oz. **1.19** 4 oz. **1.25**
Coppertone SHADE 4 oz. **1.50**
Bronztan 6 oz. Plastic Bottle **1.25**
Tanfastic 2 oz. **69¢** 4 oz. **1.25**
High Noon 6 oz. Plastic Bottle **1.45**
Coppertone Q.T. 4 oz. Plastic Bottle **2.25**

\$1.79 Utility Chest
Super tough high-impact plastic. "See-thru" 3 crystal drawers. 9 1/4" x 6 x 5". **1.00**

AM-FM PORTABLE RADIO
10 TRANSISTOR
• Push Button "On-Off" Control
• Large tuning & volume knobs
• 8 Section Telescoping Rod Antenna
• 2 Single-Ear Magnetic Earphones
• 4" Dynamic Speaker
99.95 Value 59.95

Baseball Toss Back
Large net with metal frame. Will return pitched ball at various speeds. You control the return by your pitching. **2.98**

Patio Decorating Kit
• Approximately 150 sq. ft. of net
• Complete with 2 cork floats, color leis
• 3 giant abalone shells and starfish
4.98 Value 2.69

Car Wash Brush
Rubber head with plastic non-scratch plastic bristles. Ideal for hard to reach windows. **1.19**

ICE CREAM GALLON
Finest Quality — Rich & creamy . . . assorted flavors . . . **1.29**

Libbey Decorated Tumblers Large 16 oz. Ice Tea Glasses **8 FOR 1.00**

BLACK FLAG Insect Spray
Kills fast — contains 5% D.D.T. **49¢**

BEACH TOWELS Giant size cotton towels. Assorted gay designs. Reg. 1.98 **2 FOR 3.00**

BOBBY PINS Card of 60 — Double coated plastic enamel. Reg. 25¢ each. **2 FOR 25¢**

CAMAY Bath Soap
Contains Cold Cream Bath Size **3 FOR 29¢**

CHEER OF IVORY FLAKES
Your Choice . . . Giant Size **59¢**

NESTLE'S "QUIK"
Chocolate Flavored Drink 38 oz. Family Size **79¢**

CLOTHES PINS
Diamond — Bag of 50 wooden pins with metal spring. **33¢**

Wire Mesh Wading Pool
96x24" — 30 gauge reinforcing strip with welded grommets and nylon cord. Eliminates stress areas, preventing side wall from slipping. Built strong . . . for years of use. **17.89**

51x6" Wading Pool
Two tube pool in two-tone color with contrasting print bottom. Beautiful Treasure Island print. **3.49**

22" Pool Ring
Oval shaped ring with assorted juvenile prints. **69¢**

12" Play Ball
6 panel plastic ball with asstd. solid colors. **49¢**

Pool Sanitizer
Healthi-Pool — Complete 4-way pool purifier, Disinfectant, Algicide, Fungicide, Bactericide. 1/2 Pt. **98¢**

Dab Liquid plastic repair
No patches required. Transparent. Self-welding. Use also on toys and rainwear. Large size. **59¢**

Sav-on Beach Accessories

Swim Mask
Shatterproof amber plastic lenses. Adjustable rubber head strap for water tight fit. **1.69**

Swim Fins
Comfortable foot shaped white fins with adjustable rubber strap. Sizes to 8. **1.98**

Twin-Snorkel Mask
White mask with amber lenses. Snorkels of heavy-duty plastic. **1.98**

Zories
Foam rubber soles in an assortment of colors. Ideal for casual wear around the house. Child's Ladies' Men's **25¢ 33¢ 39¢**

Back Rest
Hardwood frame with drill back and flap. 3-position wire brace. **1.29**

BEACH ROLL
• Wonderful for outdoor use
• Foam cushion pad with thick soft headrest for extra comfort
• Perfect for beach or patio
• EASY TO WASHABLE **2.98**

Beautiful Hair BRECK SHAMPOO TRIAL OFFER

This is your opportunity to try Breck Shampoo at an especially favorable price. You receive as a bonus a 30 cent size of Breck Shampoo with the purchase of a regular 60 cent size — a 90 cent value for only 60 cents. One of the three Breck Shampoos—for dry, oily or normal hair is made for your own individual hair condition. Take advantage of this special offer.

Ad Prices Prevail: July 9th-12th Sunday through Wednesday

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5020 W. 190th St., Torrance
3 Blocks West of Hawthorne

For Schick Injector Razor users
NEW DIMENSION IN SHAVING COMFORT

NEW KRONA EDGE
THE NEW SCHICK INJECTOR BLADE WITH KRONA EDGE!
18 Blades **98¢**

CROSSWORD PUZZLE

ACROSS

- Feeling
- Part of flower
- Unmarried girl
- French for "friend"
- Performer
- Peer Glyn's mother
- Long-playing labor
- Method of reading for blind
- Compass point
- In addition
- Place
- Lean-to
- Tell
- Glossy fabric (pl.)
- Hard-wood tree
- Vigor (colloq.)
- Acts with malice
- Russian plain
- Sheet of glass
- Household pet
- Morning (poet)
- Conjunction
- Fabulous animal
- Man's nickname
- Suffix: adherent of
- By oneself
- Observe
- Warning
- Commission
- Evaluate
- Dinner course (pl.)

DOWN

- Specimen
- Silkworm
- Symbol for nickel
- Floot in air
- 5-Place in container
- Young salmon (pl.)
- Nobleman
- Greek letter
- Girl's name
- Diminish
- Pertaining to the cheek
- Wants
- Cravat
- Bragged
- Holds in high regard
- Killed
- Hippopotamus (colloq.)
- Definite article
- Lately
- Country of Europe
- Spiritual overseer
- Weighing devices
- Rocks
- Smooths the feathers of
- Finished
- Time gone
- Speed contest
- Roman
- D faint
- 49-Greek letter
- Weaken
- Pronoun
- Symbol for ruthenium

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