

New Book on Finance Chock Full Of Information, Common Sense

By REYNOLDS KNIGHT
Security markets have simmered down in recent weeks, awed in part by several proposed governmental investigations into recent price gyrations. Some tyro investors have already begun to regret their rashness of the past spring. But no amount of legislation will, in itself, wholly protect the gullible from their own folly. What is needed is information and common sense.

Both come packaged this week in a new book called "How To Get More For Your Money," published by World Publishing Co. and authored by Sylvia F. Porter, whose specialty for years has been the writing of a widely syndicated financial column for hundreds of newspapers.

THE PORTER personality and gift for translating abstruse economic problems into everyday language are amply displayed in the new book. The young, the old, the aspiring venturer into a new business, the housewife shopping, the investor seeking gain or security, all are gathered up in this sweeping one-woman analysis of every kind of transaction where a dollar changes hands.

The force and impact of the book reflect the fact that Sylvia Porter made her own debut on the financial scene the hard way, during the depression of 1929. Shortly thereafter she was accepted as a woman financial editor of a New York daily newspaper. So it is not surprising that there is more ability to communicate displayed here than in the average book on financial planning.

GAS GOES to the Fair — If any major industries haven't yet been able to make up their minds about whether it's worth investing in an exhibit at the New York 1964-65 World's Fair, maybe the gas industry's experience will help them decide. The people who sell gas for home and industry and those who make all types of gas burning equipment recall that the 1939 Fair provided the launching pad for the phenomenal rise of gas house heating in American homes. Prior to that other exposition, gas heating sales were negligible. Coal and oil dominated the field. Millions of visitors to the fair were shown new compact, clean-burning gas equipment and liked what they saw.

Now eight out of ten new homes are gas-heated and several million existing homes have converted their furnaces and boilers to gas in the past few years. The 1964 Fair where the gas industry recently was the first to break ground for an exhibit, now is expected to help establish year-round gas air conditioning as standard equipment in U.S. dwellings and in commercial and industrial establishments. Furthermore, the gas industry predicts that by Fair-time residential gas equipment will have come closer to being completely independent of plug-in electricity. This, it explains, will be accomplished by means of gas fuel cells that are built right into the equipment and produce electricity with the same fuel now used in the majority of American homes for cooking, heating, water heating, and clothes drying.

ductwork on any type forced air heating or air conditioning system. It automatically cleanses the air as it passes through the system.

AIRBORNE particles first are given an electrical charge — ionized — and then are attracted to a collecting plate in much the same way as a magnet attracts iron filings, according to K. L. Wilson, Honeywell vice president.

Wilson describes the cleaner as the first to utilize a living-area control panel that is an integral part of the system. The panel indicates whether the system is operating properly and also alerts the homeowner when the collector cell should be removed for washing.

The electronic air cleaner, which can be installed in new homes for as low as \$350 and in older homes for about \$400, makes it possible for the heating-cooling industry to offer, for the first time, a complete home environment package — heating, cooling, humidification, dehumidification — and clean air.

THINGS TO COME — Although probably not recommended by safety experts, an Illinois company is now offering a device about the size of a cigar pack that warns motorists when they are in a radar-controlled speed zone. The company claims the transistorized detector will automatically pick up any radar transmission. . . . Three feet long fibrous glass shoes that enable the wearer to walk on water will be among U.S. products shown at the German Industries Exhibition this fall.

BITS O' BUSINESS — The Farmer's Almanac, that reliable old standby for many Americans, has not lost out in the space and electronic age. Orders for the 1962 edition of the 145-year-old publication relied upon by so many already have reached 1.6 million copies and that spells a record. . . . Enrollment in summer schools this year is expected also to reach a new record, reports from across the nation's campuses reveal. Reasons: lack of jobs, more varied courses for advanced students, and an increase in the number of students who want to earn a degree in less than the normal four years. . . . Unemployment rose by 800,000 persons in the month of June, attributed primarily to the usual influx of teen-agers into the labor force during the summer season. The seasonally adjusted rate of unemployment fell to 6.8 per cent of the labor force from 6.9 per cent in mid-May.



WALTER W. STEPHENS Joins Magnavox Corp.

Magnavox Lab Assigns New Sales Manager

Walter W. Stephens has joined the Magnavox Co. as western sales manager, government and industrial products division. He will be located at the Magnavox Research Laboratories in Torrance, where he will furnish local representation for the government and industrial division facilities, and be responsible for the promotion and sale of Magnavox Research Laboratories research and engineering services.

Stevens was previously with the electronics systems and equipment dept. of Northrop Corp. in Culver City. Stevens will report directly to David W. Martin, vice president, marketing, military division, Fort Wayne, Ind.

Wood PTA Show Slated Next Wednesday

Howard Wood PTA will present another in the series of summer shows Wednesday afternoon at 1 p.m. Two performances by Webster Webfoot are in store for youngsters in the area.

Tickets for the shows may be purchased at the door. It will be held in the school cafeteria, 2250 W. 235th St. Two more shows are slated for the summer series.

LIFE'S LIKE THAT

By FRED NEHER



"We've decided to wait for a full moon... it'll be easier to hit!"

Children's Fantasy Begins Run at El Camino College

Magic, witchcraft, real and whimsy, colorful costumes, and broad humor, Gray's play has captivated audiences of all ages for years. Its message about the perils of vanity and self-delusion never interferes with the rollicking pace of the fantasy.

Directing "Clothes" is Bonnie Flagg, El Camino graduate now studying at Los Angeles State College. Miss Flagg comes to the production with acting experience as Peter Pan in El Camino's production of "Peter Pan" and numerous other roles in productions in the South Bay.

Assisting in directorial chores and with costumes is Laura Le Lavelle.

THE TWO rogues, Piers and Perkin, are played by Victor Matson and Gary Bradbrook, two newcomers to El Camino Campus Theater, but with considerable stage experience. Vic is a member of the Westchester Lariats, a dance troupe which has performed in various parts of the country.

The Emperor is played by Norman Fordyce, speech and drama major who has appeared at El Camino and with the

Hampton and Manhattan Players in both leading and minor roles.

Paul Wilkening, Aviation High School graduate, plays the role of Lord Chancellor. Wilkening has appeared in productions at both schools and has directed one show at El Camino.

THE GENIE, Belvedere, is played by Bill Denman, Pasadena College graduate, now enrolled at Los Angeles State College. Bill has played in productions at both schools and plans to teach drama.

Completing the cast are Gail Wilkins, Judith McGuire, Lee Reavis, Michelle Smith, Ron Murphy, Don Danielson, and Delano Conan.

Working behind the sets created by Les Thomas' stagecraft classes are Midge Kohlman, lights; Saralee Murma, costumes, and Celeste Crawford and Tomye Black, props.

"NEW CLOTHES for the Emperor" will show at 7 p.m. July 21 and at 10:30 a.m., 2:30 p.m., and 7:30 p.m. July 22. Tickets may be reserved by calling DAVIS 4-6631 or may be purchased at the door. Admission price is 75 cents.

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