

Rae New Chairman Of GOP

The 46th Assembly District Republican Central Committee has elected Matthew S. "Sandy" Rae to succeed John K. Townsend as chairman of the local committee.

The newly elected officers of the District Committee will assume their duties on July 10, official organization date of the Los Angeles County GOP Central Committee. All seven members of the 1960-62 46th Assembly District Committee were chosen by the voters to serve another two-year term.

Rae, a partner of the Los Angeles law firm of Darling, Shattuck, Hall and Call, lives in Manhattan Beach, with his wife, Janet, and two daughters. He is a past president of the South Bay Young Republican Club, a vice president of the Los Angeles County Republican Assembly and a member of the Executive Committee of the L.A. County Central Committee. He was first elected to the local committee in 1960 and has served as its secretary-treasurer.

OTHER OFFICERS elected include Mrs. Helen A. Darby,

Redondo Beach, who was re-elected as vice chairman of the local committee; Tom Coffee and Joe McCann, both of Westchester, who were elected secretary and treasurer respectively.

Rae announced that the only sub-committee appointments made at the organization meeting was to re-appoint Mrs. John (Anne) Townsend, of El Segundo, as public relations committee chairman and Republican Letter editor. The Republican Letter is the local committee's official monthly

newsletter which is distributed throughout the 46th Assembly District.

Resolutions commending John and Anne Townsend for their services to the local Republican Party for the past two years were adopted by the group and will be formally presented at the committee's regular meeting the third Wednesday in July.

Ronald W. Shaw, signalman third class, USN, son of Mrs. H. A. Green of 159 220th St., is serving aboard the amphibious force flagship USS Estes, which arrived at Portland, Ore., on June 13, for a visit during the city's Rose Festival activities.

Auto Makers Move to Extras to Sell Cars

By REYNOLDS KNIGHT
With 1962 auto sales running at top speed, auto makers have taken a bold new step to stimulate late buyers as the final few months of the auto-buying year approach.

In the past two months the makers have put out higher-priced, fancier versions of their standard and compact-size cars, both of which have been selling strongly all year. The new models are bedecked with "extras" such as bucket seats, higher horsepower, stick shifts, and other sporty features. The introduction of the high-priced accessories seems

to have worked; recent industry reports indicate that late season buyers are turning from economy-priced models to more expensive versions.

THE MIDSTREAM move to the higher priced cars was less of a gamble than might be expected. Auto sales this year are running at just below the all-time high record of 1955, when 7.5 million new cars were sold. The industry, which is working full-time to keep pace with demand, is using the public's buying mood to assess what models and accessories will sell best in 1963,

which most auto makers believe will be another good year for sales.

It's a safe bet that next year's models will be introduced with a flock of "extras" if the present sales impetus is maintained.

BOUYANT ECONOMY — A banner sales year for many consumer goods industries is forecast by Walter M. Kelly, president of Commercial Factors Corp. of New York, an organization that provides specialized financing services for manufacturers of practically

every product you wear or use in your home.

"Buoyant strength in the consumer segment of the economy, represented by a six per cent increase in retail sales, is probably the brightest spot on the business horizon right now," Mr. Kelly says. "The attitude of hesitant caution that chilled consumer enthusiasm in the late winter months seems to have been dissipated by the spring sunshine."

AT THE SAME time, Kelly observes, consumer goods producers are "under increasing pressure to step up efficiency and cut costs even as they increase output." What's more, he comments, shifting trends in consumer preferences and changing methods of retail distribution require "a high degree of flexibility" in management's approach to new-product development and marketing techniques.

Kelly's firm, a subsidiary of C.I.T. Financial Corp., provides working funds and other types of financial support for manufacturers of textiles, apparel, shoes, furniture, hardware, optical goods, and hundreds of other products.

FREE ENTERPRISE — A major business leader has taken issue with the government over the type of guide lines it is setting down for annual pay and benefit increases for unionized employees.

J. W. Keener, president of The B. F. Goodrich Co., told the White House Conference on Economic Issues the current government - established "guide line" is impractical and unwise because it removes from the negotiating table a wide area of bargaining, thus interfering with the freedom of management and organized labor to arrive at the best settlement for their separate and mutual interests.

THE "GUIDE line," while intended to moderate settlements and demands, may instead hinder settlements, lead to unnecessary strikes, or bring about settlements not in the long-range interests of the parties, Mr. Keener said, because it imposes non-applicable national judgments upon local situations.

The guide is based on "the fallacious productivity theory" of union wage and benefit determination, he said, and "assumes an exactness in the measurement of productivity gains that is not statistically possible."

The guide is generalized from the whole economy down to individual industries, plants and even parts of plants where economics and other factors may dictate widely differing considerations and settlements, Mr. Keener added, and "accepted by unions as the level at which bargaining only begins."

THINGS TO COME — A compact auto conditioner that can be almost completely hidden behind a dashboard has been developed by a Massachusetts firm; the unit is easy to install, the maker says. . . .

A low-calorie whipped cream (14 calories per serving) that reportedly has very little cholesterol is on the market; the whipped cream comes in an aerosol dispenser. . . . A combination bottle opener and cap catcher for use in kitchens, recreation rooms and aboard boats has been introduced nationally by the maker of thermos bottles.

VOLATILE PRICE WAR — The competition in the gasoline industry has ignited a price war that shows no signs of abating. Gas companies have experimented with special high-grade gases, low-priced gases, multi-purpose blends, super-service stations, premium offers and huge advertising campaigns to win a larger share of the consumer dollar in recent years — apparently to no avail. Gas price cutting has been rampant for months in many states. At present gasoline prices the only ones who stand to profit are the consumers.

BITS O' BUSINESS — Personal income in April rose to a seasonally adjusted annual rate of \$438.7 billion, up \$2.8 billion from March and \$28.9 billion from April 1961, according to the Department of Commerce. . . . A trading stamp company announced plans recently to redeem coupons for full-course dinners at New York restaurants, cost, four to seven books. . . . Phonograph record sales for 1961 reached an all-time high.

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- 63 lbs. in freezer, 14 lbs. in storage tray. . . .
- Full width porcelain crisper
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13 CU. FT. REFRIGERATOR with 87-lb. FREEZER

- Huge storage door
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