

Business Outlook For Coming Year Loaded With Ifs

By REYNOLDS KNIGHT
The business outlook for 1963 has more "ifs" in it than a holiday fruit cake has raisins. The only point on which there is firm agreement is that the opening months will find the economy steady, without any recessionary effects on paychecks and retail businesses nationally.

forecast beyond a few months. Steel, for example, sells much of its output to auto and durable-goods manufacturers. Auto sales continue on a happy plateau (October was the third biggest month ever for new-car registrations), but by mid-1963 the market may be satisfied. Similarly, sales of durable goods, such as appliances, have been brisk. While they could push up further, spurring demand for steel, they

also could drop back in typically erratic fashion. **THE CONSTRUCTION** outlook is termed "good" — but few experts in that field are making bets. In the heavy construction area — new plants and equipment for industry — spending is now on a satisfactory plateau; observers are waiting to see whether companies expand activity sharply to take advantage of the new

tax credits and depreciation allowances. Looking to the second half of 1963, the consensus of prognostications leans more toward an economic advance than a slackening in the pace of business. **NEW SALT SOURCE**—U.S. salt production amounts to about 30 million tons a year, a figure that is expected to double by 1975. Only 3 per

cent of this ends up in table salt, however. The rest goes to industry, which has hundreds of uses for rock salt, from canning to tanning, and to states and cities for ice and snow control of roads. The nation's chemical industry is the biggest user. A new mine in the bayous of southern Louisiana will be opened in January with an initial crushing capacity of 400,000 tons. It will be oper-

ated by Cargill, Inc., the Minneapolis agricultural products firm. Cargill chemists report that samples taken from the mine at Belle Isle are "about as pure as any salt found in this hemisphere." The company is aiming especially for the growing salt market in the Southeast, where industrial growth has given a real push to salt sales in recent years. The shaft at the Cargill mine, incidentally, is the deep-

est for any purpose in Louisiana — 1,300 feet. **BRANCHING OUT**—Factors swimsuits, sofas, mattresses, underwear, and boots. **THINGS TO COME**—A portable infra-red heater, fueled with propane gas, is offered for both in-the-home use as a heater and for cooking on camping trips; it weighs less than three pounds. . . A new aid for the housewife when she's dish washing is a steel wool pad-holder complete with a handle topped by a rhinestone. . . Next step in the development of the electric

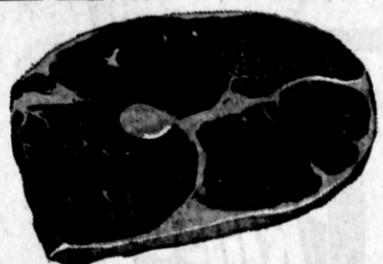
toothbrush: a complete kit that includes four extra brush units, a special massager-polisher and a stain remover; a California firm will introduce it early in 1963. **ORANGE UPSET** — Higher prices on frozen orange juice and other citrus products in Florida are almost certain following the recent severe freeze in that major citrus-producing area. The industry is still checking the effects of the arctic blast, noting that about 80 per cent of the \$500-million crop appears to have suffered. An added sad note is that the (Continued on Page 49)



"SHOP AT BOYS?
--OF COURSE!
they have the
LOWEST PRICES AROUND!"

STEAK 'n POTATOES

THICK CUT
SWISS STEAK



U.S.D.A. GRADED
CHOICE STEER
BEEF
TENDER, JUICY
BONE-IN

69^c lb.

Round STEAK
U.S. Choice
Full Cut
Bone-in
Tender. Juicy

79^c lb.

U.S.D.A. CHOICE STEER BEEF—WELL TRIMMED
Tender, Juicy
T-BONE STEAKS \$1¹⁹ lb.

U.S.D.A. GRADED—CHOICE STEER BEEF
PORTERHOUSE \$1²⁹ lb.



FIRST PRIZE OLEO
1 LB. CARTON

2^F FOR 25^C

HUNT'S PEACHES
SLICED or HALVES

NO. 2 1/2 CAN

19^C

STAR-KIST TUNA
LIGHT MEAT—CHUNKS

6 1/2-oz. Can

25^C

MIRA WH
BY KR

QT. JAR

4

Nabisco Cookies
OREO
16-oz. Pkg. **49^c**

Pacific Money Treat
GRAHAMS 1-lb. Pkg. **35^c**

Sunshine Cracker
HI-HO 10-oz. Pkg. **29^c**

PROCTER & GAMBLE

"BAR SOAPS"
IVORY SOAP
Personal Size 4 for 27c
Medium Size 3 for 29c
Large Size 2 for 31c

CAMAY SOAP
Complexion Size 3 for 29c
Bath Size 2 for 29c

ZEST SOAP
Complexion Size 2 for 27c
Bath Size 2 for 39c

"FOR HEAVY DUTY"
DUZ DETERGENT
Queen Size \$1.03
Giant Pkg. 85c

TIDE CHEER
King Size Pkg. \$1.29

DASH 25-oz. Pkg. 39c

SALVO Pkg. of 20 Tablets 79c

"FOR LIGHT DUTY"
IVORY FLAKES
IVORY SNOW
Giant Pkg. 79c

IVORY LIQUID
JOY LIQUID
32-oz. Container 89c

DREFT
Regular Pkg. 37c

"HOUSEHOLD HELPERS"
CASCADE
20-oz. Pkg. 49c

SPIC & SPAN
16-oz. Pkg. 33c

COMET CLEANSER
21-oz. Container 2 for 49c

MR. CLEAN
15-oz. Bottle 43c

DOWNY
17-oz. Container 49c

LUNCH MEAT
CELEBRITY IMPORTED
12-OZ. CAN

39^C

VAN CAMP BEEF STEW

NO. 24-OZ. CAN

49^C

STOKELY Golden Bantam CORN
Whole Kernel or Cream Style

16-oz. Cans **5** \$1

Santa Maria
Tamales

15 1/2-oz. Can **19**

QUEEN'S PRIDE FACIAL TISSUE
300 CT. PKG.

2 FOR 35^C

TEASDALE PORK 'n BEANS

No. 2 1/2 Cans **35^C**

TOMATOES
San Benito
No. 2 1/2 Can **5 FOR \$1**

SALADA ORANGE PEKOE
TEA BAGS Pkg. of 48 **69^c**

Boys-Mouth WASH
RED and AMBER
16-OZ. BOTTLE

A Fine Quality Product

29^C

5-GRAIN ASPIRIN
100 TABLETS

Compare with others selling for much more!
Reg. 23c

12^C Btl.

INFANTS—2 Pc. COTTON FLANNEL SLEEPERS
Gaily Printed

Sizes 2-4
\$1.49 Value!

88^C

INFANTS' Plastic Pants
Assorted Pastel Colors

Regular Stock Sizes: S-M-L-XL
Reg. 25c

19^C pr.

CRIB SHEETS
FITTED
Reg. 98c

69^C ca.

RECEIVING BLANKETS
Asstd. Prints
Reg. 59c

39^C

DIAPERS
BIRDEYE
Pkg. of 12
Reg. \$2.29

\$1⁶⁹

SORRY! These Jr. Dept. Store Items Are NOT Available at These Stores: 2250 W. Pico Blvd., 4710 S. Broadway, 5801 S. Vermont, 500 W. Florence. Try Any of Our Other Friendly Boys Markets.