

Businessmen Convinced a Name is Important Asset

By REYNOLDS KNIGHT

What's in a name? Apparently business is convinced that names are very important. There's evidence that an increasing importance is placed on the choosing of trademarks for companies and products; new ones are being registered in record numbers, for a variety of reasons.

In the past year or so, new trademarks with a distinct modern look have been adopted by the nation's second-largest bank, a major chemical company, and some of the biggest metals and heavy-industry firms. Recently the 709,000th trademark was registered, as law requires, with the government.

Formation of a new company, or of a company created by merger, usually calls for a trademark—and the more modern-looking, the better. Often the company's initials are worked into the sometimes futuristic designs that are getting more popular.

But despite the rush of new trademarks, a goodly number of companies plan to keep their established trademark—usually because it has become well known. A major broadcasting network has been satisfied for decades with a picture of a three-tone chime, its initials on each chime. A Massachusetts rope and cordage firm's trademark still shows Samson wrestling with a lion, a trademark first registered way back in 1884 and believed to hold the seniority record.

HUMAN BRAINS NEEDED
—Automation's back in the news these days, hand in hand with news of the space age. But space technology, for all of its electronic wonders and other robot devices, is still pretty much a custom-made operation; there are no mass-production lines.

Space vehicles are the most complicated structures ever built, with thousands of inter-related parts and assemblies, and the catalyst that puts them all together is man. You need not only engineers, but psychologists, biologists, and other oligists—in fact, by 1970 we'll need two million such people.

Typical of the technical riddles they have to unravel is one faced recently by Republic Aviation in designing spacecraft that would be able to re-enter the earth's atmosphere at some 25,000 miles an hour. Problem was to make a button-sized porthole for a special instrument to measure glowing atmospheric gas molecules. No glass existing can do the job. Ten months of intensive research developed a glass with the necessary optical qualities, but a life expectancy in use of only a fraction of a second. Five times that lifetime is required, so the Republic researchers went back to their labs.

This is no isolated case and it typifies the unexpected problems that arise. None of these riddles can be solved by pushing a button; it takes brainpower.

SICK TRANSIT—When can a freight rate reduction cause

Cubs Treat Families to Beach Outing

Cub Scout Pack 211-C of Adams School had their August pack meeting with boys and their families enjoying a weiner roast at Playa del Rey.

The Scouts attending with their families were Curtiss Anchorburg, Billy Colish, James Brady, Glen Stewart, Joey Lopez, Scott Dittman, Robin Ham, Phillip and Stephen Salazar, William Williamson, Gordon Chapman, and Paul Dolton. Watermelon was furnished by the pack.

The boys receiving awards were Scott Dittman, Bear Book, Jim Brady, Denner Stripe and Silver Arrow; Glen Stuart, assistant Denner Stripes; and Paul Dolton, Lion Book. Boy Scout Garland Dolton received his Den Chief Cards.

Building Inspector Position Available

The position of building inspector will be filled by Torrance at 9 a.m. Saturday, Sept. 28 in the Recreation Center, 3341 Torrance Blvd.

Applicants must have a minimum of five years of building trades construction work in any of the recognized building trades.

an increase in consumer prices?

In the case of rail freight rates, when the cut is tied to elimination of important but little-understood "transit" provision—that's the answer of Clifford M. Roberts Jr., president of Cargo Carriers, Inc., Minneapolis.

Roberts' statement referred to recent actions instituted by Southern Railway. He praised the rail firm's ingenuity in de-

signing its "Big John" hopper cars which carry larger loads at less cost than conventional freight cars; and he applauded Southern's rate cuts. But he also warned that the simultaneously announced elimination of "transit" provisions might offset the benefits to consumers. These provisions, until recently maintained by all railroads, permit agricultural commodities to be unloaded, processed or stored, and reloaded

at points between origination and destination. "With transit provisions removed, the cost risk in handling and holding farm commodities becomes greater. Owners will have to charge more for their service to compensate for the greater risk," Roberts explains.

This being the case, the public may find its over-all costs lowered not at all, and in many cases, possibly increased.

THINGS TO COME—A New York specialties manufacturer is offering monogrammed auto seat belts in 12 different colors; the monogram is printed in simulated gold on the chrome-plated belt buckle. To stretch the outdoor porch and patio season into cooler-weather months, a portable patio heater operating on propane or natural gas and giving off infra-red heat to a range of 15

feet is to be marketed nationally. For the man who has everything, including a number of pocket watches, a Texas firm suggests a solid brass pocket-watch holder that has adjustable arms to fit any size timepiece.

CONFIDENT CONSUMERS—Future buying plans of Mr. and Mrs. John Q. Public are constantly being investigated because of their obvious im-

portance to the economy and the men who forecast its course. A recent survey indicates continuing confidence in the pattern, especially if measured in terms of plans to buy a new car soon. It showed 8.4 per cent of households plan to do so within 12 months, versus 7.4 last year.

BITS O' BUSINESS—The largest denomination of bill of U.S. currency in circulation is the \$10,000 bill, about 400 of

which are circulating publicly. Air lines are fighting to check financial losses incurred when a newly-trained stewardess leaves her job for marriage. Turnover of this sort has been running as high as 40 per cent of the girls leaving within a year. Aluminum producers enjoyed prosperous conditions in the first half of 1963, and forecasts put full production for the year at 2 1/4 million tons, comfortably ahead of 1962.

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