

'New' Consumer Plays Major Role in Economy

By REYNOLDS KNIGHT
A new type of consumer, living in small communities clustered around big cities and industrial centers, is becoming increasingly important in the economic picture. You could call him the "affluent exurbanite."
He is in the upper salary brackets, usually commuting to a white-collar job; if his wife works also, their combined income may top \$15,000. Much of this is disposable income—and he is more than willing to spend it on products

connected to his out-in-the-country, semi-rural home life. If there's water nearby, he wants a boat. If there's good hunting, he wants the best in equipment to enjoy playing Nimrod.
Thus the affluent country-lover has become a major marketing target for manufacturers in a variety of fields. This was pointed up notably at a recent trade exhibition for hardware firms. Typical of scores of products on display was a "you-ride-it" lawnmower with an eight-horsepower mo-

tor, named the "Executive." Another company manufactures a similar tractor-like vehicle to which a snowplow can be attached for winter-time plowing of the driveway or road. Price tags for such vehicles run as high as \$700.
One hidden factor behind the boom: leisure time has increased in recent years to the point where the man who can afford such products also has enough spare time to enjoy them.

With 1963 sales the highest in history, auto makers are all set to have history repeat itself—in fact, some auto circles are saying the current boom level may become the "norm" in coming years. Optimism may be based on a number of built-in economic influences, such as population growth, highway improve-

ments, and the increase in two- and three-car families. Significantly, other industries also are watching the effects of the auto sales bonanza. Typical is the electronics field, which notes that perhaps one-fourth of all radio receivers are now on wheels. One leading radio supplier, the Radio division of The Bendix Corp., sold a record 1.4 million auto and truck radios in the past 12 months and is gearing to top that record next year.

day's automotive market places a premium of quality workmanship in mass production as never before," comments D. H. Heller, general manager of Bendix Radio. This executive credits transistorized and printed-circuit techniques, along with the industry's most efficient assembly operations, for Bendix Radio's record sales this year. In 1964 the division will produce radios for 29 models of automobiles; its customers include Ford Motor Co., American Motors, Chrysler Corp., Kaiser Jeep

Corp. and Volkswagen in the U. S.
HEEL TEST—Damaged floors from the determined stamping of ladies' high heels (or, as some call them, stiletto heels) has become a national headache for building owners and maintenance contracting firms.
A quarter-inch heel on a 120-pound woman hitting squarely on the floor exerts a pressure of about 2,000 pounds per square inch, up to 100 times the pressure exerted by an automobile tire.
The Tile Council of America, as well as many other interested groups, has conducted research to find a solution. The Council researchers perfected a three-wheeled rotating machine at their Princeton, N. J., research laboratory. One wheel was built lop-sided, and a steel bar a quarter inch in diameter was left to protrude, simulating a stiletto heel.
The machine was run for 2,000 "steps" over two types of resilient flooring materials and ceramic mosaic tile. Only the ceramic mosaic tile survived the "torture test," giving construction and maintenance men one fail-proof solution to the high heel problem.

stuff as many as four different elements into a single envelope, and then seal, count, and apply postage in a single operation.
A motor-driven snow thrower for both homeowner and commercial-operator use features a safety bar that turns it away from dangerous objects hidden in the snow; the machine's blower swivels up to 90 degrees to either side.
APPLIANCE BARGAINS—Appliance manufacturing is having a record year, with sales running about eight per cent over 1962; and the industry's products are priced at levels generally about 10 per cent under the 1957-59 average. Reason: the industry has expanded its capacity and improved its production techniques; this adds up to a break for the consumer who shops wisely.

BITS O' BUSINESS—Latest figures on incorporations of new business show August as a near-record month, the best since mid-1959 and 6.5 per cent ahead of August, 1962. Per-capita cigarette consumption now stands at an average 4,005 per year, up about 15 per cent from a decade ago, but the important market share held by filters means that less tobacco per cigarette is being used when you average the amount on the basis of total production. Almost 490,000 foreigners visited in the U. S. in the first eight months of this year, helping to lessen the so-called "tourist gap" (the excess of what Americans spend abroad over what foreigners spend here).

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PRODUCE SPECIALS BANANAS ... 10¢ <small>lb</small> WHITE ROSE Potatoes 10 lbs. 39¢ LETTUCE ROMAINE ... 10¢ <small>ea</small> SALAD TOMATOES 2-LB. BASKET 19¢ FAMILY STYLE ICE CREAM 1/2 Gallon 59¢	FOREMOST BUTTER Grade AA 67¢ <small>lb</small> ICE CREAM Big Dip 1/2 Gallon 49¢ ICE CREAM 1/2 Gallon Premium 75¢	CHICKEN OF SEA LIGHT CHUNK TUNA 4 \$1 NO. 1/2 CANS
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Care, Treatment Still Sought in Glandular Fever

K. H. SUTHERLAND, M. D. County Health Officer
Infectious mononucleosis is a blood disease that seems to occur chiefly in persons between the ages of 15 and 30, though cases have been reported in children as young as 4 months of age and in people over 65, with a slightly greater incidence in males. Unless an epidemic breaks, out cases are not reportable to health officials and so actual occurrence of the disease is not known. Still, infectious mononucleosis is far from being a medical rarity.
Sometimes this condition is known as glandular fever, because of the familiar and obvious symptoms of infection include headache, fever, sore throat and swollen glands, particularly the cervical glands in the neck. More picturesquely, infectious mononucleosis is also called "kissing disease," since young people are the most common victims and close personal contact, it is often thought, accelerates its spread.
THE RESULTS of considerable research on this condition were published a short time ago, and it now seems to be generally accepted that many of the cases reported earlier infectious mononucleosis but may have been diagnosed as were not.
In all laboratory experiments performed, efforts to transmit the disease to animals were unsuccessful. Even when human volunteers were transfused with blood from infectious mononucleosis patients, only a few of them developed symptoms or blood changes suggestive of the illness. So, despite the fact that the disease is called "infectious mononucleosis," its contagiousness is apparently very slight.
It has also been shown that many cases of illness thought to be infectious mononucleosis (glandular fever) did not have the typical blood changes that occur in the actual presence of the disease. Laboratory tests of blood and serum, especially the serologic heterophil antibody test, can establish the nature of the disease in most cases. A positive heterophil test by itself is not always considered conclusive though it provides the most specific evidence of the infection. Yet some cases of infectious mononucleosis, it was suggested by one physician, may be heterophil-negative simply because the cases represent a less severe infection.
THE CAUSE of the disease is not yet known though a virus agent is suspected. As far as can be determined, it may take anywhere from a few days to several weeks of symptoms of illness to develop after infection occurs.

Many identifiable bacteria may affect the body causing fever, swelling of the lymph nodes and general discomfort, but the condition can not properly be called infectious mononucleosis since the characteristic blood changes found in positive cases of this disease do not occur. The name "glandular fever" has been suggested as a "catchall" term for such cases, but they should not be confused with cases of infectious mononucleosis.
THERE IS no way yet to prevent infectious mononucleosis and no specific treatment is recommended. Diagnostic problems may arise when the disease occurs in serious form, and until such time as the abnormal cells appear in the blood the illness may be mistaken for typhoid, hepatitis, encephalitis, poliomyelitis, brucellosis, influenza, or a number of other diseases.
But severe cases of infectious mononucleosis are infrequent. Even in mild cases, however, it is advisable that the patient have adequate rest and avoid activity during the acute and convalescent period, which usually lasts for several weeks. Recurrences were once thought to be common, but this theory is also under attack and most "recurrences" of mononucleosis generally turn out to be some other illness.

Navy Offers Men Valuable Training Aids
The Navy is accepting applications for direct enlistment in the Navy Air Corps, according to Chief Boatwain's Mate VanDorne E. Isaak of the Torrance Navy Recruiting Station, 1520 Cravens St.
Chief Isaak stated that qualified high school graduates may enlist with a guaranteed assignment to technical service school in the Navy's air branch before enlisting.
This guarantee will assure applicants of assignment to one of 16 specialized technical schools.
Glendale Loan Active in City
Total loans recorded by the 14 offices of Glendale Federal Savings and Loan Assn. reached \$30,124,000 for the month of September, according to J. E. Hoeft, president.
Of that figure, the Torrance office loaned \$2348,827 during the month to persons purchasing, building or remodeling homes.