

Prices on Durable Goods Easing Off in Some Cases

By REYNOLDS KNIGHT
The American consumer of 1963 is likely to observe that "prices on everything always seem to be going up." He's conditioned to assume this after more than two decades of inflation, in varying degrees.

But there's good news in several areas that may bring cheer to the hard-pressed family breadwinner: retail prices on many durable household items and several other types of manufactured goods have actually turned downward recently.

This price easing is an answer to those who have asked "when will automation and technological progress begin to pay off?" One study shows that, since the 1957-59 base period, price declines as follows have taken place: washing machines, down 10 per cent; radios, down 9 per cent; toasters, down 5 per cent, and vacuum cleaners, down 15 per cent. And there has been a slight dip in the average costs of drugs and medical prescriptions.

There remain, of course, many business areas where neither mechanization nor automation have been able to offset rising wage scales. Even in those, however, U.S. ingenuity is trying hard. Example: an automatic blueberry picker, now in an advanced stage of development.

BUSINESSMEN usually can credit improved production methods and automation techniques with making lower prices possible. And more than a few industry leaders like to point out that the lower prices have been achieved despite rising wage levels in their industry.

Shipments of 204.5 million gross for 1966, as compared with 171.9 million gross at year-end 1962, are forecast in a study of the glass container industry by The Econometric Institute, Inc., an economic research and analysis organization.

"THE TREND toward increasing use of glass containers for packaging will continue unabated during the next few years, expanding at a faster rate than the economy," Victor L. Hall, general manager of GCMI, noted in making the results of the study known recently.

As for 1963, glass containers are headed for a fifth consecutive record-breaking year, with shipments forecast at 178.4 million gross, an increase of 4 per cent over 1962, Mr. Hall says.

Some 85,000 patents are applied for annually, and about 50,000 of them are granted, but few inventions achieve the kind of commercial success that seems to have come to the world's first electronic wrist timepiece.

The revolutionary timepiece powered by a mercury cell, has a transistorized circuit, and its basis of time measurement is a tiny tuning fork. Bulova describes it as the "first major change in timekeeping in more than 300 years."

Patently successful—Bulova Watch Co., the 89-year-old firm that introduced

the Accutron electronic timepiece a little more than two years ago, has manufactured and sold more than 100,000 in that period. But Bulova has reported that it currently is having difficulties keeping up with the demand for the invention.

President Harry B. Henshel told the nation's jewelers in a letter made public recently that he has authorized a "seven-day, seven-night, around-the-clock operation" because "orders since the first of the year have run so far ahead of our forecast that we have had to resort, temporarily, to partial shipments."

depending on the locally available power system. . . . A foods processor is introducing a new canned drink product that has an orange base but also includes several "exotic tropical fruit" flavors.

Although industry is battling the cost-price squeeze in some areas of its activities, the pay and bonuses for company chiefs apparently is not one of these. During 1962 more than half of several score big firms surveyed gave their president raises. On the other hand, about 10 per cent of the companies reduced the presidential stipendium. Historically this is a normal pattern for times of fair-to-good business. In contrast, during recent recessions the pattern has been one of "holding the line," with very few increases or cuts.

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THINGS TO COME—To help make baths enticing for tiny tots, a big soap company has begun marketing a soap product inside plastic shapes of racing cars; the container becomes a toy after the soap's gone. . . . Travelers who like to take a heating pad along will be offered a 10-inch-square pad wired so it will operate on either AC or DC current, and at several different voltages.

Such a program has tremendous implication for the residents of Southern California, as well as for other parts of the world in years to come. . . . Visitors from near and far have converged on Whittier Narrows to see the steps by which a waste product, headed for disposal in the ocean, is changed to a clear and appealing water source that will help maintain their life and prosperity," the Supervisor noted.

Federal fire experts say that in Southern California, up to 50 per cent of the vegetation in dense brush fields is dead from a drought which has plagued California for the last 20 years," Hahn said.

More than 280 million gallons of water are poured from the County Sanitation District's White Point Plant in San Pedro daily.

Supervisor Hahn Asks for Water Saving Measures

In the face of serious drought conditions plaguing Southern California, Supervisor Kenneth Hahn strongly advocates reclamation of millions of gallons of sewage water being wasted daily.

Meanwhile, we face the continuing problem of water shortage, and we continue to dump millions of gallons of sewage water into the ocean daily."

Hahn has proposed construction of reclamation plants to salvage the water. Such a plant has already proved a success in the Whittier Narrows area.

Through County Retirement Board financing, the capital investment for the facilities would be available at no cost to the taxpayer, and sales of the water would pay back the debt and interest.

More than 13 million gallons of water are reclaimed daily at Whittier Narrows, and local water districts buy the reclaimed water at the same price that the Metropolitan Water District sells untreated water.

Father Percy At Retreat

The Supervisor pointed out use of the reclaimed water in the Whittier Narrows area is unrestricted, and quality requirements are based on Public Health Service "Drinking Water Standards."

The Rev. Hugh R. Percy, rector of St. Andrew's Episcopal Church of Torrance and a Priest Associate in the Order of the Holy Cross, is on retreat this week at the Mount Calvary House in Santa Barbara.

"THE TRUE significance of the Whittier Narrows Plant is that it is the first step in a program that could increase the available water supply by some 25 to 50 per cent," Hahn said.

During his absence from the parish, the Rev. Ralph E. Parks, curate of St. Andrew's Parish, is conducting weekday services.

ST. MARK'S Day will be observed today with celebration of Holy Communion at 11 a.m. The study-prayer group will meet at 10:15 p.m.

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LIFE'S LIKE THAT By FRED NEHER



LAURA SCUDDER'S MAYONNAISE
24-OZ. JAR **39¢**

THIS WEEKEND ONLY!
MOTHER'S COOKIES **39¢**
All 49c Varieties — Pkg.

DETERGENT RINSO BLUE
GIANT PKG. **59¢**

Evaporated — Tall Cans
PET MILK
7 FOR 99¢

LOOK FOR ADDITIONAL "SPECIALS" ON DISPLAY SURPRISES. "FIRST OF THE WEEK" SPECIALS, TOO!

DEL MONTE SALE!

CREAM STYLE CORN	NO. 303 CANS	6 for 99¢
APPLE SAUCE	NO. 303 CANS	6 for 99¢
EARLY GARDEN PEAS	NO. 303 CANS	5 for 99¢
FRUIT COCKTAIL	NO. 303 CANS	5 for 99¢
PRUNE JUICE	QUART BOTTLE	39¢

HILLS BROS. COFFEE
LB. CAN **59¢**

2-lb. Can, 1.17
4-lb. Can, 2.29

INSTANT COFFEE — 6-oz. 75c
INSTANT COFFEE — 10-oz. 99c

FOREMOST PREMIUM ICE CREAM
ROUND **69¢**
1/2-GAL.

VAN CAMP'S **PORK & BEANS** NO. 2 CANS **5 for 89¢**
VAN CAMP'S — 4-OZ. CANS **VIENNA SAUSAGE** **4 for 89¢**
HUNT'S **CATSUP** 14-OZ. BOTTLES **7 for 99¢**
HUNT'S — CHILI BEANS OR **RED BEANS** NO. 2 1/2 CANS **4 for 89¢**
CARNATION — WHITE MEAT — SOLID PACK **ALBACORE TUNA** NO. 1/2 CANS **3 for 1.00**

SHORTENING SPRY
3 LB. CAN 69¢

SWANSON'S FROZEN T-V DINNERS
PKG. **49¢**

NABISCO — LB. BOX **SNOWFLAKE CRACKERS** **29¢**
FISHER'S **BISKIT MIX** 40-OZ. PKG. **39¢**
ZEE **LUNCH BAGS** 20 COUNT PKGS. **2 for 25¢**
GERBER'S STRAINED **BABY FOODS** **3 for 29¢ JR. 2 for 29¢**
ZEE — ASSORTED COLORS **TOILET TISSUE** 4 ROLL PACK **37¢**

OSCAR MAYER WIENERS
LB. PKG. **49¢**

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PERSONAL BUTCHER SERVICE — WE CUT MEATS THE WAY YOU LIKE!

STEAK SALE!

T-BONE **1.09** lb.
Porterhouse **1.19** lb.
TOP SIRLOIN **1.29** lb.

OUR OWN SUGAR-CURED, CHERRY RED **BRISKET OF CORNED BEEF** . . . **69¢** lb.
WELL AGED **RIB STEAK** **89¢** lb.
TABLE BRAND **BACON** LB. PKG. **49¢**
FRESH AND LEAN **GROUND BEEF** **3** lbs. **1.09**
LEAN AND MEATY **BEEF SHORT RIBS** **39¢** lb.

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FRESH PRODUCE
U.S. NO. 1 RUSSET **POTATOES** **10** lb. **39¢**
Cello

PIPPIN **APPLES** **3** lbs. **25¢**

SWEET NAVAL **ORANGES** **2** lbs. **25¢**

SWEET BERMUDA **ONIONS** **5¢** lb.

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