



MEXICAN STYLE . . . Vicki Mitchell (left) and her mother, Mrs. William Mitchell (center), of 4540 Talisman St., adopt a Latin motif during a cooking class at the Southern California Gas Co.'s Inglewood office. Helping the pair sample Mexican dishes is Joan Heyman, home economist for the gas company.

Low Yield of Syrup Blamed on Weather

By REYNOLDS KNIGHT
Molasses is slower than ever.

Quantities of 100 per cent pure maple syrup are running low; one Vermont supplier says his company can fill orders for only its best and oldest customers. Traditionally, blends of syrup found on kitchen tables usually contain 15 per cent pure maple mixed with cane sugar syrup. These days the maple is being diluted further.

Declining production in the last several years was accentuated this year by bad "sugaring" weather, which set back output even more. Good sugaring weather requires alternate freezing and thawing temperatures. This triggers a series of chemical reactions that releases sap from the maple trees to flow into the traditional buckets.

TOTAL production in the United States this spring fell to less than one million gallons from 1.5 million a year. The record for output was set in 1918 when 2.9 million gallons were produced.

One food company said recently that it had gradually cut the percentage of maple syrup content in its product and had begun to use artificial maple flavoring.

Report Profits
Net income of nearly \$22.8 million after taxes was reported this week by North American Aviation, Inc., for the nine months which ended June 30. Profits amounted to \$2.89 per share on the common stock.

An estimated 2 1/2 million youth are now engaged in some phase of 4-H work.

activities. It passed the bucket—by passing it.

THE EMPLOYEES of the F. W. Woolworth company took a real interest in company ownership recently when they acquired 175,000 shares of the common stock through a new employees' stock-purchase plan.

More than 10,000 employees participated in the first year of the plan, accumulating \$3.5 million of the stock purchase at 85 per cent of the market price on the annual purchase date.

Robert C. Kirkwood, chairman and chief executive officer, said that Woolworth was very pleased to be able to offer its employees an opportunity to become stockholders and thus share in the ownership of the company.

"We are especially pleased," he said, "by the high percentage of employee participation."

Kirkwood predicted that the number of participants will increase substantially as more employees achieved two years of service and became eligible to join the plan.

A COOPERATIVE department store in Sweden has installed a tape-recording booth for complaining customers. Satisfaction from the store comes later in the form of a letter to unhappy patrons . . . Permanent shaves are being offered males by a beauty salon on New York's East Side. The salon's owner maintains that a man's beard can be removed completely by electrolysis . . . Sales of swimming pools may have been over time. One brewer estimated that this year's sales lagging this summer but beer

Deadline For Liquor Prices Set

Capitol News Service
SACRAMENTO—The State Department of Alcoholic Beverage Control announced it will permit minimum prices for hard liquor to be charged right up to 5 p.m. on Aug. 15, the day before the tax increase of 50 cents a gallon takes effect.

Under the massive tax increase bill approved by the legislature and promptly signed into law by Governor Ronald Reagan, the state tax on distilled spirits was increased from \$1.50 to \$2 per gallon. This would amount to 10 cents per fifth.

Under California's unique fair trade act for liquor, brand owners, distillers, or distributors must file schedules of minimum retail prices with the department. The department then enforces these prices and the sale below the posted minimum price is a violation which could lead to a suspension or revocation of a liquor license.

Normally, changes in price schedules posted with the department do not become effective for 45 days. However, because of the rush in getting the new tax bill passed, Edward J. Kirby, ABC director, announced that changes would be permitted up until Aug. 15.

THE LATEST entry in the extra-long market here is Lorillard's Kent, which has one of the nation's leading king-size (85mm) brands for many years.

Post said 20 deluxe length brands now were being marketed nationally or tested in certain regions of the country. He said New York was selected as one of the first markets for New Kent Deluxe Length because "it represents a cross-section of consumer buying habits that will give an excellent indication of future national sales results."

A manufacturer of chemicals is introducing an aerosol spray that permits a housewife to install creases in durable press fabrics at home. The maker concedes that the existing crease may not be removed with the spray, but says a fabric treated with the product can be given a crease as durable as one made by an apparel company. The garment need only be sprayed lightly, allowed to dry in the sun, in the case of a new cuff or hem, and then pressed.

Vacation Vehicles Now Very Popular

Many tourists are now taking their own "motel room" with them in the form of a recreational vehicle.

According to the Bank of America, production of these vehicles has more than tripled over the past five years and is still increasing.

The latest issue of the bank's periodical, The Small Business Reporter, points out:

"Once the stepchild of the mobile home industry, the recreational vehicle industry is now rapidly developing its own separate identity, standards and objectives."

INDUSTRY projections show that seven million recreational vehicles will be on the nation's roads by 1980.

The increasing popularity of motor homes, travel trailers, truck campers and tent trailers indicate a need for recreational vehicle parks, the bank study notes.

"Private recreational ve-

hicle parks and campgrounds catering strictly to travelers are new to California where some dozen are now in operation. These parks are still in the experimental stages, but two types are evolving: overnight and destination, the latter designed to appeal to travelers who will stay a week or longer.

"THERE IS concern that trailerists will convert scenic camping areas into giant parking lots. Many state and federal campgrounds are already overcrowded, but the question is where the private developer fits in it still being debated.

However, since almost half the land in California — including much of the prime recreation land — is publicly owned, it is possible that one of the ways the private developer may become part of the destination park picture is as a concessioner."

Copies of the report are

available through the Area Development Service, Bank of America, San Francisco, 94120.

Tuesday Meeting Planned

The Palos Verdes Christian Women's Club will meet next Tuesday for a buffet luncheon at the Los Verdes Country Club.

Leora Heim, a former opera star who now devotes her time to teaching Bible classes and speaking, will be the speaker and soloist for the day. She has just returned from Hawaii.

Reservations may be secured by calling Mrs. James Hamilton, Nursery care is available for a nominal fee at the Rolling Hills Covenant Church, 2221 Palos Verdes Drive North.

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