

Snowmobiling Gains As a Winter Sport

By REYNOLDS KNIGHT

Most everyone looks forward to summertime and boating. But there's a new wintertime sport that's becoming almost as popular as boating. It's snowmobiling.

Snowmobiles have really caught the fancy of winter sports enthusiasts. In just three years the sales of snowmobiles in the United States and Canada spiraled from 20,000 units to 100,000 units last year. Industry spokesmen predict that by next year sales will double. The retail price of a snowmobile ranges from \$750 to \$1,200.

The snowmobile usually carries two persons in sit-up positions. It is about eight feet long, three feet wide and weighs from 250 to 400 pounds. It rides very much like a motor scooter except it travels on steel-cleated rubber tracks instead of wheels. The vehicle is steered with handlebars that turn two skis in front, and it can travel all day on a five-gallon tank of gasoline.

WHAT ARE snowmobiles used for? According to one manufacturer, about 2 percent are used for racing. The rest are used for recreation, and this is why the industry feels the snowmobile is winter's answer to summer's boating.

Besides bringing cash into resorts, the snowmobile is responsible for swelling the coffers of manufacturers of sleds, auto trailers, snow boots and other accessories. An executive said that his company expects to sell \$750,000 in accessories this year. The sales picture of his company pretty well spells out the snowmobile boom. Sales jumped from \$1.6 million in 1964 to \$7 million last year.

Actually, three big companies account for most of

the snowmobile sales volume. Together, they account for 65 per cent of the market.

COMMUNITY PRIDE—Do big companies take pride in communities where their businesses are located? You bet they do. For example, consider a recent proposal offered by Crown Center Redevelopment Corp., a subsidiary of Hallmark Cards, Inc.

The proposal calls for conversion of "85 unsightly acres of land" immediately south of downtown Kansas City into a model urban community at a cost estimated well in excess of \$100 million. Hallmark's international headquarters are located in Kansas City, Mo.

Crown Center is the proposed name for the community. The four-phase, 16-year project would be financed with private capital under state urban renewal authority. Some 2,500 dwelling units—high-rise and terraced garden apartments, a quality hotel and two motor inns—are planned for the area, along with a number of both medium- and high-rise office buildings, all interspersed with parks and malls, fountains and plazas, and linked by pedestrian bridges over through-traffic arteries.

Some 50 buildings are proposed, from one-level structures to a 40-story office skyscraper that would be the tallest in the city.

BITS O' BUSINESS—If you think spying is confined to international intrigue, you're wrong. Recently a large chemical manufacturer found it necessary to warn its employees against careless conversation that might divulge confidential company information to competitors. . . . A Baptist missionary in Oklahoma went to a trading stamp redemption center, turned in 15 million stamps, and got a six-passenger airplane. . . . Chimpanzees are becoming popular as pets. A pet shop in New York said a chimp sells for \$700, up 50 per cent from 1964. . . . A build-up in paperwork is making paper clip makers happy. Shipments are at an all-time high. Military demand has also spurred paper clip sales.

THE 'WRIGHT' IDEA—Research in medicine, aviation, outer space, international communications and the military field makes most of the headlines. But it's also the name of the game in highly competitive but less "glamorous" industries trying to find new means to make living and working easier and more efficient for homemakers and their families.

One architectural landmark attesting to that fact is the famed 156-foot-high Johnson Wax Research Tower in Racine, Wis., designed by the late Frank Lloyd Wright and completed in 1950. From it has come a flow of research work leading to development of new floor waxes, furniture

IN TORRANCE IT'S THE PALMS
COCKTAILS CHARCOAL BROILED STEAKS PRIME RIBS
NOW 1925 W. Carson
OPEN FA 8-2424

Home Stand To Follow Bullet Game

In Charleston tonight to play the Baltimore Bullets on the second hop of a three-game road trip, the Los Angeles Lakers return home Sunday for what shapes up as an excitement-packed five-game home stand.

First attraction will be the Chicago Bulls, the expansion franchise which has given the Lakers fits this season with its full-court press and harassing defense.

Next Wednesday night the world champion Boston Celtics come to town for a Ladies' Night encounter with the Lakers at 8:30.

Bill Russell and the Celtics are back Friday, Feb. 17, for their final scheduled appearance of the 1966-67 season.

Chicago returns for another 7:05 encounter on Sunday, Feb. 19.

Following a Feb. 21 game against San Francisco televised back live from the neutral court site in San Diego, the Lakers will host Oscar Robertson and the Cincinnati Royals in another Ladies' Night attraction on Feb. 22.

Stock Cars Travel Over 'Eight' Course

A 60 car field will clash in Sunday afternoon's 10-event PRA Figure 8 stock car racing at Ascot Park in Gardena. Racing starts at 1:45 p.m., preceded by time trials at 12 noon.

The Lincoln's Birthday program will see both the modified and stock division cars in action.

Heading the large field will be a trio of criss-cross veterans Dorsey Steele of Huntington Park, Butch Farrell of Wilmington, and Gene Milard of Lynwood.

Steele who drives in both divisions will be after his second main event triumph of the year.

Spill Something On Your Rug? Don't Experiment.

CALL FA 8 2672

Burchfield

RUG CLEANING
1971 Torrance Blvd.

PARNELLI JONES Firestone

NO MONEY DOWN!
Let us put them on today. TAKE MONTHS TO PAY!

Our best-selling popular-priced 4-ply nylon cord tire

Firestone SAFETY CHAMPION

ANY SIZE to fit most

Chevrolee • Chevy II • Chrysler • Corvair • Datsun • Dodge • Falcon • Ford • Mercury • Oldsmobile • Plymouth • Rambler • Saab • Studebaker • Tempstar • T-Bird • Valiant

6.00-13, 6.50-13, 7.00-14, 8.00-14, 8.50-14, 9.00-14, 9.50-15, 10.00-15, 10.50-15, 11.00-15, 11.50-15, 12.00-15

Tabless Blackwalls

\$18

Tabless WHITEWALLS \$21

Plus \$1.36 to \$2.57 Fed. excise tax depending on size, sales tax and trade-in tire off your car

- Modern high-performance wrap-around tread design
- Firestone extra-mileage SUP-R-TUF tread rubber
- Rugged full 4-ply nylon cord body
- Extra deep precision tread design for superb traction

WHEEL ALIGNMENT

\$7.50 Most American Cars

FAST "SAME DAY" SERVICE

Our expert mechanics adjust caster, camber, toe-in and toe-out to manufacturer's original specifications.

You should have the alignment condition of your car's front wheels checked every 5,000 miles to avoid unnecessary tire wear.

We Also Specialize In Wheel Alignment, Balancing and Brake Service On Foreign Cars and Cars With Disc Brakes

MONROE SHOCK ABSORBERS!

FREE 60-DAY TRIAL RIDE

We'll install a set of Monroe shocks on your car. Try them for 60 days. If you're not fully satisfied, return them for a full refund and reinstallation of your old shocks.

When your wheels bounce off the road... YOU CAN'T CONTROL YOUR CAR steering becomes difficult and your car sways badly in curves... YOU NEED NEW SHOCK ABSORBERS

Drive in today for FAST SERVICE!

SUPER STOCK 500 **SPORTS CAR 200** **SUPER SPORTS lady**

HIGH PERFORMANCE TIRE HEADQUARTERS
We Honor All Major Credit Cards and BankAmericards | Hours: Daily, 8:00 a.m. - 8:00 p.m. Sat., 8-4. Closed Sunday

Parnelli Jones Firestone
20550 HAWTHORNE BLVD
Torrance, Calif.

Dorothy Digs

A rose is a rose is a rose and to me a garden is not a garden without at least one rose bush. They are the world's most honored and loved flowers. Roses are the universal flower of love.

They come in such a beautiful range of color and display themselves in so many ways from a dazzling array of white hybrid teas to a breathless display of deep crimson red climbing floribundas that it's hard to resist having them in your garden.

You'll find most nurseries still have a large variety of bare root roses. When planting them be sure to use a good planting mix and add a vitamin B-1 compound with enzyme action to stimulate growth in the root system.

If you have not already done so now is the time to prune your roses as the frost is past in most areas. Do not prune too severely but leave three strong canes after pruning. If you do not have pruning equipment most nurseries are featuring pruners now which are an asset to any home gardener.

If we use a little care and effort in handling roses now they will give us many seasons of enjoyment later.

a place of great taste for selective diners...

THE ADMIRAL RISTY

STRAKS • COCKTAILS • FISH • LOBSTER
377-0050
31250 Palms Verdes Drive West at Hawthorne Blvd.
1 Mile N. of Marisoland, Palms Verdes Peninsula
Dinners from 5pm - Sunday from 4pm

LUCKY AUTO SUPPLY

4535 ARTESIA BLVD.—LAWDALE

Monday and Friday 9-5—Tuesday—Thursday & Saturday 9-4
Open Sunday 10-5 • Phone 271-7163 • PARK FREE

GIANT 4" BIKE REFLECTOR
State Approved
Easy bolt-on installation.
ONLY! 59¢

PAINT ROLLER AND TRAY SET
All Purpose Type Roller With Sturdy Ladder Hooks
49¢ Each

MCHANIC'S UNDER-CAR CREEPER
Padded Hood-Rest
Self Steering Wheels

BUILT TO LAST

Rolls off, grease easy to keep clean.
Sale Price 3.89

CROSS CHAINS

Quality replacements for all popular size tire chains.
PRICED FROM 29¢ EACH

TERRY SEAT COVERS
CHOICE OF COLORS

Smartly styled, and super-durable! They wash like a fine towel.

\$2.69 FOR FRONT OR REAR SEATS

TAKES CHILL OFF COLD SEATS

MUFFLERS

Packed with Burn-out Proof FIBER GLASS!

- BE SAFE!
- Straight-thru Power
- Deep Mellow Tone
- Longer Service

\$3.79

GREATEST BATTERIES
NAME IN

GUARANTEED NATIONALLY wherever you go!

12-VOLT Group 3EE, 80K, 245, 29N, 22F, 53K **1477** each

V-W OWNERS **\$13.95** each

6-VOLT Group 1, 2-N **\$11.95** each

AUTO HEATER

Keep Warm All Winter And Many Winters to Come

Fits Most Cars and Trucks
ONLY! \$21.88

HEAVY HEATER HOSE
HEAVY BUTT

Single braided ply fabric impregnated and vulcanized into quality black rubber. Resistant to heat, vibration and anti-freeze. Hot Water Heater Hose

1-ply 3/4" **9¢** PER FT.

TERRY SEAT COVERS
CHOICE OF COLORS

Smartly styled, and super-durable! They wash like a fine towel.

\$2.69 FOR FRONT OR REAR SEATS

TAKES CHILL OFF COLD SEATS

EARLY-BIRD SPECIAL SALE
AMERICA'S FINEST

POWER MOWER

Carload purchase makes this sale possible! Superb Power Mower

With these wonderful long-lasting features:

- BRIGGS & STRATTON MOTOR
- Heavy 2 H.P. For Full Power
- Chain Drive • Cast Iron Construction
- Automatic Clutch • Ball Bearings
- Self-propelled

MAKE A HARD JOB EASY THIS SUMMER

Buy on Easy Lucky Terms. Fall 18" cut.
59.88

WITH RECOIL STARTER

POUR SPOUT and OPENER

A MUST for those who SAVE by pouring their own.

49¢

MASTER BRAKE CYLINDER

Libby, 1948-63
Ford, 1948-63
Worm, 1948-63
Buck, 1947-58
Fords, 1946-61
Ward, 1947-61

\$2.47

FULLY GUARANTEED
Rebuilt Like New to Exact Specifications!

DRAIN PAN
A HANDY PAN FOR DRAINING OIL AND WASHING PARTS

STURDY METAL

79¢

GEAR and BEARING PULLER

Molded Heavy Gauge Steel
3 1/2" JAW

55¢

WATER PUMPS

Precision Rebuilt to Factory Standards. Replaces worn pumps now. For Summer driving. For Most Cars

Chrysler 6-78 1948-63 **\$4.98** each
Ford 6-78 1948-63 **\$3.98** each
Oldsmobile 6-78 1948-63 **\$2.98** each

TRANSMISSIONS
COMPLETELY REBUILT TRANSMISSIONS

Built to exact specifications by factory trained mechanics. Replaces that old worn out transmission now on this low price!

AUTOMATICS

Ford-Mer. '51-'54 **\$105.75**
Dodge '51-'54 **\$84.50**
Chevy '51-'54 **\$84.50**
Hydramatic '48-'55 **\$84.50**
Dynaflow '48-'54

STANDARD SHIFT

Ford-1949-'50 **\$55.45**
Chevy-1951-'52 **\$42.95**
Ford-1957-'62 **\$35.95**
Ford-1949-'48 **\$35.95**
Chevy-1949-'54 **\$35.95**
Ford-1949-'54 **\$35.95**

All Prices Include Old Trans.