

Keep Track of Your Stock Through a Personal Index

By REYNOLDS KNIGHT

If you're in the stock market, a simple way to keep track of your performance is through a personal index. You can measure your market performance against some of the established indexes, such as Dow-Jones or Standard & Poor's average based on 500 commons. You can even test your knowledge against the professional investors — mutual funds.

To set up an index, you add the current market value of the stocks you own. Next, divide this total by an arbitrarily chosen divisor. If your portfolio is worth \$10,000 and your divisor is 100, your base index is 100 (\$10,000 divided

by 100). If your stock holdings go up and the market value is \$10,300, your new stock index is 103 (\$10,300 divided by 100), a three per cent gain.

If you increase or decrease your original investment, you should proportionately adjust your divisor. For example, if you increase your \$10,000 investment by \$200 (or 2 per cent), then your original divisor of 100 should also be increased 2 per cent, to 102.

With a personal stock index, you'll always know where you stand on paper, whether you're getting good advice, and whether your portfolio needs more time and personal attention.

IT MAY SOON be possible to spot the beginnings of

plant and tree disease epidemics, smoldering forest fires and water pollution just by flying around in a plane.

That's the word from The Bendix Corporation's Aerospace Systems Division in Ann Arbor, Mich. The company has developed a "thermal mapping and infrared imaging system" — an infrared detection system believed to be the first commercially available unit of its kind.

The infrared system records on film the differences in energy radiated between diseased and healthy plants. Once such a differential is spotted, agriculturists can speedily move into the infected areas and eradicate the disease from stricken plants and trees.

Early forest fire detection is another use. The infrared system is able to pinpoint "hot-spots" caused by combustion. In addition, it can map temperature variations in water currents and locate suspected water pollution sources.

Bendix officials said the systems consist of four basic modules, a scan head, control console, vertical reference and power supply. It is so compact it can be mounted in a wide range of light aircraft. The system uses very little power and is easily maintained.

A WELL-KNOWN British soccer pool and bookmaking firm establishes charge ac-

counts for off-track horse race bettors. . . . Over 78 per cent of golfers celebrate arrival at the 19th hole with an alcoholic drink, according to a recent study. . . . The U. S. Treasury Department is scrutinizing imported Spanish wigs, claiming that some wigs from Spain contain Red hair from China. . . . A conservation committee is publicizing a list of detergent brands that are free of stream-polluting chemicals. . . .

THE FAMILIAR facial tissue, first introduced in 1924, is leading the way into what some phrase-makers are calling the "Disposable Generation." It has paved the way for rapid growth of other household convenience items

like paper kitchen towels, paper napkins and even paper clothing.

Kimberly-Clark, a leading tissue producer, estimates that facial tissue production will approach one billion boxes this year and 1.3 billion by 1975, more than a tenfold increase since just before World War II. Per capita consumption has grown from less than one box in 1940 to about five today — and a predicted six by 1975.

COSTS HAVE been kept low through improved technology; today's facial tissues sell for less than one-quarter the price consumers paid 40 years ago.

Kleenex tissues were first marketed as a cosmetics re-

mover, but sales began to soar when the public discovered their usefulness as disposable handkerchiefs.

Now household disposables of all types are enjoying a boom in popularity. Paper companies are expected to produce two million tons of household tissue products this year, more than double the volume of 10 years ago. The tonnage should reach three million by 1975.

Many of tomorrow's homes will have paper disposables in every room contributing to an easier way of life, says Kimberly-Clark. Throw-away clothing, curtains, sheets, and dozens of wiping and cleaning products will provide the "built-in maid service" demanded by busy families.

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FOURTH GRAND PRIZE	2 Nights and 3 Days at the Aladdin Hotel for Two People Plus \$100.00 in Aladdin Chips.
FIFTH GRAND PRIZE	2 Nights and 3 Days at the Aladdin Hotel for Two People Plus \$50.00 in Aladdin Chips.

Drawing for the weekly Las Vegas Vacations will be made each Saturday evening, March 25th, April 1, and April 8, 1967. The Grand Prize drawing will be Wednesday, April 12, 1967. Each winning ticket will be good for a two-night and three-day vacation at the Aladdin Hotel (no transportation) for two people (Sunday through Thursday only.—Prizes valid between April 1, 1967 and June 15th, 1967.) The winners need not be present to win . . . and no purchase needed! This sweepstakes is not open to employees or their families of the Boys Markets, the Aladdin Hotel or their advertising agencies.

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LUER IOWA FARMS
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