

Strikes, Freeze Hit Household Budget Balance

By REYNOLDS KNIGHT

A rash of labor difficulties and "acts of God," as the economists term them, have combined to make a mess of the typical consumer-homeowner's budget these days.

Strikes — particularly the East and Gulf Coast longshoremen's walkout — plus brutal weather in Florida and other sections growing fresh foodstuffs, have sent prices upward on a score of consumer necessities. Only last week, oil refiners marketing some heating oil in the frigid Midwest hiked prices by 1/2 cent per gallon, attributing their action to diminished stocks; bottle gas prices went up, too.

Stiffer prices on fresh produce can be expected to turn many housewives to canned goods. Prices on fresh foods will, naturally, ease downward in the spring as farms bring in new crops.

MEATS ALSO have been affected. Blizzards have prevented movement of livestock to processing centers, and finished meat prices have inched upward.

Is this "inflation?" Economic textbooks define the principal symptom of inflation as a sudden, sharp rise in prices. But the current situation is not one of inflation, even if the description seemingly fits. That's because the causes are strictly

temporary, not emanating from deep, basic factors in the money supply and the over-all economy.

HAPPY DAYS—They're here again for the automobile industry. Last year was the second-best in the industry's history, with an estimated 6,957,000 new cars sold, and this year's outlook seems equally bright. The sales trend is, of course, of enormous importance to the economy. The auto industry is the nation's largest buyer of steel and a massive buyer of glass, aluminum, and other products. One out of every seven American workers depends on the industry for his livelihood. When Detroit prospers, the entire economy feels the glow.

Expectations of another "big" year for automobile sales have been strengthened by a nationwide survey of retail auto dealers. Universal CIT Credit Corporation, the nation's leading independent auto financing firm, sent out questionnaires to dealers handling all makes of cars; 1500 replies were received. More than two-thirds of the dealers said they expect new-car sales in 1963 to equal or excel last year's hefty total. The average of the estimates was 6,981,748.

Reasons given by the dealers for their optimism included the public's enthusiasm for the

1963 models and the great range of styles and prices. Other "plus factors" cited were rising income levels, increased use of instalment financing and the trend toward "more cars per family."

EXTRA MILEAGE—With an eye on expected industry-wide sales of some 13 million truck tires in 1963, B. F. Goodrich Tire Company has introduced a model it says averaged 32 per cent more mileage than tires of similar price in one million miles of test track operation.

The new tire, called the Extra Milers, combines a new wear-resistant rubber and a scientifically designed three-rib tread pattern said to place the most rubber where the wear is greatest.

P. W. Perdriau, president of the BFG division, explains that the massive center rib is made up of hundreds of closely-spaced "H" figures "interlaced to produce thousands of gripping edges."

A NEW TIRE molding technique puts vertical ridges within the tread grooves, reinforcing the blocks of rubber in the same way steel beams are strengthened with ridges and grooves, Perdriau explained. These internal ridges improve the tire's wear by reducing movement or "squirring" of

the tread on the road and also keep small stones or gravel from being picked up and held in the tread design.

The new rubber compound, called Super-Syn, gives the tire improved resistance to cracking, better traction on ice and snow, and greatly improved wear under severe operating conditions.

THINGS TO COME—A Chicago company's new wild-bird food goes one better than usual products for our feathered friends: pieces of suet and meat are mixed right in with dry seed. The product's being tested in Michigan... For the toll road motorist who has everything (almost), there's a coin-shooting gun to propel the desired amount of change into the receptacle; the gun's magazine holds quarters and nickels... A snow-blowing machine powered by an engine designed to start reliably at temperatures

down to 30 below zero and clear a 15-inch-wide path is making its debut. Small snap-on skis are available to guide the machine when used on hilly terrain.

'OLD WEST' REVIVED? — It's shades of the Old West in the beryllium-ore-rich areas of western Utah. With the increasing importance of this space-age metal, companies and individuals owning mining properties have found themselves in a surge of legal hassles over who owns what claim, and where the boundaries are. One big mining company suddenly found a second firm merrily drilling away on the big company's property. Legal action blocked that move, but since then company detectives have been patrolling the property. Fortunately, no guns have been drawn. But the claims and counter-claims are keeping the courts plenty busy.

BITS O' BUSINESS—Depart-



Housewife Gives Loud Cheer for 'Digit Dialing'

(The following letter was received by R. S. Pyle, manager of the Torrance office of Pacific Telephone Co., from Mrs. D. R. Maloy, 2409 W. 228th St. It was forwarded to the HERALD for publication.)

Dear Mr. Major Stockholder Sir:
Well I've heard a lot of complaints pro and con and now I'm going to give a loud pro for all digit dialing.

I asked some people, neighbors and such, a few like it, most don't, and the ones who don't are usually going through the motions of living, the unhappy working man or the bored housewife or the business man who lives life on the old treadmill or the woman who does likewise. Robots, you know and boy did you-all strip a few of their gears.

When I was a kid, my mom told me the average person used one fourth of his grey matter, leaving him at 12 years old upon maturity. Well maybe that is a little far fetched but it sure is coming to light now.

Now anyone, with any type of brain, knows, if they really think about it instead of getting nervous and starting to yell and throw things, that 123-1234 is easier to remember than XU3-1234.

One-9 is a lot less to remember than A-Z. We learned to count before we learned the alphabet and counting is much easier because we have fingers, 10 you know. Even if you take off your shoes you aren't going to have enough to make the alphabet.

Well "Why Johnny can't read" doesn't help either. He probably can't read because he can't spell which gives us another problem. That Physic 12345 is PH-12345. Don't laugh, a lot of people with college educations can't figure it out so where does that leave poor old mister one-quarter brain.

Well here is another one for the books, joke books that is, "Operator I want 3 978 798." That rhythm is ok for bank tellers but to phone dialers it's sheer murder. The old number AB3-9728 is now simply 223-9728 the same rhythm and I'll bet if you think about it the rhythm was as important as the letters and even more so. You just have to get back in the swing.

Well it's quite a problem, so to all you cons I say, see your doctor or clergyman. You are leading a dull life with an unexercised brain and that is very dangerous.

To all the pros, we're free from those silly prefixes and Ivanhoe, Madison and Lincoln can rest in peace.

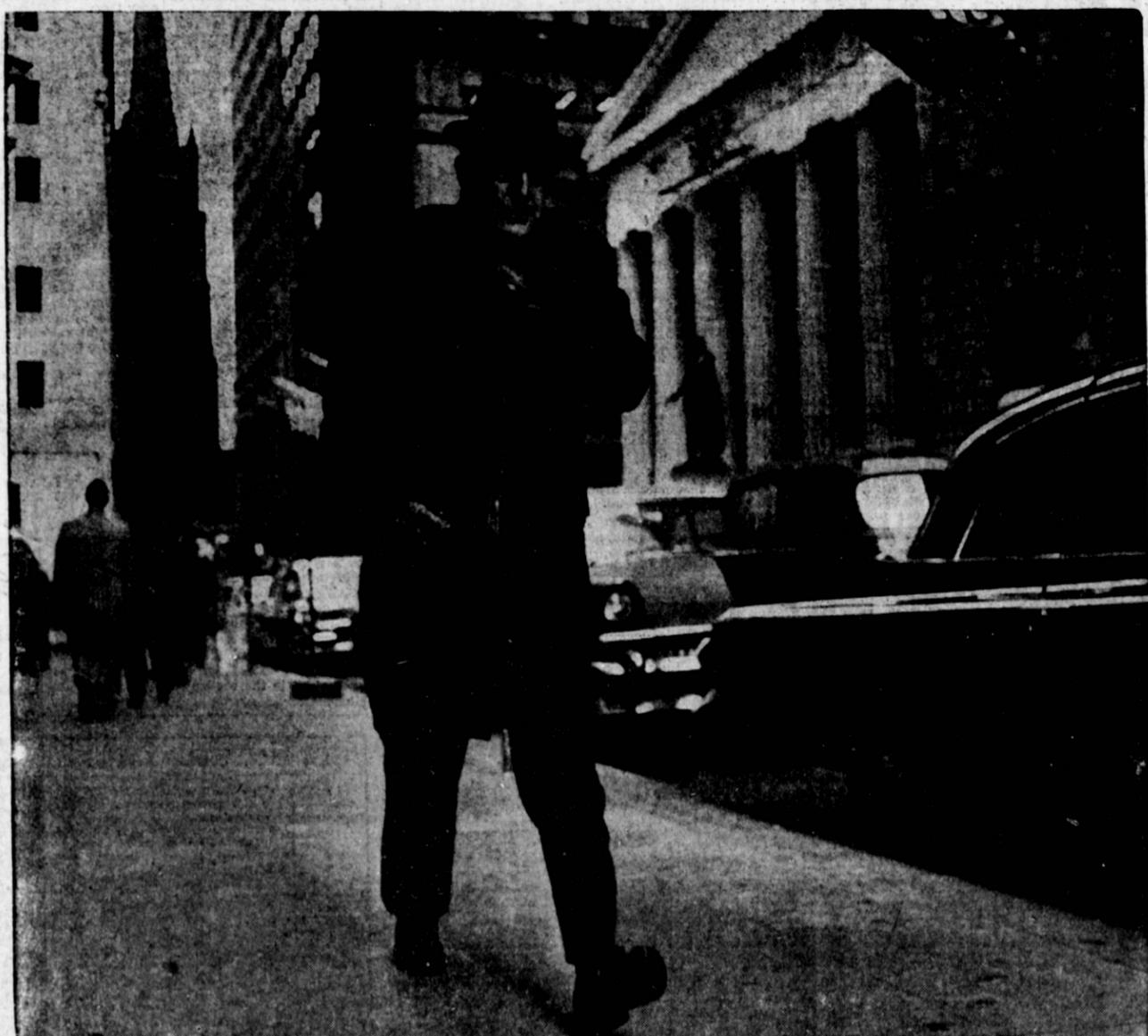
Thank you,
JACQUETTA MALOY

Dr. Golden To Speak to Sisterhood

Dr. Robert Golden, noted psychologist, will speak on "Woman's Responsibilities in Marriage" at the next general meeting of the Sisterhood of Congregation Ner Tamid Monday at 6:15 p.m. at the home of Mrs. Jack Esenstein, 27109

Grayslake, Palos Verdes Estates. Dr. Golden, who received his education at UCLA, Berkeley, and the University of Calcutta in India, is considered an authority in his field and has been selected by several

judges to write opinions for the municipal and superior courts. Dr. Golden holds MA and PhD degrees in psychology. For further information regarding the meeting phone Mrs. Harlan Cherman, program chairman, DA 6-9192.



He works on Wall St. in N.Y. He saves at Great Western in L.A.

Why?

Let's let Mr. Ford Bowman answer that question himself.
"My Great Western account is more than an ordinary savings plan to me. It's an investment with safety, availability, absolute stability, and an extraordinarily high yield."
That's a very concise answer, Mr. Bowman, but it seems to call for a little translation. So, if you don't mind, we'll take it one word at a time:
Safety. No matter what, Mr. Bowman is sure to get his money back. His account like other Great Western accounts, is insured by a permanent agency of the U.S. government.
Availability. Mr. Bowman knows from experience that it's just as easy to get his money out as it is to put it in.
Stability. That's investment talk. It simply means that his original Great Western investment will always be worth one hundred cents on the dollar. It won't change or fluctuate, like other investments, such as real estate, stocks, bonds, and securities.
High Yield. This is just another word for our current annual rate, which has just

been boosted to 4.8%, paid or compounded quarterly. (What Mr. Bowman means by "extraordinarily high" probably refers to the fact that for years Great Western Savings has been paying higher "dividends" than most corporate and govt. bonds.) Naturally, we're very proud that a New York financial expert like Mr. Bowman has selected Great Western Savings as the place to save his money. But we don't want anyone to get the idea that his is just an isolated case.
The truth is that financial experts from all over the world have accounts at Great Western. The list is impressive.
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Dr. Beck Reports on 'West Africa Today'

Dr. Lester Beck will draw from his own experiences and travels in discussing problems of the emerging nations of Africa when he talks on "West Africa Today" in the next Harbor forum program at Harbor College Monday evening at 8 p.m. in the main gymnasium. Films which he made in a 1960 trip to West Africa to observe preparations for independence have been supplemented by later films sent to him by a Nigerian photographer who was one of his students at USC.

DR. BECK is a specialist in many fields, including psychology, cinematography and social sciences. At present he is working with the state system of higher education in Oregon. As a consultant Dr. Beck has served with the U.S. Public Health Service, U. S. Office of Education and the government of Indonesia as a specialist in public health and mass communications.

On state department projects he has traveled through Europe and Southeast Asia. In independent travel through West Africa with his wife, a counselor at Harbor College,

he had an opportunity to visit many former students and to gain knowledge of the hopes and aspirations of the people.

Dr. Beck as film consultant to the E.C. Brown Trust, an educational foundation in Portland, Ore., has produced films on human growth, heredity, and early marriage.

AS AN independent film producer he has filmed "Unconscious Motivation" for college psychology classes; "Letters from Indonesia," for high school social studies classes; and "Squeak the Squirrel," a psychology film for elementary pupils.

At present Dr. Beck is working on a demonstration film on the use of television in college instruction for the U. S. Office of Education. He and Mrs. Beck are also working on a film for children demonstrating principles of perception in which live owls are used for demonstration. The stars in this film will be pet screech owls that Dr. and Mrs. Beck are raising.

Tickets for the lecture may be obtained at the box office for 50 cents.

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