

# Economists See Booming Year Ahead for America

By REYNOLDS KNIGHT

The men who take the nation's economic pulse think today's business prosperity will continue for at least nine more months and maybe longer, but they hesitate to make predictions beyond June of 1965.

At a meeting of the National Association of Business Economists it was generally agreed that 1965 will be a good year for business although Detroit may sell somewhat fewer cars than in 1964, and there may be a little less steel produced.

One of the signposts indicating a high level of business in 1965 is an estimate that plant and equipment spending next year will rise more than \$4 billion — to \$48.5 billion.

**WITHOUT A PET?** — According to the experts it won't be very long before every home in America has its pet, be it a dog, cat, goldfish, bird or turtle. So popular have pets become that today the nation's pet business, including food, incidentals

## September Work Force Shows Gain

Total employment in the Los Angeles - Long Beach - Orange County labor market area rose from 3,038,200 in August to 3,054,100 in September, Albert B. Tieburg, director of employment, has announced. The reopening of school provided the main stimulus to the employment upswing. Unemployment declined from 193,400 in August to 176,300 in September as large numbers of temporary summer jobseekers returned to schools.

Compared with September 1963, current employment was 74,000 or 2.5 per cent higher. The major advances were made in trade, service and government employment over the year. In the manufacturing sector, employment was down by 2,200 reflecting a loss of 15,500 jobs in the aerospace industries.

**THE INCREASE** of 15,900 workers in September reflected in a large part a gain of 3,200 in government employment with the reopening of schools and an increase of 5,000 in manufacturing with the resumption of production in the auto industry following model changeover in the previous month. Trade establishments added about 2,900 workers for the fall buying season. In the other major industry groups, employment in services and transportation, communications and utilities rose, but losses occurred in construction, finance, insurance and real estate and agriculture.

Unemployment declined by 17,100 over the month to 176,300 in September, but was 6,500 above the year ago level. As is usual for this time of the year, the downturn was led by the withdrawal of students and other temporary jobseekers from the labor market. The seasonally adjusted unemployment rate edged up from 6.0 per cent in August to 6.1 per cent in September. A year ago the unemployment rate was 6.0 per cent of the civilian labor force.

and the pets themselves, is a \$1.5-billion-a-year industry. So attached have Americans become to their pets that in 1963 some \$530 million was spent for dog food. That's nearly double the money spent for baby foods. F. W. Woolworth Co., the world's largest outlet for pets other than dogs or cats (which the company doesn't sell) reports a record-breaking volume of sales in its 2,117 stores in the 50 states. According to W. L. Hammond, head of Woolworth's pet-buying operation, the rising volume of pet sales reflects "more leisure and more money to support pets."

Last year Woolworth sold some 800,000 turtles and more than 672,000 tropical fish, and nearly 5.5 million packages of fish and turtle food.

**GERM KILLERS** — American industry is providing health-conscious housewives with new and sweet solutions to the old problem of how to fight household germs and bacteria.

One new pushbottom weapon against microbes, mildew and malodor is a pressurized product called Glade Disinfectant Spray. The makers say it destroys germs on contact, kills bacteria that cause bad odors, destroys mildew and mold, and sanitizes the air by reducing air-borne germs.

At the same time, however, the formula for this new weapon is designed so the housewife doesn't replace the undesirable germs and odors with a strong and unpleasant scent frequently associated in the housewife's mind with disinfectant. The new spray reportedly leaves a clean and fresh fragrance.

An added benefit of the new type of weapon is that its anti-germ action is said to stay effective for weeks when sprayed on surfaces.

**SCIENCE NEWS** — Automated doctors' bills are beginning to make their appearance around the nation. Busy physicians and surgeons have begun to turn their bookkeeping chores over to banks and other firms that offer computerized medical billing. Advantage to the doctors is faster billing and, presumably, faster payments. Medicine's newest bandage: gold. Electrically charged gold leaf has been found to cling successfully to blood vessels, even in the brain. Excellence

of this true gold bandage lies in the fact that it will not poison human tissue. Baldness, long taken as a sign of virility by baldheaded men, may actually indicate unhappiness, a psychiatrist has reported. He reported the experiences of one subject, a sailor, whose hair disappeared when he was having girl trouble, and returned when everything turned rosy once more.

**THINGS TO COME** — Housewives soon may find

canned bacon on the supermarket meat shelves. It's imported from Denmark, and will come ready sliced. A boon to night fishermen is an illuminated tackle box that lights up when the lid is raised. Operated on two flashlight batteries, the box is wired with cadmium plated wire to avoid corrosion. Newest home fire alarm system depends on cadmium-nickel batteries and plugs into regular power outlet to keep it at peak power; but is effective even when house

current is off. Handy aid for the sewing basket, a thumb with built-in needle gripper to help push needle through tough fabrics, even leather and canvas. For students and traveling writers there is being marketed a clipboard hinged to a storage tray to hold paper, pencils or other supplies. Writing lid locks over inch-deep compartment that cannot open accidentally.

**BITS O' BUSINESS** — World's largest mutual sav-

ings bank, Bowery of New York, has racked up more than \$2 billion in deposits, a 100 per cent gain since 1952. Manufacturers of electric tools look to a banner year in 1965 with a sales volume of \$294 million. World's biggest business, American Telephone & Telegraph, reports record earnings of \$1,598 billion for 12 months ended Aug. 31. Electricity sales in 1964 and 1965 will represent new all-time highs, according to an industry publication.

## Composers Award Hemmer Grant for Classical Music

A special grant of \$250 from the American Society of Composers has been awarded to a music instructor at Chadwick School in Rolling Hills.

Eugene Hemmer, chairman of Chadwick's music department, was awarded the grant because of the substantial performances of his compositions. The awards were originated by writers of popular music to encourage composers of classical music.

Hemmer's compositions have been performed in major cities in the United States, Europe, Mexico, Argentina,

and Japan. He has received three fellowships from the Huntington Hartford Foundation and the MacDowell Colony.

Among his 30 published compositions, two are set to texts of Mrs. Margaret Lee Chadwick, co-founder of the Chadwick School.

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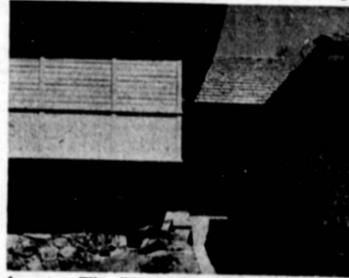


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