

Auto Industry Looks for Continuation of '64 Boom



DOROTHY DIGS
in the garden

Watch your local newspapers for notices of Rose Pruning demonstrations in your area. Even if you have only a few roses, these demonstrations are very informative and by following instructions given there you will have much better blooms this season.

An added bonus in some areas is the opportunity to take cuttings home. Then, at little cost, you can try your hand at growing roses from the beginning. A good rooting material is made up of one part Peat Moss or Vermiculite and one part of clean sharp sand.

Roses and all plants grown from cuttings will be true to the parent stock and no grafting will be necessary later.

A little Vitamin B1-hormone solution will help start new roots faster.

AUTO BODY DIES

The body sections of today's automobiles are stamped out on special dies cast from a nickel-containing ductile iron. More than 250,000 identical parts can be turned out by each die before it needs repair or replacement.

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By REYNOLDS KNIGHT

The auto industry, which had its best year ever in 1964, is looking to match or even exceed that peak in 1965.

Last year U. S. automakers sold over 7.6 million domestically built cars, passing the previous high of 7.4 million units, which had stood since 1955. Import sales last year were 485,000, setting total U.S. car sales well above the 8-million mark.

Some economists contend that this year will be an even bigger year for autos. Others, however, feel that a "correction" in the 47-month-long business expansion is inevitable, in which case auto sales would be affected.

Most automakers seem to agree that if it were not for the strikes, sales last year could have come close to 8.5 million. The "left-over demand" may be enough to boost '65 sales over the record of last year.

If this weren't enough to keep the auto people in a constant state of perplexity, latest reports from Detroit indicate that car executives are busy thinking how they're going to sell 'em in '66.

RISE IN RETAILING—Retailing will continue to expand during 1965, with total sales predicted to reach \$275 billion for the nation, up \$14 billion over 1964, according to the top executive of one of the nation's largest retailing organizations.

"The competition for the

consumer's dollars will be even more intense than in previous years and this challenge to retailers must be met by their selling broadened lines of quality merchandise at the lowest possible prices," said Robert C. Kirkwood, chairman of the board of F. W. Woolworth Co.

"Consumers will continue to be the major force in determining the nation's economic strength during 1965 and they are in excellent position to buy," Mr. Kirkwood said.

The confidence of Woolworth in the nation's economy is indicated by the fact that during 1965 the company expects to continue its expansion program by opening 50 new variety stores and at least 11 Woolco department stores to the Kinney Shoe Corporation chain, Mr. Kirkwood said.

Consumer spending is forecast for 1965 at more than \$418 billion, compared with slightly over \$400 billion during 1964, he observed.

Woolworth is continuing its aggressive program of expansion, and plans a capital investment of \$35 to \$40 million during 1965, compared with \$33 million during 1964, Mr. Kirkwood pointed out.

TILE RECORD—The year 1964 saw record production in the domestic ceramic tile industry, but the prosperity that might have accompanied it was undermined by lower-priced imports which siphoned off more than 25 per cent of the market, industry leaders report.

They feel that while 1965 should see an even greater increase in domestic production, there can be no real health in the domestic industry until the tremendous disruption of markets by imports is somehow solved.

The Tile Council of America, trade association of the leading domestic producers, said U. S. production of ceramic floor and wall tile reached an estimated 290,906,000 square feet in 1964, a 6.3 per cent increase from the

273,472,000 - square - foot record set in 1963.

Imported tile, selling for a lower price, also increased in volume, reaching record levels. In the first nine months, the Tile Council said, imports reached 100,050,000 square feet, a 30 per cent increase over the comparable period of 1963.

Domestic producers during the year sought support from U. S. trade negotiators to keep duties on glazed wall tile from being reduced, as provided for in the Trade Expansion Act of 1962, during GATT negotiations in Geneva. Duty on ceramic mosaic floor

tile was reserved from the negotiations on April 22 by action of the Tariff Commission.

SCIENCE NEWS—Latest use of atomic energy is for checking an airplane engine's hidden parts. Harassed by the costly breakdown-check-up jet engines need monthly, the airlines are turning to radioisotopes to do the job at a greatly reduced cost. Under the new system, mechanics can take X-Ray pictures of an engine's internal parts without having the engine removed from the wing and taken apart. . . . T.V. goes to school: The Federal Com-

munications Commission reports that 76,000 television receivers are now being used in the public schools.

THINGS TO COME—New angle for anglers wishing to sneak up on their prey is a silently operated electric outboard motor powered by a standard 12-volt auto battery. Propeller comes encased to eliminate fouling or blade breaking. . . . Latest entry in the wave of attractive writing instruments now on the market is a plastic-tipped pen-marked from a leading penmaker (Sheaffer). Available in assorted colors, the markers are designed to

write on paper, cardboard, leather, fabric, wood or almost any surface. . . . For those items you forgot at the supermarket, there'll soon be a huge outdoor vending machine available that will dispense a wide variety of products including packaged meats, bottled goods, beverages, dairy products and produce.

BITS O' BUSINESS—Lumber and plywood prices have shown increases anywhere from 14 to 20 per cent since the West Coast floods. . . . Government reports that the nation's male smoking force has decreased by 7 per cent since 1962. . . . Competition for savings accounts among California banks has driven the rate up to 5 per cent per annum in some cases. . . . Thanks to a surge in demand for high boots, suede clothing and other leather fashion items, leather production in 1964 hit a record 1.2 billion square feet, up 110 million over 1963.

Law in Action

A bad plan or design leads to poor construction—and legal liability.

The architect who makes a poor design may be liable for the injuries brought about by his creation. Thus at a bus depot, Mrs. Fall tripped on a stairway, fell, and hurt herself. The railing did not go to the last step, but the tile stairs gave the illusion that the steps ended before they actually did. This caused her to fall.

Mrs. Fall sued the bus depot and the architect who had built the stairs. He denied any responsibility for events after he had turned the stairs over to the owner, but the court held otherwise. An architect is liable for defective design which causes injury to third persons as well as to the owner. He is duty bound to use ordinary care to protect anybody who might use his structure.

PERSONS WHO design things, prepare documents, make accounting reports, soil studies, or do other planning have a duty to act with care to those who will depend upon or use their reports, plans,

or designs, as well as to their employer.

In one case a notary public prepared a will improperly so that no court could admit it to probate. A relative who would have inherited the property got nothing. He sued the notary. The court held that the notary had a duty to the would-be beneficiary as well as to the will maker. The notary was held liable.

A building contractor's liabilities may well go beyond the first owner of the house he builds. Later buyers can hold him liable for harm

growing out of inherent building defects.

MOST PROFESSIONAL people, artisans, or mechanics do not guarantee against every defect. They are not liable "to all the world" just because of a flaw in their workmanship. They are liable only if they are negligent.

Even though many years pass from the time of the initial construction, inherent defects may not be discovered until something happens but the responsibility continues. However, with time other factors such as poor maintenance, extensive use, or wear can limit the liability.

Note: California lawyers offer this column so you may know about our laws.

GIVE THE GIFT OF LIFE

GIVE BLOOD

RED CROSS BLOOD PROGRAM

WHAT'S DOING?

Just about everyone has heard or read stories about telephone Operators helping avert disasters, saving lives and property. But, it's the little things that really show the scope of the Operators' helpfulness—like the three teenage boys who called an Operator to find out how to make French toast (and were told) . . . or the Operator who helped an Air Force Chaplain locate an airman's father who was in an unknown hospital. It happens every day. Your telephone Operator is more than a helper—she's a friend.

When a telephone supplyman found a dove nesting in a reel of cable, he spread the word—**DO NOT DISTURB**. Mother and offspring are doing fine!

Did you know that our telephone engineers use cosmetics, of all things, to help keep phones working right? For instance, rouge to polish fine metal parts, toothpaste to clean switchboards, orangewood stick to probe electronic equipment, and a primary ingredient of lipstick is used as a lubricant. Whatever it takes, good service for you is our goal.

I've heard that the average person uses a telephone 8,760 hours in his lifetime. No doubt about it, telephoning is an important part of living!

Each year we see many communication changes. And last year was no exception. There was the first undersea telephone cable between America and Asia. And live global television via Telstar II. Also Picturephone see-as-you-talk experimental service between three cities. Sure, it was a big year. But you know, telephone people prefer to plan ahead—which means continuing to bring you even better service for Torrance in 1965.

J. P. Leggett
Your Telephone Manager in Torrance

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