



TO ENTERTAIN . . . Bob Ward will entertain customers at the Gardena Alpha Beta store tomorrow, Friday, and Saturday, according to Walt Hayre, store manager. The public is invited to hear favorite organ selections.

AREA ECONOMY

## Future Bright, USC Dean Says

The economic outlook for southern California and the nation is "quite attractive for the next five to 10 years," according to a year-end appraisal by the dean of the University of Southern California's School of Business Administration.

"Continuing outlays for our space program, military commitments abroad, spending for the Great Society's domestic programs, and federal commitment to full employment all point to continued economic prosperity for the nation as a whole and for southern California in particular," says USC's Dr. Robert R. Dockson, widely recognized economist.

"Determined as it is by the general economic environment of the United States, the outlook for conditions in southern California must be recognized as being very attractive for the next five to 10 years," Dean Dockson reasons.

THE NATIONAL prosperity will influence southern California principally through increased job opportunities and continued industrial diversification, the USC business educator believes.

"There will be a need to create 30,000 new manufacturing jobs each year during the next decade in southern California and about 60 per cent of these will be in non-defense categories," says Dean Dockson.

"As a result, personal income will rise at a rate in excess of 5 per cent per year.

Most of this increase will come in wages and salaries which will reflect the number of people employed, as well as higher wages and salaries brought about by increases in the demand for goods consumed and services employed by individuals.

"RETAIL SALES should continue at a high level; residential construction should begin to move forward as early as 1966."

While there is little question that economic growth will continue in the decade ahead, the USC dean does not rule out slowdowns in the rate of that increase. "For example, a rapid reduction in defense spending doubtlessly would have a retarding effect and impact upon economic growth in southern California," Dean Dockson said. "On the whole, however, the economy is strong and there is reason to believe that this strength will continue.

"Growth will, however, bring us many new problems as well as a magnification for many of those already with us.

"THE TRAFFIC problem, already acute, will certainly worsen and with it will come aggravation of the smog problem which is already developing some economic overtones.

"The future, however, portends great things for this area. The decade ahead promises to be a particularly profitable period for hard-working persons at all levels who are sufficiently keen as to recognize opportunities and take advantage of them," Dean Dockson concluded.

## More State Funds Urged For Classroom Material

By Educational News Service California's public school textbook selectors see a revolution in instructional materials occurring and want the state legislators to take cognizance of it when they appropriate funds for books.

Specifically, California Curriculum Commission members want the Legislature to consider a variety of new teaching aids as being "basic" textbooks.

For instance, Mrs. Lavon Whitehouse, commission member from Los Angeles, points out that recordings produced to accompany music texts are of tremendous value to elementary school teachers.

HARRY WONG, science teacher at Menlo-Atherton High School and a member of the commission's Science Framework Committee, urges similar treatment for devices which have been developed by textbook publishers to help students grasp concepts and principles underlying scientific phenomena.

Mrs. Whitehouse, Wong and Mrs. Laura Henry, chairman of the Commission's Science Committee, agree that experience and research

show that children learn more easily and quickly when concepts are demonstrated than when "they have to dig them out of textbooks."

"I DO WISH these statements could be made before some of the legislative committees," Dr. Max Rafferty, superintendent of public information, remarked.

Curriculum Commissioner Harry McPherson of Napa points out that state-supplied textbooks and supplementary instructional materials constitute one of the most effective means the state has for equalizing educational opportunities.



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