Big Little Business Catering To Leisure Time, Recreation

By ELMER C. WALZER
UPI Financial Editor

New York —(UPI)— The leisure market stands out in the news today. It's a $41 billion a year giant – and growing faster than Jack's Beanstalk.

Elmer Walzer

This leisure market is made up of foreign and domestic travel, of boats, of photography, of hi-fi, of swimming pools, of gardening, and myriad other things.

Big and little business is catering to America's leisure and recreation. Advertising firms are netting big sums telling about the products. Finance companies and banks thrive on it. Stock market investors are busy selecting shares of companies that participate in this stake of $41 billion.

Big Items Listed

The $41 billion figure is set forth in the current Printers' Ink which lists the big items as follows:

Recreation and domestic travel, $16.8 billion.

Radios, TV sets, phonographs, etc., $5 billion.

Gardening equipment, $3.5 billion.

Overseas travel, $2.3 billion.

Boating, $2.1 billion.

Photography, $2.1 billion.

Swimming pools, $600 million.

Hi-Fi and stereo components, $300 million.

Then, of course, there's reading, movies, auto riding, playing musical instruments, all sorts of sports including golf (no longer a rich man's game), camping and so on.

Growth of Income

Printers' Ink stresses this market for its advertising possibilities. It notes the growth in income of American families, and anticipates bigger and bigger spending for leisure and recreation as time goes on.

Everybody who talks of the leisure market stresses boating. Printers' Ink finds it the one item which has undergone the most drastic revolution.

Boating has progressed from a rich man's sport to one in which 37 million Americans now participate.

The magazine News Front in its June issue stresses foreign travel with one and a half million Americans spending $2,300,000,000 to see the world.

Out of that big sum, travel agents are going to gross commissions of $60 million. There are all sorts of tours – ski tours, painting tours, elephant hunts in Africa and fox hunts in Britain. Gourmets can eat their way across Europe.

Pay Now – Or Later

"You pays your money (now or later) and you takes your choice," says News Front.

Want a swimming pool for your community? "Better Living," the Du Pont employee magazine, tells you how to get one. You can build a dandy on six acres for $60,000. How do you pay? Get 200 memberships at $210 each which totals $42,000 and a bank loan of $18,000. Charge dues and guest dues and you amortize the loan, pay the taxes and so on.

Standard & Poor's gets into this act with its "Outlook" where it lists several leisure time beneficiaries in the stock market. These include American Machine and Foundry for its bowling pin-spotters; Black & Decker, makers of portable electric tools catering to the do-it-yourself trend; Brunswick-Balke for its pinsetters; Eastman Kodak cameras, plastics, synthetic fibres and chemicals; Ford in autos; Lily Tulip Cup, paper cups, plates, and other food containers, and Outboard Marine, outboard motors.

One thing about this leisure market is that it's getting pretty crowded – lots of competition. Hence, the stock buyer has to be cautious and very selective says Standard & Poor's.

Price 10 Cents — MEDFORD MAIL TRIBUNE — 54th Year

PULITZER AWARD 1934

2nd SECTION — MEDFORD, OREGON, THURSDAY, JULY 16, 1959 — Pages 1 to 12

Liberace Back In Hollywood

Hollywood – (UPI) – Liberace, flashing his well-known smile, arrived back in filmland Wednesday from Europe.

"It is wonderful to be back in good old California again after my trial in London," the pianist said. "I was pleased with the verdict of the British jury and am extremely grateful that I was vindicated."

Liberace was awarded $22,400 in damages in his libel trial against a British newspaper.

"While I was happy about the verdict, I am even more pleased with the fair manner in which the press of America treated the entire matter," he said. "My only hope is that my action, in some small manner, will spike future irresponsible smearing of American performers by the British press."

FACING ACTION by Department of Justice is one of these two lawyers, according to Senator McClellan (D), Ark., as result of conflicting testimony before rackets committee. Bartley Crum (right), New York, said Edward Bennett Williams (left), counsel for Teamsters Union, offered him large sum of money not to testify on union deal. Williams emphatically denied Crum's allegations.

Dog Bites Child; Vacationer Hunted

Sacramento, Calif.—(UPI)—An Arizona tourist who brought his dog along on his vacation was sought in Sierra-Nevada resort areas today after his dog bit a child in Barstow, Calif.

The dog owner is Forrest D. Smith. California highway patrolmen said that if he isn't found today, the child will undergo extensive Pasteur treatments for rabies.

Smith was believed en route to Carson City, Nev., by way of Yosemite National Park and Lake Tahoe. He was driving a late model Plymouth station wagon with Arizona license plates AJW-496.

The dog bit the Barstow child July 7.

Columbia is the only South American country with ports on the Atlantic and Pacific.

Medford Youths Appear in Court

The cases of four Medford youths charged with contributing to the delinquency of a minor girl were continued Tuesday afternoon pending receipt of pre-sentence reports.

The four youths all waived right to grand jury hearings, were arraigned on district attorney's information in circuit court Tuesday and pleaded guilty to the charges.

Those appearing before Circuit Judge James M. Main were Chester Leon Allison, 18, of 1119 West Fourth st.; Earl Bruce Stewart, 19, of 1120 West Ninth st.; Basil Victor DeRushe, 20, of 332 May st.; and Samuel Keith Garrett, 20, of 1120 West Ninth st.

A fifth youth involved in the same complaint, Raymond Ross Blackwood, 20, of 2520 Merriman rd., is awaiting trial pending word from his attorney.

A sixth youth involved in the same incident, Jerry Arthur MacLeod, 18, of 1051 West 11th st., Medford, was bound over to the grand jury and is being held in the Jackson county jail on $2,500 bail. He is charged with attempting sexual relations with a 16-year-old girl July 4 in the Applegate area.

The gold-mining industry in and around Johannesburg, South Africa, employs 383,000. Of these workers, more than a quarter million work underground.

MORE APARTMENTS

Chicago —(UPI)— With 49 per cent more apartment units started in the first quarter of this year than in the same 1958 period, the chances are that apartment building in 1959 will reach a new post-war high, the United States Savings and Loan League said. It noted that apartment starts in 1958 amounted to 185,300 units, only slightly below the record 197,000 units started in 1950.

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100% Pure Pork Sausage 3-lbs. $1.39
MADE FRESH DAILY
Smoked Pork — Skinless Pound Packages
Sausage lb. 49¢

FRESH GRADE "A" HENS Large Meaty Type Whole or Cut Up 39c lb

CANNED—8½ LBS. BOILED HAM Slice It Yourself and Save LB. 79¢

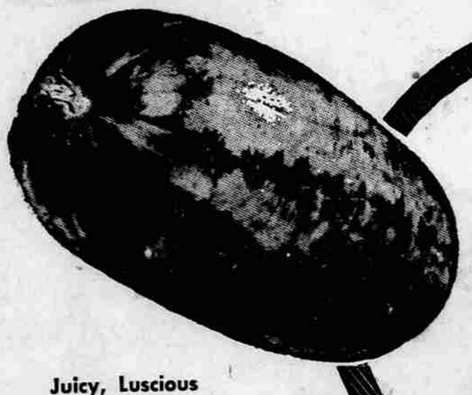
TOP QUALITY BOLOGNA Large Stick Any Size Piece LB. 39¢

BACON THICK SLICED 2 lbs. 98¢

GROUND BEEF ALL MEAT 3 lbs. $1.39

Luncheon Meat Fresh Sliced Daily lb. 49¢

WATERMELONS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APRICOTS, Dundee, whole unpeeled, 2½ Cans ..... 4 for 1.00
LA CORONA LUNCHEON LOAF, 12 oz. cans ..... 3 for 1.00
DEL MONTE PIN-GRA., 46-oz. cans ..... 3 for 1.00
HI-C ORANGE DRINK, 46 oz. ..... 3 for 99c
PINEAPPLE JUICE, Hudson House, 46 oz. cans ..... 3 for 1.00