

# Steel Firms Challenge Aluminum for 'Tin Cans'

**By REYNOLDS KNIGHT**  
Several recent developments among steel manufacturers reflect steel's concern over the inroads aluminum has been making into the tin can market.

One major steel company announced last week it is building three plants to make "thin tin" — a lightweight steel introduced in 1960 for use in can making. Similar plant-construction announcements have been made by three other steel companies in recent months.

Steel has long been dominant in can manufacture but aluminum, with only a fraction of the market, has been wooing some can business — particularly among the frozen citrus juice makers. In the middle of

the market fight are the can fabricators, most of whom will support whichever metal seems most popular with their customers.

**THE FIGHT** for the tin can market is only one of many battles steel has had to wage to retain its position in long-established markets. The development of lightweight metals, plastics and glass products has cut deeply into traditional steel markets in the past few years. The biggest threat, overall, seems to come from the aluminum industry, which — saddled with overproduction — is aggressively seeking new outlets.

The stepped-up production of "thin tin," and steel's big

promotion of soft drink in cans will strengthen its position in the can market, at least temporarily. Observers agree that aluminum will counter the moves with new strategy of its own before long.

**SPACE-AGE** integration—A major industrial company announced recently it has integrated the technical skills of six of its 26 domestic divisions to develop "advance power technology" for space vehicle systems.

A new operating unit, called the Aerospace Power Group, has been set up by The Bendix Corp. — a leading aerospace contractor — to research and develop non-propulsive power supplies that range from solar

energy to thermionic converters to oxygen-hydrogen gas generators and other fuel cell systems. The sole purpose of the new group is to develop internal power for satellite communication and control systems.

**BENDIX** officials said the group will be working in fields of power technology that eventually will result in development of power units for use in future automotive, industrial and defense applications, besides the satellites.

The exotic research will include a study of techniques to convert heat energy from the sun into electrical power within a satellite, development of

a solar closed-cycle electro-mechanical satellite power system, improvement of energy-producing solar mirrors, and evaluation of chemical power devices using oxygen, hydrogen and nuclear power. In addition, the Aerospace Power Group will also work on power projects that will include thermo-electric converters, cryogenic-dynamic converters, magnetohydrodynamic power generators and materials research, the company said.

How exotic can you get?

**TRAIN TIME** — The ticking sound of the conductor's big pocket watch has gone the way of the steam whistle on one U.S. railroad.

Southern Pacific has just ap-

proved the use of wrist watches, including one that doesn't tick. It's a special "Accutron" electronic model invented by Bulova Watch Co.

To keep time to the accuracy level traditionally required by railroads Accutron employs a tuning fork that operates on a "timetable" of precisely 31,104,000 vibrations every 24 hours. The tuning fork causes it to hum instead of ticking.

The Accutron is powered by a tiny mercury cell so the busy trainman never needs to wind it.

**THINGS TO COME** — No more soggy crackers during humid weather, according to a manufacturer that recently developed a moisture-absorbing

## Candidates To Attend Area Picnic

Li. Gov. Glenn M. Anderson will head a list of candidates who will attend a "Meet the Candidates" picnic in Palos Verdes Estates July 29.

The picnic, sponsored by the 46th Assembly District Democratic Council, is an all-family affair and will be held from 1 to 8 p.m. at the home of Mr. and Mrs. Leland L. Goss, 3819 Palos Verdes Drive, North.

**IN ADDITION** to Anderson, Jeff Hare, the Democratic candidate in the 46th Assembly District, and Robert Felixson, Congressional candidate in the 28th district, will attend.

State Controller Allan Cranston, a candidate for reelection, is also expected to attend.

Games and foot races are planned for the children, and an old fashioned band concert will highlight the entertainment.

**TICKETS** for the picnic are \$1 for adults and children will be admitted free.

Ticket information may be obtained by calling area chairmen: John Calkins, Torrance, FRontier 1-3703; Mary Donnelly, Palos Verdes Estates, TErminal 3-6715; James Moyer, El Segundo, EAstgate 2-2559, or Thora Gunn, Manhattan Beach, FRontier 25935.

fees and commissions and increased interest payments, according to a recent industry report.

**BITS O' BUSINESS** — U. S. farmers have planted 16.4 million acres of cotton this year, down one per cent from last year, according to a recent government report. New car sales for June totaled 609,000 vehicles, up 13.2 per cent from a year ago, but slightly below April and May rates; most auto producers continue to predict an excellent year for sales.

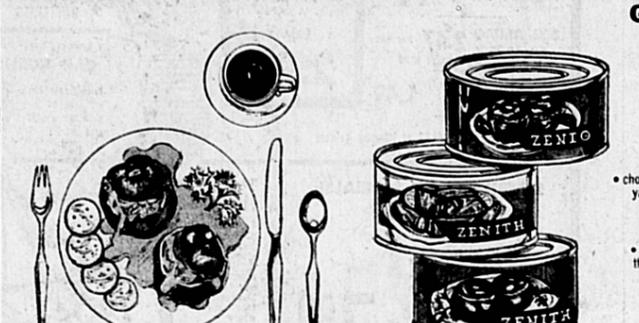
Savings and loan associations are facing a profit squeeze this year as a result of declining mortgage rates, lower loan

cost of construction.

cost of construction.

# the akron

### Gourmet Foods from Greece



- canned delicacies from the kitchens of Athens... the Greeks have a word for it: delicious! (in translation)
- ready to serve, to satisfy, to surprise... and each can holds 14 full ounces... plenty!
- choose tomatoes with rice... exotic yalantzi dolmades: vine leaves with rice... or peppers with rice... all in pure olive oil, exquisitely spiced and flavored!
- try one, try them all... the glory that was Greece including feasting, you know!

49c can  
sorry, no mail orders

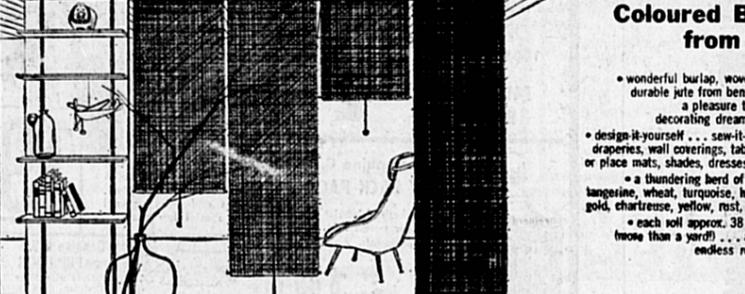
### Florentine Brass Legs



- the sculptured look of brass... gracefully fluted, glowing!
- 15 inches long... accented in white
- easily affixed to a coffee table, hi fi, cabinet... to achieve a fine look of elegance!
- the beauty of brass below... you do-it-yourself!

1.59 each  
sorry, no mail orders

### Coloured Burlap from India



- wonderful burlap, woven of proud, durable jute from Bengal... such a pleasure to make your decorating dream come true!
- design-it-yourself... sew-it-yourself... draperies, wall coverings, tablecloths... or place mats, shades, dresses, upholstery
- a thundering herd of colours... kangaroo, wheat, turquoise, hunter green, gold, chartreuse, yellow, rust, powder blue
- each roll approx. 38 inches wide (wider than a yard)... and we have endless rolls for you!

39c yd.  
sorry, no mail orders

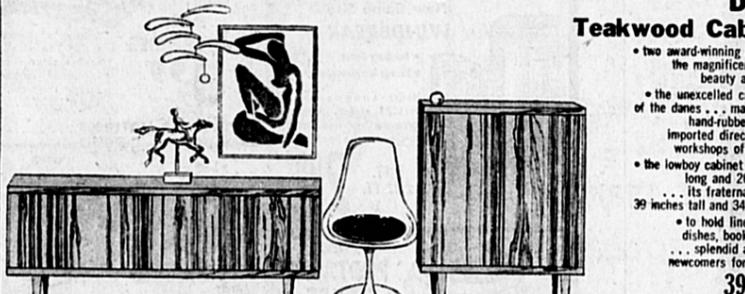
### Sale of Summer Shirtwaist Dresses



- instant flattery!
- cool, cool cotton, simple to care for, simply indispensable... you're summer's maid!
- solids in lovely contemporary blues, pinks, greens, yellows
- ombre stripes (discreet, that is) in vast array
- fitted and tailored waist, sleeveless, free-swinging skirt... aren't you the cool one!
- casual... or wear beads and your best bonnet... sizes 10-18 (you've loved them at \$49)

1.99  
sorry, no mail orders

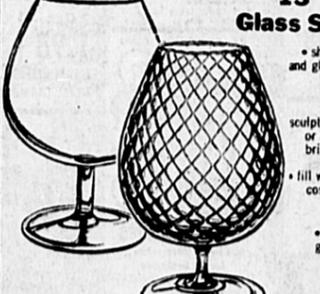
### Danish Teakwood Cabinets



- two award-winning designs... the magnificent mating of beauty and function!
- the unexcelled craftsmanship of the Danes... masterworks of hand-rubbed teakwood, imported directly from the workshops of Copenhagen
- the lowboy cabinet is 50 inches long and 26 inches low... its fraternal highboy is 39 inches tall and 34 inches wide
- to hold linens, records, dishes, books, hi fi, etc.,... splendid and versatile newcomers for your home!

39.99 each  
sorry, no mail orders

### 13" Italian Glass Snifters



- shimmering color and glass, hand-blown in Italy... 13 inches tall!
- glass with a sculptured pattern... or glass clear and bright... choose either or both!
- fill with cut flowers, cosmetics, jewels, a plant, drink (say when!)
- red, light blue, green, amethyst, smoked, gold!

1.99  
sorry, no mail orders

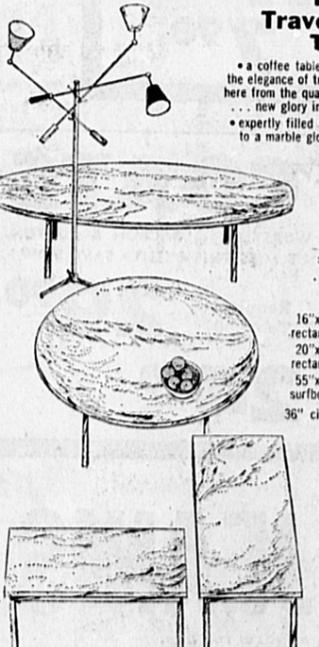
### Steak-Size Hibachi



- 10 inches' round sturdy stainless grill over a portable cast-iron oven
- serve 'em up hot and tempting right at the dining table (or carry the whole meal out-of-doors!)
- hardwood handles and feet
- recipe book, too!

2.99  
sorry, no mail orders

### Italian Travertine Tables



- a coffee table to proclaim the elegance of travertine... here from the quarries of Italy... new glory in your home!
- expertly filled and polished to a marble glow... in an ivory-beige color which blends effortlessly with any decor
- each tabletop is 3/4-inch thick... on a base of brass, 15 inches low

16" x 30" rectangle 11.99  
20" x 40" rectangle 16.99  
55" x 22" surfboard 27.99  
36" circle 27.99  
sorry, no mail orders

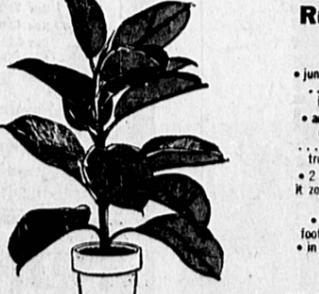
### 50 lbs. Planter Mix



- keep California green!
- with this scientific mixture of peat moss, steer manure, oak leaf mold and decomposed red-wood bark!
- a life-giving plant food for trees, shrubs, lawns, flower beds, indoor foliage
- in a 50 lb. bag... plenty!

50 lbs. 89c  
sorry, no mail orders

### Decora Rubber Plant



- jungle greenery... a blaze of indoor color!
- and it thrives outdoors too... the hardiest tropical of all!
- 2 feet tall... it zooms quickly, easily
- huge, satiny foot-long leaves
- in a 5-inch pot

1.69  
sorry, no mail orders

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3.50 plus weights

### Align Front End



7.50  
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2. Against normal road hazards (except repairable punctures) encountered in everyday passenger car use for 12 months.

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