

Car Makers Ballyhoo 1963 as 'Best Ever'

By REYNOLDS KNIGHT
Auto manufacturers are entering the most dramatic period of their sales year, the period when the new models are introduced.

Within the next few days, the first major line of a Big Three manufacturer will be unveiled in showrooms and advertisements around the nation. Within weeks, nearly every other auto will make its 1963 debut.

The concern of the auto industry with the introduction of new models can be seen in the welter of pronouncements and predictions made over the past few weeks. This year's sales have been the best since the record year of 1955. Many auto experts expect next year's to be as good or better. Most auto makers have made vocal announcements to this effect to key consumer thinking to early car-buying when the new models go on display.

THE FIRST few months of the new car year are crucial to the industry, and to the national economy as well. Autos, being a predominant item in consumer spending, serve as our economic weather vane for most other industries — from steel to softgoods. If car sales get off to a good start, chances are good that the economy will assume the same tempo; if they are bad, the economy is likely to be bad also.

With so much at stake, consumers can expect to see the month close with a flush of excitement and incitement by the auto industry to buy 1963 models — now.

'GASSING' IT UP— One industry shows no signs of slowing up is natural gas, which for the past 20 years has been a pacesetter in growth among the nation's basic industries.

According to figures compiled recently by the Panhandle Eastern Pipe Line Co., the gas industry has increased its share of the energy consumption in the U.S. from three per cent in 1900 to 32.5 per cent this year. Volumewise, industrial and residential gas consumers consumed 13.5 trillion cubic feet of gas last year; by 1970, consumption will reach nearly 23 trillion cubic feet annually, the company reports.

TO PROVIDE for this anticipated growth, the industry will have to add an additional 242,000 miles of pipeline to its existing network of 684,000 miles — which is roughly three times longer than the nation's entire point-to-point railroad track network. Panhandle itself recently announced a \$68.9 million pipeline expansion. Also predicted is an increase in the industry's gross plant investment from \$25.1 billion now to about \$44.6 billion by 1970.

The biggest factor in the industry's future growth is the anticipated population explosion, which will add 45 million more people to the nation by 1975. The Panhandle report says 11 million of the mwill become natural gas customers by the end of the decade — in addition to the 35 million who already are gas users.

SPRINGS FOR DEFENSE— The fate of America's retaliatory punch in the event of atomic or nuclear attack may rest on thousands of springs located beneath the earth at 57

Titan II intercontinental ballistic missile sites. The springs — 250 of them in each site — suspend everything from light fixtures to entire floors of the control center.

They are designed to isolate equipment from shock waves and vibrations of anything short of an enemy's direct hit above the missile site. Thus, the "first shot" in a shooting war could be absorbed and the

Titan II system would remain operational for the retaliatory "second shot."

"WE HAVE produced 121 different types of springs for the Titan II system," notes Charles C. Davis, vice president of Alco Products, Inc., manufacturer. The size and weight of the equipment to be protected determines the type and size of the springs used. The heaviest individual piece

of equipment suspended by springs is a 60,000-pound motor generator set; the lightest are 10-pound light fixtures.

Davis said that as much as 12 per cent of the output of the U.S. heavy spring industry is used in the production of various items for Uncle Sam's defense arsenal.

THINGS TO COME — A 24-pound portable television set with a 16-inch picture tube is

being marketed by a major TV maker; it is only 16 inches high, 16½ inches wide and 11½ inches deep. . . . Another tiny communications gadget, a transistor radio with overall dimension of 1¾ by 1¾ by ¾ inches, has been announced by a New York firm. . . . And a new king-size, non-filter cigarette, Coronet, is being tested by a major tobacco firm; the cigarettes is packaged in a

gold-colored aluminum foil pack.

BROADWAY BEAR— Broadway will reach its "bearst" point of the century this fall when only 40 shows, 10 fewer than last year, open. Biggest reason for the drop in openings is the lack of "angels"— persons who provide financial support to new productions. Some theatrical spokesmen attribute the decline in backers

to the recent market drop, but most cite mounting production costs and poor-quality productions as the major causes for the cutback in financial backing.

August rose unexpectedly to 5.8 per cent of the labor force, up from 5.3 per cent a month earlier and the highest since January.

Junior High Student Home After Surgery

Bill Church, 14, son of Mr. and Mrs. Bill Church, 1700 W. 248th St., is recuperating at the home of his parents following heart surgery at the UCLA Medical Center. Bill is a student at the Fleming Junior High School.



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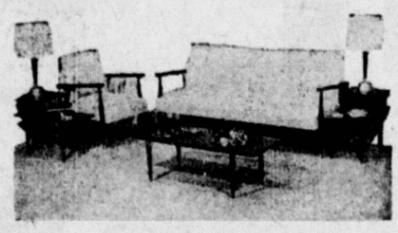
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Early American styling with heavy birch arms and framed base, heavy durable tweed covering, wingback pillowback rocker. You will get years of wear from this set and save money, too!



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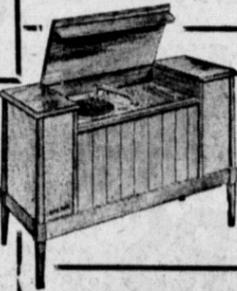
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Lomita Demo Headquarters Opening Set

Assemblyman Vincent Thomas, candidate for reelection from the 68th Assembly District, will be guest of honor at the grand opening of the Lomita Democratic Headquarters Saturday afternoon at 3:30 in the Lucky Market Center, Lomita Boulevard and Western Avenue.

Others scheduled to participate in the opening include Martha Armstrong, area coordinator for Tom Rees, candidate for state senator; Bob Hillyer, chairman of the Los Angeles Democratic Central Committee; and other area Democratic leaders.

The headquarters will be open daily with volunteers from the Lomita and the Harbor City Democratic Clubs on hand to answer questions and distribute literature about Democratic candidates, according to Richard T. Eakin, president of the Lomita Democratic Club.

Special Purchase COMPLETE MAPLE DINING ROOM GROUP

Complete group includes large maple Buffet-Hutch with two shelves above, two drawers (one divided), two roomy cabinets below . . . AND . . . rectangular maple table with leaf and four matching chairs. Outfit your dining room with this complete set at a terrific savings!



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