

Pleasant Thought:
Your Neighbor is reading the
HERALD too!

An Old Saw Rewritten: Steel Sets the Pattern

By REYNOLDS KNIGHT
Some 50 years ago an expression was in vogue to describe heavily militarized pre-

World War I Europe's shaky balance of power, to the effect that "when the Kaiser sneezes, all Europe trembles." A paraphrase from the U. S. economy as this fourth quarter of 1962 opens might be "when steel production moves decisively up or down, business prognosticators grab their pens and rewrite the economic forecast."

That's because this massive basic industry affects virtually every corner of business, even in small communities. A prospering steel industry means fat paychecks for several million workers, whose spending for consumer products generates added demand in countless other industries, and humming activity for shippers and suppliers of oxygen, coke and other raw materials of steel making.

ALTHOUGH many observers say business, over-all, has been stalled on dead center, they agree the picture could improve because of a "sneeze" by the steel industry this past week. Industry output moved up to 58.5 per cent of capacity—far from full steam, but the highest since early May. Significantly related is the fact that autos, major outlet for steel, are selling briskly and a 7-million-car year seems virtually assured. One auto company official has predicted an equally good car year for 1963, which could mean heavy advance purchasing of steel by this industry.

Currently the more optimistic of steel industry observers feel production could rise to about 63 per cent of capacity by mid-December. If that figure is realized, it would suggest a merrier Christmas for many corners of business, and many a man-in-the-street, too.

PACKAGE HEALTH deal—Modern marketing methods have inspired a major rubber company to offer its basic health products as "package deals"—one package designed for baby care and the second for all members of the family.

William A. Drisler Jr., marketing vice president of B. F. Goodrich Consumer Products, said the "Family Care Kit" contains a fever thermometer, an ice cap and an adult-size hot water bottle—items that are found in most homes and yet usually are purchased one at a time as need arises.

"While the hot water bottle has been pushed to the background as a footwarmer by central heating, it still has a multitude of uses for family health," Mr. Drisler said. "The ice cap, in addition to being handy for headaches, also reduces pain and swelling from sprains and bumps."

THE "BABY CARE Kit" contains an infant fever thermometer, a hot water bottle shaped like a kitten or puppy, a nasal aspirator, and an ear syringe. "Because of the attractive carry-kit, the new unit makes an ideal baby-shower gift," Mr. Drisler said.

Births so far this year are running about 3.2 per cent under 1961, but the total number of 1962 babies still may reach 4,110,000 before 1963—during which an even larger "baby crop" is expected. All of which adds up to a lot of baby showers.

BIRTHS

TORRANCE MEMORIAL HOSPITAL

PARCELS—Mr. and Mrs. J. S. Jr., 2281 Kinard Ave., a daughter, Barbara Marie, Sept. 4.
HUNTING—Mr. and Mrs. Donald W. 1808 Denver, Apt. C, Gardena, a daughter, Debra Lee, Sept. 5.
HAIN—Mr. and Mrs. Charles R., 477 W. 17th St., Lawndale, a daughter, Debra Lee, Sept. 7.
FRISBIE—Mr. and Mrs. Harry, 10525 Condon, Inglewood, a daughter, Deborah Lee, Sept. 8.
McQUILKIN—Mr. and Mrs. Kenneth, 2540 1/2 Frampton Ave., Harbor City, a son, Kenneth Marion, Sept. 8.
DORNEY—Mr. and Mrs. Eugene, 469 Flat St., Torrance, a daughter, Deborah Ann, Sept. 9.
HUGHES—Mr. and Mrs. Bill, 511 Emerald, a daughter, Terri Lynn, Sept. 10.
STEEPLETON—Mr. and Mrs. James P., 12346 1/2 W. 227th St., Torrance, a son, Scott Joseph, Sept. 10.
BOWDEN—Mr. and Mrs. Charles Ed., 22150 Grace Ave., Torrance, a son, Charles Edward, Sept. 11.
BRAKEFIELD—Mr. and Mrs. Roy O., 6979 Gale Ave., N. Long Beach, a son, John Michael, Sept. 11.
PYLE—Mr. and Mrs. R. D., 610 6th St., Hermosa Beach, a son, Roy Donnell, Sept. 11.
COFFETMAN—Mr. and Mrs. William J., 2521 Vorhees Ave., Redondo Beach, a daughter, Sheri Lynn, Sept. 12.
CHERNEY—Mr. and Mrs. Herb, 1532 Monterey, Hermosa Beach, a daughter, Cheryl Lynn, Sept. 12.
WILLIAMS—Mr. and Mrs. Melvin E., 1410 W. 227th St., Torrance, a son, Sept. 12.
GILBERT—Mr. and Mrs. Ira N. Jr., 2328 Paseo Del Mar, San Pedro, a son, Sept. 12.
CRABTREE—Mr. and Mrs. Joe Robert, 1546 Rolling Knolls Dr., Harbor City, a daughter, Sept. 14.
DALE—Mr. and Mrs. Robert, 1509 W. 228th St., Torrance, a daughter, Sept. 15.
ARNOLD—Mr. and Mrs. Olin, 15022 S. Denker Ave., Torrance, a daughter, Sept. 15.
McMAHAN—Mr. and Mrs. James W., 5015 Merrill, Torrance, a son, Sept. 15.
McMILLAN—Mr. and Mrs. Alvin E., 702 Buena Park, a son, Sept. 15.
JOHNSON—Mr. and Mrs. Robert, Apt. 209 Harbor Hills, a daughter, Sept. 16.
MATTELA—Mr. and Mrs. Anthony, 1253 Sunside, San Pedro, a son, Sept. 16.
HANEY—Mr. and Mrs. James, 351 2201st St., Torrance, a son, Sept. 16.
PETERSON—Mr. and Mrs. L. D., 25119 Oak St., Lomita, a daughter, Sept. 16.
SMITH—Mr. and Mrs. Charles L., 20028 Arlington, Torrance, a daughter, Sept. 16.
PRASTER—Mr. and Mrs. Ray H., 22818 Poleroles Ave., Wilmington, a son, Sept. 18.
HAYES—Mr. and Mrs. Thomas, 1504 W. 231st St., Harbor City, a son, Sept. 19.
SHUFFIELD—Mr. and Mrs. James R., 1260 E. 222nd St., Torrance, a daughter, Sept. 19.
EATON—Mr. and Mrs. Robert, 2011 Graham Ave., Redondo Beach, a daughter, Sept. 19.



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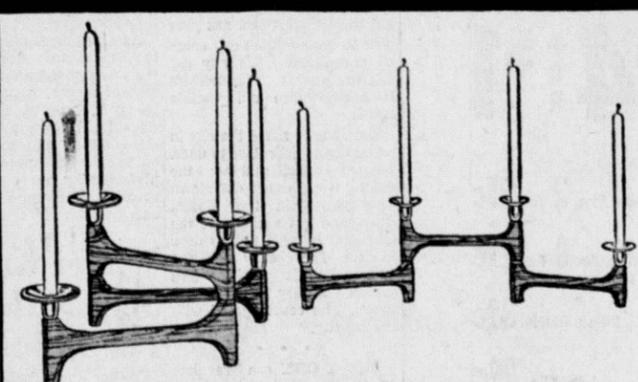
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- woven rattan, never this clever!
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18" 4.99

Belgian Crystal Mirrors

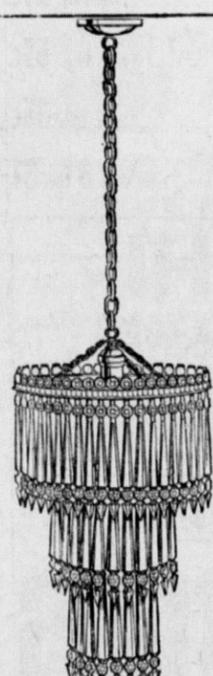


- have a look at beauty . . . through these unframed mirrors from belgium . . . shining, sparkling, double-strength!
- introduce new light, new color, new spaciousness into your rooms . . . singly or in splendid pairs and trios
- to cheer a bare wall . . . above a chest . . . on a door . . . topping a table . . . see how it smiles back at you!
- polished edges . . . electroplated copper backs to resist scratching, chipping and distortion

36" x 28" 3.99
40" x 28" 5.99
48" x 30" 7.99

• decorator frames available

Styrene Crystal Chandeliers from England



- believe it or not it's styrene crystal . . . with all the shimmering glory of fine cut glass!
- spectacular chandeliers animated suspension to attract ahs, ohs and eyes in your favorite room
- already wired and chained . . . and u.l. approved, of course . . . and it's virtually unbreakable! . . . simple installation!
- crystalline pendants in sparkling tiers . . . prismatic highlights!

3-tier, 8" diam. 6.99
4-tier, 10" diam. 10.99
5-tier, 13" diam. 13.99

Hand-Knit Wool Sweaters of Italy



- the exuberance of autumn is in the air . . . meet it with these fabulous fashions!
- inviting bulky knits, exploding with style and color . . . hand-knit with generous rib, cable and plain stitches
- a delicious choice of cardigans and pullovers, with vast collars . . . in beautiful beige, orange, lavender, red, pink, white and so many others
- visiting Italy? you'd pay \$18 there!

8.99

Iron Pot-Belly Stove



- early americana . . . distinctive in today's home!
- this traditional stove . . . now an extraordinary decorator piece
- smoky cast iron . . . 24 inches high
- heat a cozy nook . . . cook while you're roughing it . . . warm a provincial living room, cabin, beachhouse

8.99

Portuguese Cork Panels



- to decorate, to insulate, to add a textured feeling, to cushion sound!
- 3 ft. by 1 ft. steambaked panels from portugal . . . a substantial inch thick
- easy . . . simply nail or glue them to a wall or ceiling

3'x1' panel 69c

Women's All-Purpose Uniforms



- work in serviceable comfort . . . in cool fashion which belies the rugged tailoring, professional features, easy care!
- buttons top-to-bottom or button-zipper combinations
- pretty yoke styles, easy little necklines with back zipper
- full range of sizes from 10 to 20 and juniors from 7 to 15 . . . in snowiest white
- in dacron polyester . . . quick wash and dry and just a kiss of the iron!
- you'd pay \$15 in uniform shops

3.99

Italian Candelabrum



- handmade in Italy . . . elegant, ornate, room-flattering!
- 18 inches wide . . . each holds 3 candles . . . an antique look on a wall or column
- all wrought iron entwined with sculptured ivy leaves . . . red-gold, green-gold and all-gold

5.99

Wool Slipper Sox



- keep those toes from getting froze!
- the soles are cloud-soft pigskin
- the uppers are snug wool knit
- perfect fit for chilly mornings after-shower, to soft-pedal weary feet
- pearl-embroidered and colorful . . . in blues, greens, reds, pinks, white, etc.

adult size 99c
kid size 50c

LIFE'S LIKE THAT By FRED NEHER



"Are you sure the Pacific Ocean can spare it?"

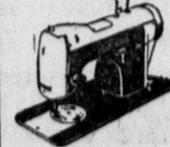
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