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10 NOVEMBER 8, 1962  
THE TORRANCE HERALD  
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# War Scare Buying Serves Notice on Retail Trades

BY REYNOLDS KNIGHT

The recent war scare over the Cuban situation made not only the citizenry nervous but generated frenzied concern in the ranks of retailers who sell food, medicines, and related essential products.

What happened was a spate of "scare buying" by consumers who learned from the headlines of the critical international situation, then rushed to stock up. Tons of canned goods, coffee, sugar and other staples were snatched off supermarket shelves.

Retailers naturally like a surge in demand. But, they point out, there's a crucial "danger point" in scare buying. If buying is rushed to the point where a store is momentarily out of stock on, say,

coffee and sugar, then shoppers violently magnify the seriousness of the situation; there's a tendency to grab almost anything else in the store. Managers are hard pressed to keep order and soothe excitable customers.

Actually, reports indicate that scare buying never attained that danger point except in a very few areas. But the situation served notice on retailers that they'd be prepared for recurrences.

**FREE ENTERPRISE** — A leading retail executive re-emphasized recently the feelings—public and private—of much of the business community on the need for a freely functioning private enterprise system.

Robert C. Kirkwood, president of the F. W. Woolworth Co., in a principal address at the ninth annual Christian Liberal Arts Festival at Simpson College, Indianapolis, Ia., cautioned that if the United States is to maintain its world economic leadership in the critical years ahead, the private enterprise system must be permitted to function freely.

He said "we have spent almost two centuries developing the laws and institutions that make the principle of free enterprise really work. And it is true that this development has not been achieved without setbacks, without mistakes or without injustices."

"BUT IT is clear that this system, perhaps still imperfect

—for I suppose we will never be able to stop fiddling with it and readjusting it to meet our changing needs—this system has done more to correct its deficiencies and right its wrongs than has any other system developed by man. . . . It is this idea, of free enterprise, that sets the American climate for excellence in business," the Woolworth chief said.

**TAX INCENTIVE**—For nearly 50 years the depletion allowance written into the federal tax structure has been an incentive in the development of America's extractive industries, including natural gas. But today this allowance, which recognizes the "wasting asset" nature of these industries, faces an attack aimed at the reduction or elimination of this tax provision.

Efforts to eliminate or reduce this allowance are especially short-sighted now, according to W. G. Maguire, chairman and president of Panhandle Eastern Pipe Line Co., because they come just as the natural gas industry is faced with a probable rise in demand by 1970 to levels 50 to 75 per cent higher than today.

**IF ECONOMIC** incentives are kept strong, Maguire asserted recently, "there is little concern over the industry's ability to meet market demand for 20 to 23 trillion cubic feet in 1970, an increase of from seven to 10 trillion cubic feet over 1961 consumption."

Panhandle Eastern Pipe Line has long been a leader in development of the industrial market for natural gas and Maguire foresees "continued long-term growth prospects" in the industrial sector of the market. The residential market for natural gas also will continue to grow, helped particularly by the rising demand for home air-conditioning, he adds.

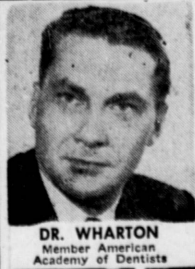
**THINGS TO COME**—A New York maker of globes is introducing a plastic relief globe to the moon for the space-minded student or adult; virtually all

craters and "seas" are shown, including the Soviets claim to have mapped on the far side. . . . A new infant feeding formula said to be the closest substitute for mother's milk ever developed is being considered for marketing by a drug and household products firm. . . . A portable photocopying machine for small-business executives, students, clergymen and the like can produce copies in 20 seconds—and it's priced to fit the pocketbooks of these prospective customers. Two models: \$39.95 and \$49.95.

**TUNE BOOM**—Resurgence is the word for the nation's musical instrument manufacturers. Quietly but effectively, leading companies in this \$500-million industry have streamlined production lines, coming up with jazzy promotion and advertising techniques to expand their markets. And it may be none too soon: imports have risen noticeably in recent years. Beryllium, one of the space-age metals, is now used in making some instruments. And currently a promotional display in New York's Grand Central railroad station features a player piano, with attendant hoopla proclaiming that this almost-vanished instrument is staging a comeback.

**BITS O' BUSINESS**—Hospital construction appears headed for a sustained boom period; one source predicts annual construction figures will be topped \$2 billion annually by 1970. . . . U. S. exports of rice last month were up 52 per cent over the like 1961 month, with the biggest part of the increases going to Asia. Shrimp prices are headed lower, thanks largely to the absence of hurricanes this year and a resulting healthy Gulf of Mexico catch.

California faces the problem of moving more than 10 per cent of all the nation's motor vehicles, safely and smoothly, over less than four per cent of the streets and highways in the United States, according to the California Highway Patrol.



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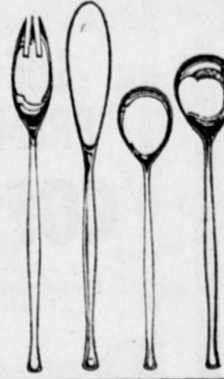


## Steno & Executive Chairs

- are you sitting more now but enjoying it less?
- relax into any of these 3 posture-perfect sitters . . . designed for comfort, health, efficiency and smart good looks
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- and our superb master chair from norway . . . executive luxury in black, red or brown!

steno chair 13.99  
executive chair (with arms) 25.99  
master chair from norway 59.99

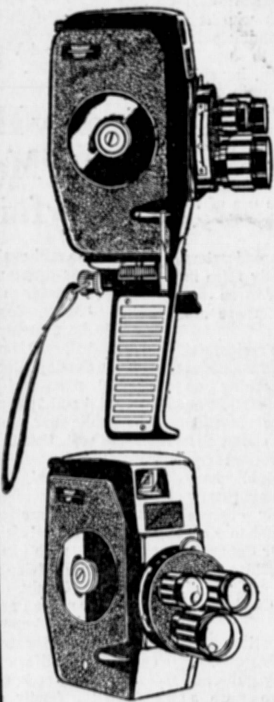
## Bangkok Modern Bronzeware



- exquisite bronze in an outstanding contemporary design . . . a triumphant achievement of the bronzesmiths of siam!
- knife, fork, teaspoon, soup spoon . . . to flatter your finest feast . . . or to save for a special gift
- at a tag you never expected to find

4-pc. setting 2.99  
• matching butter knife, salad fork, cocktail fork 79c each

## 8mm Turret-Lens Movie Camera with Pistol Grip

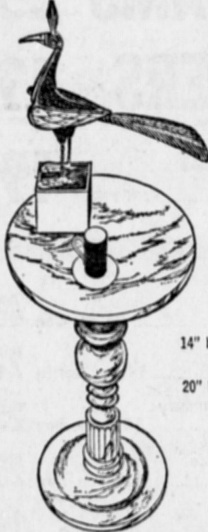


- 3 lenses on a revolving turret . . . just flick to standard, wide-angle or telephoto focus
- hold it firmly, reliably . . . with an easy-shot pistol grip
- built-in exposure meter, variable view finder, f/1.9 coated lens, automatic footage register, simple reel loading
- foolproof motion pictures in black-and-white or color! . . . and you've loved it at twice our tag!

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• leather case 2.99

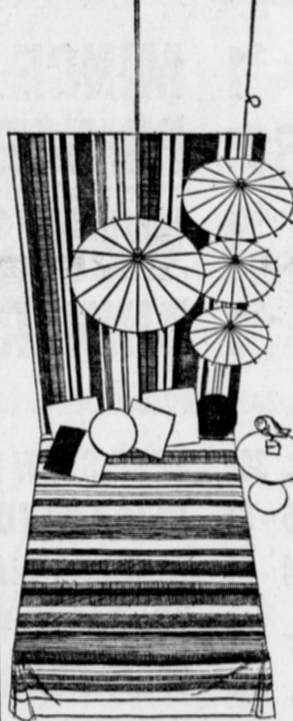
## Alabaster Pedestal Tables from Italy



- precious alabaster from the quarries of italy . . . classic tables on carved pedestals (alabaster too)
- the color is white, with a glowing veined elegance . . . the costly look and feel of marble!
- roman grandeur for today's home . . . to hold a lamp or vase or statue . . . magnificent all by itself!
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49c yd.

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half-moons 19c  
circles 25c  
cups 25c

## Hand-Painted Mugs from Italy



- magnificently-colored ceramic cups . . . huge, hearty, hand-painted!
- favorites in italy . . . sunny colors, bright designs, singing, ringing!
- many, many . . . each an individual prize . . . to serve beverages, to display on a shelf, to flatter a small plant

49c

## Tinted Swedish Stewware



- new elegance in crystal . . . the bit of sweden!
- lightly tinted in glowing colors . . . blue, amethyst, gold, pink or smoke
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- delightful drinking companions . . . to have, to hold!

each 69c

## 1 lb. English Christmas Pudding



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- hearty, tasty, well-fruit and spiced . . . to make christmas seem more like christmas!

1-lb. can 49c

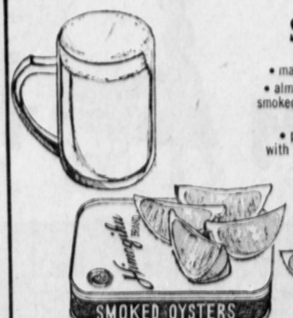
## Swedish Cocktail Sausages



- party time favorites . . . sausage the way you love it!
- 4 ounces of tiny, tempting cocktail sausages . . . for cocktail snacks, for hors d'oeuvres, for unexpected guests, for special treats!
- heat and eat, or serve 'em as is . . . stock up now for the party season at hand!

39c

## Whole Smoked Oysters



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- packed in cotton seed oil, with just a pinch of salt added for zesty flavor
- a mouth watering idea for a secret snack . . . a timely tip for your next party

25c

STAR GAZER			
By CLAY E. POLLAN			
Your Daily Activity Guide According to the Stars			
ABES MAR. 23 APR. 20 23-24-56-67 74-76-79-82	Taurus APR. 21 MAY 21 8-9-13-15 24-27-40 6:04	Cancer MAY 22 JUN 22 4-5-16-48 50-70-80-90 63-64-68	Virgo AUG. 24 SEPT. 22 40-51-53-54 71-72-73
LEO JULY 24 AUG. 23 6-11-19-20 32-35-35-36	Scorpio OCT. 23 NOV. 21 16-18-22-27 36-43-63-67	Capricorn DEC. 23 JAN. 20 1-10-21-31 32-78-84-89	Aquarius JAN. 21 FEB. 19 16-18-22-27 36-43-63-67
7 Looks 8 Beware 9 Of 10 Wants 11 Friends 12 Like 13 Inner 14 Glad 15 Urges 16 Keep 17 Tasks 18 Some 19 Prove 20 To 21 To 22 Pace 23 Relax 24 Trust 25 Tidings 26 Good 27 For 28 Don't 29 Let 30 Them	31 See 32 Of 33 Pie 34 In 35 The 36 Luck 37 And 38 How 39 Be 40 Fortune 41 Up 42 Settings 43 Changes 44 Partner 45 Or 46 Come 47 Friend 48 Through 49 Exercise 50 Your 51 Talk 52 First 53 Strolls 54 Breeze 55 Year 56 Peace 57 Are 58 Surprise 59 Has 60 Destructive	61 Move 62 Profitable 63 Surprising 64 Good 65 Opportunity 66 Awful 67 With 68 News 69 Or 70 Fast 71 In 72 Book 73 Shop 74 Friend 75 Girl 76 Children 77 Arrives 78 Hear 79 Or 80 Actions 81 On 82 Sweetheart 83 Come 84 From 85 Best 86 Her 87 Later 88 You 89 You 90 Now	91/8 Neutral 99-75-77

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