

Tight Money, Asian War Cut into Sales

By REYNOLDS KNIGHT
Retailers expect Christmas sales to top those of a year ago, but not by much. What was expected to be a tremendous sales advance this Yuletide (there's one extra shopping day this year) has been thwarted by tight money, higher prices, Viet Nam, and the stock market.

The atmosphere of uncertainty in all these areas has retailing executives now figuring on modest seasonal and annual gains of 5 to 7 per cent over last year. This, according to most merchants, is much below earlier forecasts.

Tight money, which is responsible for a noticeable decline in housing starts, has affected the home furnishings and appliances field. The Department of Commerce notes that sales of furnishings and appliances in the four weeks ended Nov. 19 remained at a standstill, but for the year to that date were ahead by 9 per cent.

COLOR television demand is strong, but nothing like it was last Christmas. Customers today are more selective about the models they want and in many cases they're holding out for lower prices.

Apparel demand is generally good with the exception of heavy outerwear, which has been slowed by warm temperatures. Furs are not moving off the racks very fast, because of the stock market's gyrations, which have been mostly down in recent months.

Despite these negative aspects, department stores across the country are going all-out on their Christmas displays. A store in Minnesota spent \$250,000 building a complete replica of a Dickens' Christmas Village. Inhabitants of the Village include Tiny Tim, Fagin, Sleary's Horse Circus, and Pegotty's boathouse. About 12,000 customers come in daily to see the show.

THE ACCENT is on youth again, and at least one venture has more than lived up to expectations.

Holiday Program Slated

Narbonne High School will present a special Christmas program, "Of Festive Bells and Ancient Kings," Thursday evening in the school auditorium.

The musical program will feature traditional holiday music by the Narbonne High School band, choir, and glee clubs. "Noel Francaise" will be played by the band and the choir will present "Ya Viene Le Vieja." The Girls' Glee Club will sing the "Carol of the Bells."

Santa Claus will be on hand to present candy for all children in the audience.

There is no charge for admission to the program, which begins at 7:30 p.m.

Lighting Contest Planned

Entry forms for the Redondo Beach King Harbor Christmas Lighting Contest have been mailed to more than 1,600 owners of yachts, Mayors and William F. Czuleger has announced.

The event, to be sponsored by the city of Redondo Beach, the Redondo Beach Harbor Lessees Association, and the Redondo Beach Chamber of Commerce, will be judged next Saturday. Awards are to be presented next Sunday from 6:30 until 8 p.m.

Theme of the 1966 contest is "Christmas Afloat," according to Harrison O. Daigh, harbor director.

Major award is the "Mayor's Trophy," given for the best use of lights. Other awards will be made for theme, most original, most humorous, and most spiritual. Awards will be given in both power and sail categories in more than 30 feet and under 30 feet classes.

Hallmark Cards, Inc., of Kansas City, Mo., went directly to the source earlier this year and came up with the first assortment of greeting cards ever created expressly for the student market.

The "source" was original humor solicited from undergraduates at ten college campuses from University of California at Los Angeles to New York University, and from Southern Methodist to the University of Ottawa.

Of the 2,900 original ideas submitted, 200 were illustrated by Hallmark artists. Of these, 73 cards survived rigorous marketing tests. Among them, some proved as much as 26 times as popular as top-selling regular humor cards tested in the same period.

"Curricular Prints," as they are called, run the gamut from the military draft to studies, dating, and marriage.

Introductory campaigns were supported by full-page advertisements in college editions of selected consumer magazines. As "Curricular Prints" approach the end of the first marketing year, Hallmark reports inventory turnover is twice that of the average humor card.

CHRISTMAS shopping got off to a furious pace in certain parts of the country. A big department store in Allentown, Pa., said sales were "terrific" and running 10 per cent ahead of the same period last year. Stores in New York City and Salt Lake City say they are "all ahead" of last year's sales pace. . . . Insurance companies are moving quickly to stave off cash-ins and lapses. Some companies telephone clients the night before their policies lapse in order to get premiums paid, others mail cartoons and brochures warning

of the dangers involved in letting a policy lapse.

A PORTABLE all-weather approach and landing system has been designed to enable a pilot to land his aircraft without the aid of a ground controller. Honeywell, Inc. reports.

The system, called Simplified Tactical Approach and Terminal Equipment (STATE), has been under development for two years by radar engineers at the Honeywell Radiation Center in Boston to meet pressing military requirements for an effective all-weather landing aid in remote combat areas.

The first system of its type, STATE provides the pilot with critical guidance information on his distance and approximate ground speed to touchdown by visual cockpit displays rather than by conventional voice contact, the company said. This would enable him to land in inclement weather or at fields not equipped with fixed instrument landing systems.

"STATE was developed primarily in response to military needs," said John J. Wilson Jr., general manager of the Honeywell radar and electro-optical development center.

"However, its anticipated versatility, simplicity, safety and low installation and maintenance costs cannot be overlooked as potential advantages for commercial airports in the United States and overseas, especially those not now equipped with instrument landing systems," he said.

Church Annual Christmas Bethesda As Church and Christian School tomorrow evening presentation annual program 7:30 p.m., with regular mon

I really anything. So you report only time to talk to me quarterback UCLA win

Play Sweepstakes, the Finest TV Game Ever!

FOOD FAIR

CERTIFIED SWEEPSTAKES

WIN! WIN! THOUSANDS OF WEEKLY WINNERS

GRAND PRIZE \$10,000

\$25,000 IN WEEKLY CASH PRIZES

Win Big Cash LIKE THESE FOLKS DID!

FREE ENTRY CARDS HERE

WATCH RACES EVERY WEEK KHJ

CHANNEL 9 FRIDAY 7:30 P.M.

IT'S FUN! IT'S FREE! WATCH TV EVERY FRIDAY, 7:30 P.M.

4 SALE DAYS: Thurs., Dec. 15th thru Sun., Dec. 18th

Get Extra BONUS STAMPS THIS WEEK... DEC. 15-18

100 BONUS STAMP COUPON

100 FREE EXTRA BLUE CHIP STAMPS

WITH THIS COUPON AND PURCHASE OF \$5.00 OR MORE...LIMIT ONE BONUS COUPON PER CUSTOMER PER TRANSACTION.

EXCLUDING FLUID MILK PRODUCTS, ALCOHOLIC BEVERAGES OR TOBACCO PRODUCTS.

COUPON VALID DEC. 15-18 T.P.H.

200 BONUS STAMP COUPON

200 FREE EXTRA BLUE CHIP STAMPS

WITH THIS COUPON AND PURCHASE OF \$10.00 OR MORE...LIMIT ONE BONUS COUPON PER CUSTOMER PER TRANSACTION.

EXCLUDING FLUID MILK PRODUCTS, ALCOHOLIC BEVERAGES OR TOBACCO PRODUCTS.

COUPON VALID DEC. 15-18 T.P.H.

BE SURE OF THE FINEST...ORDER YOUR CHRISTMAS TURKEY NOW!

USDA CHOICE Full Cut-Bone-in ROUND STEAK

BONE-IN RUMP ROAST | BONELESS SWISS STEAK

69¢ lb.

SAVE 20¢

BONELESS OVEN READY RUMP ROAST **79¢ lb.**

California Grown—Grade "A" FRYERS

FRESH, TENDER WHOLE BODY

29¢ lb.

CUT-UP FRYERS **33¢**

LEAN EASTERN PORK SPARE RIBS	U.S.D.A. 'CHOICE' STEER BEEF T-BONE STEAK CUSTOM TRIM	119¢ lb.	EASTERN SCALLOPS 1 POUND CELLO PKG.	98¢	FRESH FRYING CHICKEN LEGS & THIGHS QUARTERED SECTIONS	35¢
SPARE RIBS	U.S.D.A. 'CHOICE' STEER BEEF Porterhouse STEAK	129¢ lb.	SWORDFISH STEAKS FLASH FROZEN CENTER CUTS	98¢ lb.	FRESH FRYING CHICKEN PLUMP BREASTS QUARTERED SECTIONS	39¢
49¢ lb.	U.S.D.A. 'CHOICE' BONELESS TOP SIRLOIN STEAK	139¢ lb.	EASTERN WHITING PAN READY	49¢ lb.	DUBUQUE OR HORMEL RED SHIELD SLICED BACON POUND PACKAGE	69¢
	FLASH FROZEN-PLAIN OR BREADED VEAL CUTLETS 4-OUNCE PORTIONS	79¢	CRAB LEG SECTIONS ALASKAN KING	89¢ lb.	HORMEL BROWN & SERVE LINK SAUSAGE 8-OUNCE PACKAGE	59¢

FRESH, ALL-PURPOSE Russet POTATOES

10¢ -LB. CELLO BAG

SAVE 30¢

OSCAR MAYER WIENERS

ALL MEAT OR ALL BEEF

59¢ POUND PACKAGE

OL' VIRGINIA Canned HAM

DELICIOUS AND READY TO SERVE

5¢ -LB. TIN

SAVE 99¢

CRISP AND JUICY RED DELICIOUS APPLES

439¢ -LB. CELLO BAG

SAVE 20¢

NUT SALE

New Crop

• WALNUTS • ALMONDS • BRAZILS • CHESTNUTS • FILBERTS

39¢ lb.

DANOLA HAM ... **65¢**

SWISS CHEESE ... **59¢**

BETTY CROCKER WALNUT BROWNIES 22-OZ. PKG. 63¢	CAI' DA DRY GINGER ALE 28-OZ. BOTTLE 26¢ PLUS DEP.	ALL GRINDS FOLGER'S COFFEE POUND CAN 69¢	ALL GRINDS FOLGER'S COFFEE 2-LB. CAN \$1.37	ICE PALACE FROZEN FRUIT ICES 4-OZ. CUPS 39¢	ORCHID LAP FOLD NAPKINS 500-CT. PKG. 53¢	POUND PKG. MAZOLA MARGARINE Includes 5¢ OFF LABEL 36¢	1/4-OUNCE MAZOLA CORN OIL 59¢	KAISER HOUSEHOLD FOIL 12"x25" ROLL 33¢	SIMONIZ REDDI STARCH 23-OZ. SIZE 59¢	CHUN KING BEAN SPROUTS 16-OZ. SIZE 23¢	STAINLESS STEEL SCHICK INJECTOR BLADES 7 IN. PKG. \$1.00	SCHICK RAZOR KIT \$2.95
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Pre-...
Canned...
TALL CAN...
SAVE 10¢...
CHUNK STYLIGHT MEAT CARNATION...
TREE TOP WHINGTON APPLI...
POWDERED BROWN SPRE...
FOOD FAIR-VARIETY...
JAMS JELL...
FROZ...
ALL VARI...
SAVE 10¢ OZ. 18¢ PKG...
BUBB...
SEW...
17-OUNCE CAN...
WHOLE...
17-OUNCE CAN...
BARTLEPEAR...
TALL CAN-EX...
RIPE OL...
25-OUNCE GLASS...
APPLES...
SAVE 24¢...
Save 10¢ on...
WITH 10¢ WORTH...
SCHILLING...
GROUND...
PURE VANILLA...