

Youthful Buyers Pick Up Slack in Retail Business

By REYNOLDS KNIGHT
Retailers are in a somber mood. Rising prices and the possibility of higher taxes are sandbagging sales of big ticket items such as home furnishings and appliances. However, youth must be served, and this seems to be saving the day for merchants.

A store executive in Atlanta said a strong demand for softgoods on the part of the youth trade has been warming the bleak retailing picture. Jazzy new wardrobes, rather than furniture and appliances, have been largely responsible for sales gains in many stores, he added.

Department stores can take a bow for luring the youth trade to their counters. Office girls, and college and high school students, stores found, are really big spenders. So to accommodate them merchants are conducting "college boards" to advise them and presenting way-out fashion shows along with free entertainment.

IN LOS Angeles recently a leading department store went all out for the "kid" market. The store staged a big show at the Hollywood Bowl featuring popular bands and singers. The event drew more than 10,000 youngsters.

If you're interested in the latest in female fashions it's still the miniskirt and the mindress. Coming on strong, though, are new knits, capes, kilts, military jackets, psychedelic shades and wild stripes.

Nursing homes, convalescent homes and extended-care facilities of hospitals seem to have received the greatest impact from Medicare, reports Clifford D. McGuinn, president of the National Cylinder Gas division of Chemetron Corp.

THE FEDERAL program of health care for the aged, now in its second year, provides coverage for up to 100 days in an extended care facility to elderly subscribers.

"To compete for these patients, many of whom have lung and heart disorders, these facilities have had to install modern oxygen systems, oxygen therapy and resuscitation equipment and other medical apparatus that they did not have before," McGuinn said.

Suppliers of medical equipment have, therefore, also felt Medicare's impact, he said, and many have had to expand production facilities to meet the increased demand for health care items. "For example, NCG's sales of medical gases, oxygen therapy and related hospital equipment and oxygen piping systems increased 10 per cent during the program's first year," McGuinn said.

THE FRANTIC American League pennant race has the St. Louis Cardinals baseball organization in a dither. The club won its pennant and is collecting data on all four American League contenders—Detroit, Minnesota, Boston, and Chicago—to dummy up World Series programs. The AL clubs are also in a lather because, as one executive put it, each club is reserving St. Louis hotel space on a "70 rooms if we win, five rooms if we lose" basis. Noise bothers college graduates more than the less educated, according to a test conducted by a university that subjected 192 persons to 150 appliance-like noises.

Cost-conscious industry is continually looking for ways to reduce the staggering amount of time and money spent on necessary but non-productive operations.

One onerous but essential chore that has long burdened

TO CONDUCT MEETING
Dr. Robert R. Ford, principal of West High School, will conduct a meeting of the Large High School Committee of the California Association of Secondary School Administrators in Burlingame Wednesday, Oct. 20.

many manufacturers is the disposal of potentially dangerous liquid wastes created by production processes in which powerful chemicals are used. These wastes are often pumped into tank trucks and carted off to areas far removed from population centers.

A RELATIVELY new technique known as "submerged combustion" may help solve this problem. It is based on the principle that a flame can be made to burn under water.

A submerged combustion process developed by Selas Corp. of America, Dresher, Pa., evaporates chemical waste solutions in jig time. Its speed, Selas engineers point out, derives from the fact that combustion takes place inside the solution itself, so that the flame and the hot gases it throws off come into direct contact with the surrounding liquid. Thermal efficiency is rated at 95 per cent. This compares with 55 per cent for a typical home heating plant, in which nearly half the heat disappears up the chimney.

Less liquid waste to haul away means that much less money that has to be spent on nonproductive work. The dollars saved can be channeled into profit-making operations. Like fancy candles on your dinner table? One is available that consists of two U-shaped candle forms that meld together into a decorative sculptured effect with four lighting surfaces.

A NEW household foil has been introduced that is 2 inches wider than regular foil and 20 per cent heavier. It can be used for gift wrapping.

SAFEGWAY THE PLACE TO SAVE MONEY!



FROZEN FOOD BUYS!

Fill your freezer with today's best food values!

- Bel-air Pies** Assorted Varieties 3 8-1/2 lbs. \$1.00
Except Cherry or Blueberry—"Fresh From Your Oven"
- Orange Juice** Bel-air Concentrate 6 4-oz. cans \$1.00
Flavor-Favorite from Sunny Florida!
- Grape Juice** Welch's Frozen Pure Concord 5 4-oz. cans \$1.00
A refreshing and tasty beverage to serve.
- Bel-air Strawberries** Sliced 10-oz. pkg. 31¢
- Halibut Dinners** Captain's Choice "Deep Ocean Caught" 10-oz. pkg. 49¢
- John's Pizza** Assorted Popular Favorites Serve one "piping hot" meal! 15-oz. pkg. 79¢
- Bel-air Waffles** So Quick—So Easy Pop 'em in toaster! 7 8-oz. pgs. \$1

Bel-air Vegetables

- Green Beans, 9-oz.
- Lima Beans, 10-oz.
- Broccoli Spears, 10-oz.
- Brussel Sprouts, 8-oz.
- YOUR CHOICE 4 for \$1.00**
- Golden Corn, 10-oz.
- Peas & Carrots, 10-oz.
- Spinach, 12-oz. pkg.
- Succotash, 10-oz. pkg.
- YOUR CHOICE 5 for \$1.00**

Grade "AA" Eggs
Cream O' the Crop
Medium Size 1-doz. 35¢
Toss House Golden Rich in Taste and Color.

Fruit Cocktail
Toss House, Tiny Fruit Segments
4 17-oz. cans \$1.00

Apple Cider or Apple Juice
Toss House Golden Rich in Taste and Color. gal. 99¢

THE MORE YOU BUY THE MORE YOU SAVE

Jell-well 14 3-oz. \$1
Assorted Gelatin Fruit Flavors

Toilet Paper 3 4-roll \$1
MD Tissue—Choice of White or Pastel

Margarine 6 1-lb. \$1
Coldbrook—Creamy-Smooth Texture

Coffee 1-lb. 65¢
Edwards Brand Vacuum Pack—Rich Columbian Blend

Mayonnaise qt. jar 49¢
Laura Scudder—Creamy-Smooth Texture

Boneless Roast 79¢
Rolled & Tied Beef Chuck
Flavorful and juicy as only Safeway Beef Roast can be! Ideal to pot roast!

"Fresh" Fryers 29¢
U.S.D.A. Graded "A"—Plump Golden Cornish Cross
WHOLE BODY
Cut-Up Fryer Chickens Hand Cut, Pan Ready, lb. 35¢
Best of Fryer Hand Cut Pan Ready lb. 49¢

Veal Shoulder Chops 69¢
Tender and Meaty

Beef Rib Steaks 89¢
USDA Choice Beef Large Meaty Cut

Boneless Steaks 98¢
Full Center Cut Round USDA Choice Beef

Leg Of Lamb 79¢
Fresh—USDA Choice Grade Lamb—Aged and Trimmed for Short Shank.

Lamb Chops 89¢
Shoulder Cut USDA Choice

Lamb Shanks 49¢
To Braise USDA Choice

T-Bone Steak 98¢
or Club Steak USDA Choice

Chuck Steak 49¢
Blade Cut USDA Choice Beef

Pork Steaks 69¢
Fresh Eastern

Rath Ham 98¢
Boneless—Society White or Half

Polish Sausage 99¢
Wilson Certified

Lunch Meats 99¢
Safeway Sliced

Lamb Roast 59¢
Shoulder and Tied
USDA Choice—Aged & Trimmed

All Beef Franks 59¢
or All Meat Franks Safeway's Own Guaranteed Product. 1-lb. pkg.

Sliced Bacon 69¢
Crisp Bacon • Mild Taste • Even Pieces • Summer Sausage • Lean's 1st Quality

Dairy & Delicatessen

- Lucerne Yogurt** Low Cal Assorted 5 1/2-pt. ctns. \$1.00
- Gelatin Salads** Lucerne Assorted 3 pt. ctns. \$1.00
- Corn Tortillas** Lucerne Fresh-Made dozen 19¢
- Shady Lane Butter** First Quality 1-lb. 79¢

Low Prices—Of Course!

- Kitchen Charm Napkins** pkg. 10¢ Why pay 50¢? Soft and Absorbent—Steak Up Price!
- Dom Brau Beer** German Import 11-oz. 6 \$1.59 Why pay \$1.99?
- Campbell Soup** Chicken Noodle 10-oz. 16¢ Why pay 20¢?
- Potato Chips** Regular or For Dips 10-oz. 59¢ Why pay 89¢?

LIQUOR SHOP BUYS

- In Licensed Safeway Only Oct. 12-15
- BLENDED WHISKEY \$3.29**
Coldbrook 50-Proof 5th 536.95
- Scotch Whisky \$4.99**
Tartan Royal Blended 54 Proof 56
- Seagram 7-Crown \$11.39**
44 Proof 54
- Early Times \$11.49**
54 Proof 54
Kentucky, Straight Bourbon

Buffered Aspirin 49¢
or APC Tablets—A Safeway Guaranteed Product. of 100

Florida Grapefruit 5 lbs. 89¢
Ruby Red—Sweet 'N Juicy

Red Delicious Apples

- 8 1-lb. ples bag 99¢**
Extra Fancy, So Crisp and juicy. Tops for lunch or snack!
- Bananas 2 lbs. 29¢**
Fancy Quality—Golden American—Golden Ripe
- Tomatoes 2 lbs. 39¢**
Vino-Ripened—Tops for salads or sandwiches!
- Carrots 2 lbs. 29¢**
Packaged fresh daily for you. So crisp 'N tasty!
- Yellow Onions 3 lbs. 29¢**
U.S. No. 1's

SAFEGWAY

Prices effective Thurs. thru Sun., Oct. 12, 13, 14, 15, at Safeway Stores in counties of Ventura, Orange (except City of Orange) and L.A. (except San Dimas, Claremont and Avalon). We reserve the right to refuse sales to dealers.

TORRANCE and ANZA, TORRANCE • PACIFIC COAST HWY. and NARBONNE • CARSON and WESTERN, TORRANCE
All 117 Safeway Stores in Los Angeles County Are Your Authorized Food Stamp Program Retailers

When it's TIME TO MOVE
Jim DAVIS
REAL ESTATE
834-5207