

Surtax Effects Off-set By Increases in Income

By REYNOLDS KNIGHT
Apparently the impact of the 10 per cent surtax on consumer spending for goods has been more than offset by the up-trend in disposable income, by increased use of installment credit, and by reduced rates of savings.

This conclusion stems from recent government estimates on consumer spending for 1968 and consumer indications that consumer spending for goods in 1969 will show a substantial rise.

However, U.S. estimates indicate that the 1968 rise will in all likelihood fall short of that of 1968. One of the major factors affecting the estimates is that there is no great pent-up consumer demand for goods such as existed at the end of World War II and to a lesser extent at the end of the Korean War.

IT IS felt by most economic analysts that even with an end to the Vietnam conflict, which might come next year, it is unlikely that a peace there will be followed by an upsurge in consumer spending for goods.

In the present conflict there have been no restrictions on the use of installment credit such as were imposed during the two previous wars. These restrictions were an important factor in holding down consumer spending and in the sharp rise in spending when the restrictions were ended.

Present indications are that consumer spending for goods will show a rise of 8.8 per cent this year, to a record high of \$313.7 billion. It is estimated that for the fourth quarter, consumer spending will be 10 per cent above that of 1967.

TWO MILLION more employees in the retail business will be needed in the next five years, according to a leading personnel director, who suggested that efforts be made to recruit these employees from Negro, Puerto Rican and other minorities.

William T. Lord of the F. W. Woolworth Co. told a recent meeting of retailers at the Institute of Retail Management at New York University, that it is most essential to develop a program of communication especially for retailers studying growth patterns to meet future needs of the industry.

"Merely being an equal-opportunity employer does not and will not suffice," Lord said. "We must assume real leadership in this direction and by our own aggressiveness, help to solve our own problems as well as the growing problems of the urban crisis."

"THE GROWTH of production, the growth of population and the growth of the work force will produce a constantly increasing demand for more consumer goods and more distribution outlets," Lord reported. "The future for retailing has never been brighter and its growth can be limited only by inability to secure and develop adequate manpower."

Lord said that the majority of the jobs that will become available in retailing during the next five years are not menial jobs.

"Most requirements will be in the dynamic areas of sales, leadership, supervision and management," he reported.

BITS O' BUSINESS — Doses of Hong Kong flu vaccine are getting to the market about two weeks ahead of schedule. However, the rest of the doses thought to be needed as outbreaks of the disease were confirmed in California, Colorado, and New Jersey may be a bit tardy reaching the public. It seems the drug companies are

of the embryonic chicken eggs being hampered by a shortage in which the vaccine is produced. East Coast roosters, it appears, are lagging in fertility.

POULTRY producers say an obscure, little-understood chemical called ethoxyquin is the stuff of which cheaper chicken and eggs are made.

men, animal nutritionists and, in Peru. Ethoxyquin, by diminishing oxidation, made it possible to ship the first bulk cargoes of fishmeal to the United States and Europe where it is used as a high-protein ingredient in poultry feeds.

It wasn't until the treated meal was fed to chickens that beneficial side effects were reported, tested and proved.

University of British Columbia tests and lab studies commissioned by Cargill now show that ethoxyquin-treated meal retains some 32 per cent more fat than untreated meal. In chicken feed that translates to energy and means that more meat and eggs are produced with fewer pounds of formula.

THINGS TO COME — A canery in the Midwest is planning to take advantage of the latest American craze, coho salmon eggs. It plans to sell 480,000 pounds of the eggs here and aboard. That's caviar, son.

SAFEWAY WAYS TO SAVE AT SAFEWAY

BIG BUY

Campbell's Vegetable Soup

10-oz. cans **75¢**

PLUS Blue Chip Stamps

BIG BUY

Stokely Vegetables & Fruits

17-oz. cans **55¢**

PLUS Blue Chip Stamps

BIG BUY

Cragmont Soft Drinks

16-oz. bottles **639¢**

PLUS Blue Chip Stamps

BIG BUY

Pre-Grind Safeway Coffee

2-lb. bag **98¢**

PLUS Blue Chip Stamps

WHITE MAGIC BUYS

- Bathroom Cleaner 17-oz. **59¢**
- Oven Cleaner 9-oz. **59¢**
- Fabric Finish 20-oz. **59¢**

Mass Cleaner 17-oz. **39¢**

Egg Nog **99¢**

Sour Cream **49¢**

Gelatin Salads **39¢**

Round Steak

Full Cut or Swiss Steak

Center Cut Bone In USDA Choice Beef

POUND 79¢

T-Bone Steak

And Club Steaks

Tender Flavorful Guaranteed "No Tails"

POUND \$1.19

Leg Of Lamb

Genuine American

Short Shank Cut From USDA Choice Fresh Lamb

POUND 89¢

Rump Roast

or Boneless Chuck

Bone-In Roast Rolled And Tied Beef Choice Roast

POUND 79¢

ADDITIONAL MEATS

- Pork Steaks **69¢**
- Lamb Chops **98¢**
- Fryer Breasts **69¢**
- Best Of Fryer **59¢**
- Short Ribs **39¢**
- Fresh Oxtails **43¢**
- Beef Liver **69¢**
- Corned Round **89¢**
- Ham Slices **79¢**
- Link Sausage **29¢**
- Fish Sticks **39¢**
- Halibut **77¢**
- Lunch Meats **39¢**
- Ham Shanks **39¢**

Skinless Franks **59¢**

Sliced Bacon **59¢**

BLUE CHIP STAMPS

BAKE SHOP FRESH

- Coffee Cake **39¢**
- Cinnamon Rolls **39¢**
- Fruit Rolls **39¢**
- Raisin Bread **29¢**
- English Muffins **33¢**
- Pound Cake **29¢**

TWO BIG CHRISTMAS ALBUMS

PERRY COMO **\$1.00**

- Porterhouse Steak **1.29**
- Top Sirloin Steak **1.09**
- Veal Shoulder Chops **.69**
- Veal Sirloin Steak **.99**

- Boneless Roast **.89**
- Sirloin Tip Roast **.99**
- Boneless Steak **.89**
- Ground Round **.79**

- Fruit Preserves **69¢**
- Razz-Ma-Tazz **1.00**
- Tabby Cat Food **1.00**
- Bathroom Tissue **39¢**
- Vanilla Flavoring **25¢**
- Ice Cream **69¢**
- Tomatoes **25¢**
- Liquid Bleach **33¢**
- Ground Pepper **29¢**
- Panty Hose **99¢**
- Mouthwash **29¢**
- Hair Spray **49¢**

FROZEN FOOD SALE!

Vegetables **49¢**

Orange Juice **49¢**

Bel-air Waffles **2.29**

Potatoes **49¢**

4 FOR \$1.00 BUYS! **5 FOR \$1.00 BUYS!**

Oranges

Fancy California Navels

10-lb. bag 99¢

Sweet, Juicy, Flavorful

- Russet Potatoes **10.49**
- Golden Bananas **10.00**
- Dates **3.00**

ADDITIONAL PRODUCE BUYS

- Yellow Onions **3.29**
- Broccoli **1.19**
- Lettuce **2.29**
- Bell Peppers **1.19**

SAFEWAY

OUR "RAINCHECKS" GUARANTEE YOU'LL GET SAFEWAY SPECIALS!

BOTTLE SHOP

Prices Effective Thurs.-Sun. Dec. 12-15 in Licensed Saweys

- Dry Gin **2.00**
- Scotch **4.00**
- Vodka **2.00**
- Bourbon **3.00**
- Rum **3.00**
- Vat 69 **5.00**
- Lancers **3.00**

Flashlite Batteries **10¢**

Avocados

Large Fruits

3 for 39¢

Rich in Nutrition

All 117 Safeway Stores in Los Angeles Are Your Authorized Food Stamp Program Retailers

- TORRANCE BLVD. at ANZA TORRANCE
- PACIFIC COAST HWY. at NARBONNE LOMITA
- 1355 N. AVALON at PAC. CST. HWY. WILMINGTON
- CARSON AT WESTERN TORRANCE

Births

PACIFIC HOSPITAL OF LONG BEACH

Born to Mr. and Mrs. Stegried Max Sewall, 629 E. Carson St., a boy.

Born to Mr. and Mrs. Jeffrey Paul Fowler, 22615 Marbella, Wilmington a girl.

Born to Mr. and Mrs. Robert Lee Wall, 21210 B. Western Ave., Torrance a girl.

Born to Mr. and Mrs. Jimmie Clois Lee, 22653 Nicolite, Torrance a boy.

LITTLE COMPANY OF MARY HOSPITAL

Born to Mr. and Mrs. L. G. Rendon, 26125 Oak Street, Lomita, a boy, Nov. 6.

Born to Mr. and Mrs. L. J. V. Linden, 20617 Denker Avenue, Torrance, a boy, Nov. 10.

Born to Mr. and Mrs. J. A. Boyer, 527 East 220th Street, Torrance, a boy, Nov. 11.

Born to Mr. and Mrs. D. M. Briggs, 24635 Pennsylvania Ave., Lomita, a boy, Nov. 14.

Born to Mr. and Mrs. J. P. Ellsberry, 22503 Meyler, Torrance, a girl, Nov. 14.

Born to Mr. and Mrs. K. H. Veight, 18415 Elgar Avenue, Torrance, a girl, Nov. 14.

Born to Mr. and Mrs. G. Mares, 553 West "M" Street, Wilmington, a boy, Nov. 16.

Born to Mr. and Mrs. R. O. Valencia, 17615 Uranbrook, Torrance, a girl, Nov. 16.

Born to Mr. and Mrs. N. L. Mangelson, 1119 Derford Street, Torrance, a girl, Nov. 21.