

REYNOLDS KNIGHT

New Yorkers Blame Hurricane For Area's Slow Selling Pace

Hurricane Edna, unwelcome visitor to the Northeastern states a few days ago, got the blame for failure of the fall upturn in retail sales to put in its expected appearance. New York got nearly five inches of rain on the first post-Labor-Day Saturday, Sept. 11, and Philadelphia had a day of rain squalls.

The week's record was 13 per cent under the like week of 1953. The September 12 week last year was one of pleasant weather following a two-week heat wave. The change brought out shoppers in swarms.

Despite the slow pace of retail selling, merchants and out-of-town buyers in New York last week were almost universally optimistic. Where a few months ago they all belittled hopeful signs, now they try to explain away unfavorable ones. Store inventories are down, and the big city is full of buyers eager to replenish them.

Paper and paperboard forward orders—an early index of a rise in general business—were up in New York last week.

Return of a seasonal pattern in automobile production, with

most companies now having finished their 1954-model runs, is cited as one thing that kept production down in August, but will help the last quarter as auto makers rush to get 1955 models on dealers' floors.

MAGNET COMMUNITY—Sales of 442 homes in a single day at Coral City, new community of 10,000 homes to be constructed in the Miami area, aroused public interest all over the country. As a result, a wave of 1,500 out-of-town inquiries (by telegram, long-distance phone and mail) has poured back on Gaines Construction Company, builder of the homes.

Most enthusiastic response was from an Indiana man who said he would take any one of the three-bedroom models—there are two- and four-bedroom models as well—and enclosed his down payment, a check for \$3,000! Thirty other smaller checks were received.

While 80 per cent of the inquiries were from men, this percentage was reversed in the case of one state, Pennsylvania. One of every six letters referred to

retirement plans, and many older couples said they would like to visit Coral City during their winter vacations and pick out homes they might occupy in a year or so.

New York led in number of inquiries, with Michigan—principally the Detroit area—second. In all, inquiries came from 36 states and the District of Columbia.

THINGS TO COME — Do-it-

yourselfers can get kits of tape, cords, and plastic tassels to spruce up their venetian blinds: 14 colors . . . A new toaster toasts three slices at a time, for big families who can't wait . . . You can put your lipstick on in the dark better with a new compact. When you snap up the mirror you turn on a tiny light . . . A new vinyl cigarette case, leather-grained, holds a magnet which secures it to the dashboard of an automobile . . . You

can soon buy a hat with six interchangeable bands, for your changes in mood. . . .

RIGHT AS RAIN—You can't depend on snow to move water proof footwear, the people who make and sell boots have learned from the sad experience of the last few seasons. But over a 12-month period, there's plenty of rainfall in almost every section of the country. So, with one eye on U.S. Weather Bureau statistics and the other on their lasts, B. F. Goodrich's Hood Rubber division in Watertown, Mass., is concentrating on the production of lighter, more fashionable boots that women can wear the year around—in Phoenix, Ariz., where a scant 7.73 inches is the average rainfall for the year, to Portland, Ore., which gets an average 41.89 inches. And this lighter footwear—made of materials such as Koroseal, latex and water-repellent poplin—ap-

peals to women because several pairs for different wardrobes can be purchased for less than the price of the heavy, stadium-type boots that were popular when we had rougher winters than we do now. "The stores like it, too," says J. S. Barrie, Hood's vice president of distribution. "They no longer have to carry large emergency stocks of heavy boots against the few days it might snow. Now they can keep the lighter items on their shelves, because they know you can depend on rain."

Once Again To Our Customers and Friends Our Latest Advertisement

As usual we offer the finest quality at the lowest prices—with a quality guarantee you can depend on. Here are a few of our many unusual values. Check them yourself and bring your friends.

Every item clearly marked for your shopping convenience.

SHOP AT EASE—NO HIGH PRESSURE

SUNNY SELLS THE BEST for LESS!

10% Down — 2 Yrs. To Pay!

SAVE \$65.50
New O'Keefe & Merritt **GAS RANGES**
Deluxe model with shelf, high grillvator broiler, automatic cooking clock, cool control panel, chrome cooking top, 100% automatic.
\$5 Mod. \$384.95—\$4 Mod. now \$319.45

SAVE \$65.50
LIBERAL TRADE-IN ALLOWANCE FOR YOUR OLD RANGE!

NEW MAPLE BUNK BEDS—ladder, etc. \$37.50
NEW MODERN BEDROOM SET—Lge. double dresser, lge. plate glass mirror, lge. Hollywood headboard. Blond, Mahogany construction. Reg. \$189.50. **\$119.50**
FLOOR SAMPLE BEDROOM SET—Lge. double dresser, lge. Hollywood headboard, Lge. framed mirror. \$189.00 value — NOW **\$99.50**

NEW LIVING ROOM SETS—Sofa and matching chair, uphol. in fringes, lge. sets, reg. \$169.50, reduced as floor samples, 2 pc. matching sets **\$129.50**

NEW LIVING ROOM SET in wrought iron—Upholstered bed divan and matching chair. **\$99.50**

NEW INNERSPRING MATTRESS & MATCHING BOX SPRING—Guaranteed, \$59.50 value — NOW, THE SET **\$39.50**

NEW STEEL FRAMES FOR HOLLYWOOD BEDS—Adjustable with castors, guaranteed quality — EACH ONLY **\$4.95**

TABLE LAMPS WITH SHADE—lge. size, lge. variety. Reg. \$8.95 — NOW EACH **\$3.95**

BROADLOOM CARPET REMNANTS—12x32—12x20—12x26—Priced for quick sale—SQ. YD. **\$2.95**

CHROME DINETTE SETS—Lge. table, 30x60 extension table, 4 lge. well padded chairs. Reg. \$75.50 — NOW **\$49.50**

SPEED QUEEN WASHER—White porcelain **\$49.50**
COLDSPOT ELEC. REFRIGERATOR Large size. Guaranteed O.K. **\$39.50**

GAS RANGE—Full size, with regulator **\$59.50**
SERVEL GAS REFRIGERATOR—Compact 6 ft. size, guaranteed O.K. **\$79.50**

LIVING ROOM TABLES
ALL SIZES, MANY COLORS
SAVE 50%
ON SLIGHT FACTORY DEFECTS
(Shop Early For Best Selections)

DINING ROOM SET—Blond, lge. extension table with 3 leaves, also 6 lge. chairs with uphol. seats, arm chair included, reg. \$239.50 — NOW **\$139.50**

* Use your trade-in as down payment — The balance on Bank Terms. Take 2 years to pay!

GENERAL ELECTRIC AUTOMATIC WASHER — Latest model — ONLY **\$229.50**

BENDIX AUTOMATIC WASHER — Agitator wash, no vibration, no belting down, latest model — ONLY **\$169.50**
(FREE! Metal ironing board with adjustment for height)

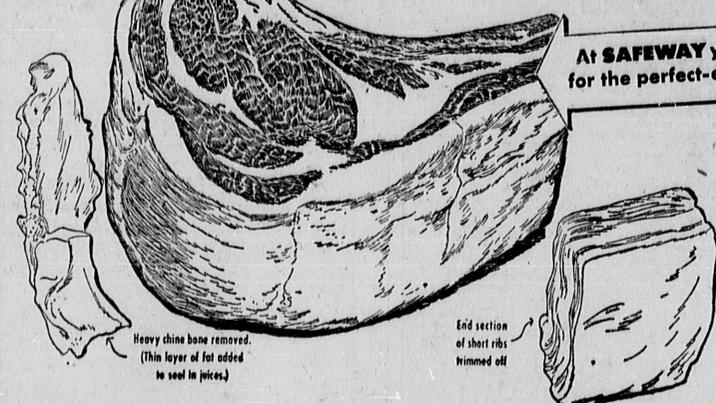
WESTINGHOUSE LAUNDROMAT — DeLuxe model, full automatic, with water saver feature, no belting down — ONLY **\$239.50**

* GENERAL ELECTRIC, PHILCO or WESTINGHOUSE REFRIGERATORS — Buy the best for less — YOUR CHOICE **\$179.50**

BUY the BEST for LESS at Sunny Furniture Co.

"The Store of Dependable Bargains"
3637 West Imperial Hwy. OR. 8-3568
(5 Blocks West of Greenhaw Blvd.)
Open 9 to 9—Saturdays to 8 Sun. to 5
Drive In Parking — Look for the Giant Red Arrow.

Trimmed just right for perfect eating!



SAFEWAY

Guests coming to dinner? Serve a tender, juicy rib roast . . . the kind of rib roast you'll find at Safeway. It's trimmed of excess fat and bone before it's weighed . . . the perfect-eating part is the only part you pay for. And—It's quality meat . . . USDA CHOICE graded beef . . . like all Safeway fine meat cuts!

RIB ROAST

73¢

Standing Cut, 7" Long, from 1st 5 Ribs USDA CHOICE Grade Beef. Safeway Aged to the Peak of Flavor!
SPECIALLY REDUCED PRICE! lb.

PEANUT BUTTER
Peter Pan Brand, Smooth Type
"Kids love it!" You will too. 18-oz. jar **39¢**

FRESH EGGS
Cream O' the Crop
Finest you can buy!
MEDIUM SIZE GRADE A doz. **37¢**

Pancake-Waffle
or **Buckwheat Mix**
Suzanna Brand
20-oz. **16¢** 40-oz. **29¢**
SYRUP Sleepy Hollow 24-oz. bottle **49¢**
Blend of sugar and pure maple sugar.

DETERGENTS
CHEER 19-oz. pkg. **28¢** PLUS TAX
Heavy Duty!
TIDE All Purpose. 19-oz. pkg. **28¢** PLUS TAX
PARADE Suds. 19-oz. pkg. **28¢** PLUS TAX

CORNER BEEF BONELESS BRISKET USDA Choice Beef. lb. **49¢**
BEEF LIVER Sliced or Piece. Delicious with bacon. lb. **39¢**
SLICED BACON DUBUQUE Brand. Grade A Quality. lb. **63¢**
LARGE BOLOGNA By the Piece. Freshly-made. lb. **39¢**
STEWING HENS MANOR HOUSE Cut-Up. lb. **49¢**

Veal Rolls Boneless For Roasting 1 lb. **49¢**
Ground Beef Visking Pack 1 lb. **39¢**
Ocean Perch Fillet Captain's Choice 1 lb. **39¢**
Breaded Shrimp Captain's 10-oz. Choice pkg. **59¢**

This Week's CANDY SPECIAL
Roxbury
Candied TV Mix **37¢**

GERBERS BABY FOODS
Strained Varieties. 6 cans **49¢**

More Low Prices at Your Safeway

MEATS FOR BABIES
Swift's Choice Lean Meats. 5 cans **99¢**

PENNANT COFFEE 1-lb. bag **89¢**
PRESERVES SHASTA BRAND Pure Strawberry. 2-lb. jar **49¢**
TILLAMOOK CHEESE lb. **55¢**
SCOT TISSUE TOILET PAPER roll **10¢**

Mellow Creams Roxbury 1-lb. Candy pkg. **25¢**

CURTIS WHITE LAYER CAKE CHOCOLATE ICED
Freshly baked — creamy — rich chocolate-frosted! SPECIAL (Regular price, 75¢) **59¢**
Sliced Bread Mrs. Wrights lge. std. White or Wheat loaf, 25¢ (Regular or Sandwich.) (White or Wheat, Std. loaf, 17¢.)
PILLSBURY FLOUR 5-lb. bag **52¢** 10-lb. bag **99¢** (Redeem your 25¢ Coupon at Safeway)

Baby Powder Johnson's large can **49¢**
Baby Oil Mannen's Brand 6-oz. bottle **49¢**
Apple Juice With Lanelin quart **33¢**
Tomatoes Gardenside Brand 2 28-oz. cans **29¢**
Luncheon Meat Kingans Brand 12-oz. cans **39¢**
Gelatin Jell Well Assorted Flavors 3 2-oz. pkgs. **22¢**
Puddings Jell Well Assorted Flavors 3 pkgs. **25¢**
Shortening Spry Brand 3-lb. can **88¢**
Instant Coffee Edwards Brand 2-oz. bottle **53¢**
Nonfat Dry Milk LAC MIX 3-lb. **99¢**
Liquid Starch Fountainary quart brand bottle **20¢** PLUS TAX
Liquid Starch Vano quart brand bottle **24¢** PLUS TAX

HALF & HALF Lucerne. Half milk, half cream. Homogenized. For cereals & coffee. pint carton **18¢** quart carton **35¢**
Homogenized Milk Lucerne, Grade A. quart carton **20¢**
Concentrated Milk Lucerne, each quart makes three quarts of fresh table milk. quart carton **49 1/2¢**
Lucerne prices in L.A. milk area.

Be sure to take the family to see Los Angeles County Fair, Pomona, SEPTEMBER 17-OCTOBER 3, 1954

CHUNK TUNA Breast O' Chicken. 6 1/2-oz. can **29¢**

CALO DOG FOOD Rich in Protein. 2 1 1/2-oz. cans **27¢**

Lake County BARTLETT'S
FANCY PEARS Just right for eating or for canning. lb. **10¢**
YAMS VELVET VARIETY Medium Size. 3 lbs. **25¢**
LETTUCE Fresh Green. Excellent for Salads. lb. **5¢**

BISQUICK CORN FLAKES 40-oz. pkg. **39¢**
RITZ CRACKERS 12-oz. pkg. **19¢**
MARGARINE Crisper, they just don't wilt. 1-lb. **32¢**
CHUNK TUNA SUNNYBANK "Just-made flavor." 1-lb. **23¢**
CHILI CON CARNE TORPEDO Light Meat. 6-oz. can **25¢**
SODA CRACKERS DENNISON'S with Beans. 1 1/2-oz. can **23¢**
FROZEN GRAPE JUICE BUSY BAKER Brand 1-lb. **23¢**
SLICED PEACHES BEL-AIR Brand 6-oz. can **17¢**
BEL-AIR Frozen 10-oz. pkg. **19¢**

PRICES EFFECTIVE THURS., FRI., SAT., SEPTEMBER 23, 24, 25, 1954, AT SAFEWAY STORES IN THIS AREA. (Thru Sunday in Stores open Sunday)
Right to limit reserved. No sales to dealers. Sales tax collected on taxable items.

SAFEWAY