

Behind the Scenes

By REYNOLDS KNIGHT

Final figures will be coming United States this year will reach the enormous sum of \$44 billion. That means that one-ninth of the gross national product this year will appear in the form of permanent structure—an unprecedented addition to the nation's equipment for living, learning and producing for the future.

Next year, from plans already announced and calculations of housing trends by experts in that field, it appears a new record will be set, at perhaps 46.5 billion. This actually may come more easily, from the supply standpoint, than did this year's \$44 billion; steel mills have added capacity for the plates, shapes and pipe that go into construction, and the three-year industry-union pact seems to rule out another steel strike.

With total housing needs fairly well taken care of, much home building aims at upgrading one's surroundings. School and hospital building is still in the catching-up stage because of the population gains since 1941. Commercial building, too, is in part catching up. Shopping centers and supermarkets have been moving toward new suburban centers.

However, much of the commercial and most of the industrial building has been of kinds that represent net additions to productive capacity. If we can manage the new wealth they will bring us over their productive lives of 30 to 50 years, these buildings promise prosperity for much longer than this year or next.

BACHELORS LOVE TO ...

Eat with Charley

At DANIELS CAFE 1625 Cabrillo Ave. DOWNTOWN TORRANCE

HOSPITAL PLANS BIG BRAIN—Hospital and medical service, the familiar Blue Cross-Blue Shield combination, is the favorite device of American

for cushioning the crushing burden of illness by distributing it insurance-wise between sufferers and their more fortunate neighbors.

This saves everyone money. It would save them more if it weren't for the cost of keeping up with the subscribers—who they are and what they need. Now scientific industry has come up with a way to curb that expense.

This giant brain, called Data-matic 1000, can handle the 25,000 record changes in two hours, leaving six hour a day for billings, compilation of statistics, and any similar work to improve MHS-MMS operations.

During the coming holiday season many people will find imported beverages in attractive decanters or carafes ideal Christmas gifts, Mr. Davidson predicted.

THINGS TO COME—Now there's a cleaning and polishing powder made especially for plastic windows and windshields. A wall chart on which you can follow the progress of your reducing effort comes with a calorie table. Bowlers who have trouble with sprays can get a geometric device that figures out the angle from which to throw that second ball. Color lenses, red, amber, green and blue, are furnished with a holder that fits over projector lamps, for use in lighting outdoor scenes for color pictures.

SAFEGWAY SHOPPERS SAVE!

Today Is Penny Day!

Wherever you shop, at a Safeway, or one of the new Giant Safeways taking care of whole areas, you can be sure they are like in one respect—you get the SAME BIG VALUES.

Special

America's food chains are "Feeding Millions for a Penny!" The average food chain store profit is just one cent on the sales dollar. After paying for merchandise, salaries, taxes, rent, utilities, equipment, etc., one penny is left over for the stockholders who provide the capital to make this service possible.

Stores Closed Monday, Nov. 12 Veterans' Day

Safeway Special! Novelty Scarfs

Buy Several at this low price!

49¢

CANDI CANE SUGAR

10 LB. BAG 77¢

5 lb. Bag 39¢

NESTLE'S MORSELS Semi-Sweet Chocolate 6-oz. Pkg. 18¢

FLOUR Kitchen Craft Enriched For All Baking (5-lb. Bag 45¢) 10 lb. Bag 89¢

MAYONNAISE NuMade Brand Tops For Salads Quart Jar 49¢

CURTSEY CAKE DEVIL'S FOOD FUDGE SQUARE Reg. 59¢ Each 49¢

FRUIT CAKE HOLIDAY BRAND 14-oz. Bar 49¢ 21-oz. Ring 79¢

POTATO ROLLS SKYLARK BRAND True Potato Flavor. In Warm-up Pan Pkg. of 6 18¢

GRAPE DELIGHT TEA GARDEN BRAND Whole Concord with Just Seeds Removed 4 8-oz. Jars \$1.00

Get Lovely Gifts Free of Charge On Safeway's Save-a-Tape Plan

Safeway cash register receipt tapes are just like "found money!" Every \$17.50 worth of these tapes in a SAVE-A-TAPE envelope counts as a Premium Envelope towards beautiful, useful gifts without additional charge at Safeway! See these gifts... then save your cash register tapes! Exciting new premiums are on the way now!

LARGE PRUNES Sunsweet Brand 1-lb. Pkg. 25¢ 2-lb. Pkg. 49¢

PARADE DETERGENT Save 10¢ on Giant Size Pkg. 49¢

ORANGE JUICE SCOTCH TREAT Frozen, Concentrated 2 6-oz. Cans 25¢

ICE MILK BAND BOX BRAND Chocolate, Vanilla or Strawberry 2 Pint Cans 25¢

WESSON OIL Liquid shortening, salad oil Pint Bottle 31¢ Quart Bottle 53¢

MAYDAY OIL Liquid shortening, salad oil Pint Bottle 29¢ Quart Bottle 49¢

PANCAKE MIX SUSANNA BRAND Made with Buttermilk. For Waffles, Too! 40-oz. Pkg. 32¢

QUAKER OATS Quick cooking or regular 20-oz. Pkg. 17¢ 48-oz. Pkg. 39¢

OVALTINE Food Supplement Plain or chocolate 6-oz. Jar 33¢

NBC Cookies Waverly wafers. Baked by Nabisco 13-oz. Pkg. 29¢

CHEEZ-IT Tasty cheese crackers Sunshine baked 6 1/2-oz. Pkg. 19¢

CHEESE Dutch Mill, Sliced American, Swiss, Pimiento 8-oz. Pkg. 29¢

RICE Uncle Ben's, Improved, converted 14-oz. Pkg. 19¢

KLEENEX The "pop-up" tissues White, pink, yellow Box of 400 26¢

ROME APPLES NORTHERN GROWN 2 lbs. 25¢

BROCCOLI Tight Green Heads, Tender Stalks. lb. 10¢

RED RADISHES Spicy, Firm! 3 Large Bunches 10¢

RUTABAGAS Versatile! Serves Raw, Boiled, Baked, Roasted! lb. 5¢

ROUND STEAK SAFEGWAY AGED BEEF USDA CHOICE Juicy red rounds, Fully trimmed, Boneless Top Round Lb. 73¢

FRYERS Manor House Chicken, Pan Ready U.S.D.A. Inspected, Grade A, Cut-Up 2 Pkg. 98¢

RUMP ROAST U.S.D.A. Choice Beef BONE-IN (Boneless lb. 73¢) lb. 63¢

SWIFT'S BACON Premium Sliced 1-lb. Pkg. 49¢

GROUND BEEF Blue Label Economy Pack lb. 33¢

BEEF LIVER Vitamin Rich Serve With Bacon or Onion lb. 39¢

ITALIAN SALAMI Gollo Sliced 3-oz. Pkg. 29¢

OCEAN PERCH Captain's Choice Frozen Fillets 1-lb. Pkg. 39¢

SOLE FILLET Captain's Choice Quick Frozen 1-lb. Pkg. 49¢

FRESH EGGS LARGE SIZE, GRADE AA Cream o' The Crop Brand—Carton of one Dozen 53¢

RIPE OLIVES SUNLAND BRAND Extra Large 9-oz. Can 25¢

SALAD OLIVES CALIFORNIA GIFT Green, with pimientos 8-oz. Jar 39¢

COLGATE DEODORANT SOAP 2 Reg. Bars 25¢ 2 Bath Bars 33¢

PRO-TEX DEODORANT SOAP 2 Reg. Bars 25¢ 2 Bath Bars 33¢

LUX SOAP FLAKES 12 1/2-oz. Pkg. 33¢

DETERGENT Liquid 12-oz. Can 38¢

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SAFEGWAY

TAKE A LOT; TAKE SIX—The idea of packaging items in 2's, 3's and 6's is spreading into every field, reports the Folding Paper Box Assn., as vendors of other wares note the 600 per cent increase in per capita sales of soft drinks that followed introduction of the carry carton.

A multi-pack—two cans in a colorful carton—sold 700,000 extra cases of cranberries in the off season. A familiar cookie, repackaged in a double-unit carton of two single boxes overwrapped, even rose in actual number of sales. This meant that more than two single packages were being sold for every previous one. Moreover, the cookies stayed fresher.

Customers like the added convenience of multi-packs, they tell store personnel. Retailers find the multi-packs cut their costs per dollar of sales. Manufacturers use the carry cartons for colorful point-of-sale advertising. Eye-catching display, hard to attain in single units, becomes possible.

FARM REVOLUTION—Every year at this time the Department of Agriculture is host in Washington to what some followers of commodity affairs have irreverently christened the Outlook and Ailbi Conference—more formally, Outlook and Review.

The Department's experts in each commodity field forecast the coming year's developments in that crop. Often, they explain why their forecasts for the year just closing were not borne out.

This year the conference will bear that crop yields per acre have surpassed the former record, set in 1948, despite the acres abandoned this year because of drought. Yield per acre will be half again as high as the pre-World War II average (1935-39). Total yield will pass last year's—by a razor-thin margin—despite the fact that acreage will be the smallest since 1941.

BITS O' BUSINESS—Gasoline prices were reduced a cent a gallon at retail in Chicago, Detroit and Milwaukee. New York department store sales fell below year-ago levels for two weeks in succession. Rayon prices advanced an average of 8 per cent after a major producer announced wage increases effective as of the first of this month.

Symptoms of Speed Told By Authority

If you are passing more cars than are passing you on the highway, slow down! You're going too fast!

That's a word of advice from C. J. Weiss, regional director of the Allstate Safety Crusade, who points out that excessive passing is one of many symptoms that show you're moving too fast for driving conditions.

According to Weiss, other symptoms of excessive speed are:

1. Failure to slow down for hills, curves, or other danger points.
2. Riding the bumper of the car ahead at any speed over five miles an hour.
3. Failure to slow down before you enter an intersection.
4. Braking hard to stop instead of coming to a smooth gentle halt.
5. Difficulty in straightening out after rounding a curve.
6. Weaving and inability to hold a steady course on a straight stretch of road.

"The next time you drive, check yourself for these tell-tale signs," The Allstate Crusade director suggests. "If you find it difficult or impossible to handle an emergency situation, you're driving too fast."

TASTE TRENDS CHANGE—The great expansion in foreign travel, and the ever-increasing number of Americans vacationing each year in Europe, have resulted in a steady increase since World War II in demand for imported spirits, cordials and wines, reports a major distilling company executive.

David Davidson, vice president and general sales manager of Schenley Import Co., predicts that U. S. sales of imported liquor will hit the \$200-million mark during 1957. He pointed out that last year more than one million Americans went abroad, and that many of these tasted fine foreign wines and liquors for the first time.

Ten years ago Americans were spending \$95,000,000 a year for imported beverages, said Mr. Davidson. This year the figure is expected to exceed \$185,000,000.