

Retailers Cheer Biggest Christmas Buying Binge

By REYNOLDS KNIGHT
Retailers across the nation are chorusing a familiar refrain: "Christmas will be bigger this year than last."

In recent years of rising incomes and rapidly expanding population this annual optimism of the retail merchants has sort of been taken for granted. But in 1964 there are two extra shopping days to swell the buying volume between Thanksgiving and Dec. 24 when holiday gift-shopping normally ends.

Predictions on the amount of sales gain range generally from three to seven per cent. Some of the more optimistic retailers think the gain may be even greater than seven per cent. One merchant pointed out that for the fall season so far, the year-to-year increase in business already has reached seven per cent.

SPACE-AGE ATTITUDES—The fallout from Space includes new consumer attitudes as well as new consumer products. Everybody from the toddler to the senior citizen has been profoundly influenced in some way by rocket count-downs and orbiting satellites. And some consumer industries are benefiting from these new attitudes. For example, a nationwide survey of consumer watching habits indicates that the average person has become more interested in time-keeping accuracy than ever before, according to the Bulova Watch Co., Inc.

For most men and women styling is the most important consideration when buying a prestige watch, but timekeeping accuracy now ranks close behind. And among men in their fifties, timekeeping accuracy is almost as important as the styling and appearance of a watch. To the watch industry, and especially to Bulova, this new Space Age consumer attitude toward time means business.

Bulova's Accutron electronic timepiece comes with a guaranteed accuracy of 99.9977 per cent, which means it will not gain or lose more than one minute per

month on your wrist and here in America it is outselling all other prestige watches two-to-one.

NEW TIMES, FASTER SERVICE—One out of every five people in the United States, and Canada is about to get the fastest insurance service he ever saw. The world's largest insurance company, Metropolitan Life, has just installed a nationwide computer communications system to assist the 44 million people it insures.

The computer system, developed by Honeywell Inc., will operate between some 900 branch offices and Metropolitan Life's home office in New York to give "virtually 24-hour service on requests for loans, settlements and inquiries of all types," Metropolitan said.

The records of those 44 million policyholders are stored on thousands of reels of magnetic tape which the Honeywell computer can read at a rate of several hundred records per second. Calls from any of Metropolitan Life's branch offices are sent directly to the central computer and are processed between 4:30 p.m. and 7:30 the next morning. The computer automatically looks up appropriate policies, updates payments, checks loan balances or settlements—whatever is needed—and then transmits clearances or other required information back to the branch office for next-day use.

SCIENCE NEWS—A man-made membrane of infinitesimally thin rubber promises to make open-heart surgery less expensive. The young researcher who developed the artificial membrane sees it also as an aid to man in living under water and as material for suits for astronauts to cool them off even as they perspire. In replacing today's expensive heart-lung machinery the membrane would perform in certain ways just as a human heart . . .

Undersea mining for cobalt, manganese, nickel and copper may be a step closer

with launching of a new deep-diving laboratory for exploration of the ocean's floor at 17,000-foot depths and for periods of 72 hours at a time. The new vessel also may be useful in oil drilling operations and for the salvaging of sunken craft . . . So you think a second is one-sixtieth of a minute? Maybe, but the International Bureau of Weights and Measures wants the measure of a second to be 9,192,631,770 cycles of a cesium atom. No more, and no less.

THINGS TO COME—World's first fiberglass bicycle. Body frame cannot

rust, corrode or discolor and is virtually indestructible . . . New 8-inch wrench adjusts instantly to sizes up to 1 inch and locks in place for use . . . Adjustable steel safety stop for desk or bureau drawers. Permits drawer to be fully opened and stop pivots out of way to permit removal of drawer . . . Electric hairbrush that also is massager for tired neck, shoulder, arm and leg muscles. Electric motor vibrates round-end nylon bristles to give scalp a massage while you're brushing. Turned over, the device becomes muscle massager . . . Smokeless broiler-roastier

that permits outdoor cooking indoors. Tube-type heat element reaches high enough temperature to chemically change falling grease to eliminate spatter. Heat also seals in juices. . . .

BITS O'BUSINESS—Appliance producers, completing a record year in 1964, confidently look forward to even higher sales in 1965, reflecting new house-hold formations and replacement demand . . . Interstate Commerce Commission foresees bright future for railroad industry as equipment makers seek to meet special demands

of shippers . . . Three-year rise in consumer credit believed tapering off . . . Steel consumption for 1965 may reach 82.8 million tons, a new high . . . Construction activity expected to continue at record high level in 1965.

Art Mart Shows Dewitz Seascapes

Arden Von Dewitz, member of the Marymount College art department faculty, is holding his 14th one-man show of seascapes at the Art Mart in Redondo Beach. It will close Jan. 4.

BIRTHS

LANE—Mr. and Mrs. Irvin, 26017 Calmhill Drive, a girl, Mary Jacqueline, Nov. 17.
ROSE—Mr. and Mrs. Robert 1265 Grotton, a girl, Bonnie Suzanna, Nov. 18.
PISCOTTI—Mr. and Mrs. Ronald, 12560 Mineda, a boy, Ronald Paul, Nov. 18.
KELLY—Mr. and Mrs. Robert, 2724 Armour Lane, a girl, Ginger Marie, Nov. 18.
COLBERG—Mr. and Mrs. D. E., 6153 Arrowroot Lane, a boy, James Armand, Nov. 18.
MACKAY—Mr. and Mrs. George, 23018 Arlington Ave., a boy, Jeffrey Hunter, Nov. 18.
WILLIAMS—Mr. and Mrs. Alvin, 527 La Porte Drive, a girl, Lori Jean, Nov. 18.
HOLLAND—Mr. and Mrs. Richard, 4573 W. 168th St., a girl, Cheryl Lynn, Nov. 19.
ANDERSON—Mr. and Mrs. Donald, 3829 E. Bellaire Way, a girl, Melinda Lynn, Nov. 19.
MCCOY—Mr. and Mrs. Carl, 5507 Rockview Drive, a boy, Kevin Carl, Nov. 19.
WRIGHTMAN—Mr. and Mrs. Bruce, 2844 Artesia Blvd., a girl, Valerie Ann, Nov. 20.
GEMMINGER—Mr. and Mrs. James D., 2215 Cabrillo, a boy, James Dean, Nov. 20.
HODGE—Mr. and Mrs. Joe, 1909 Rockefeller Lane, a girl, Karen Brey, Nov. 21.
O'NEIL—Mr. and Mrs. John, 4228 Semple Blvd., a boy, Stephen Charles, Nov. 21.
O'NEIL—Mr. and Mrs. Merl, 1383 W. 244th St., a girl, Janell Karyn, Nov. 22.

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Safeway's (the) place to buy...

Fully Cooked Canned Hams Dubuque or Hormel Boneless 5-Lb. Can \$3.49	Pineapple Juice Stokely Finest 3 46-oz. cans \$1.49	Red Rome Beauty Apples Washington State Extra Fancy Red Large Size 2 lbs. 25¢
Pork Sausage Farmer John 1-lb. Pkg. 39¢	Peanut Butter NuMade Chunk or Creamy 28-oz. jar 49¢	Bananas Select Quality Plantation Packed 3 lbs. 39¢
Beef Sausage McCoy's Breakfast 1-lb. Pkg. 39¢	Stokely's Apple Sauce Creamy Smooth 5 16-oz. Cans 89¢	Yams U.S. No. 1 Velvets Bate, Fry or Candy 2 lbs. 25¢
Link Sausage Farmer John or Luer's 4 1/2-lb. Pkgs. \$1.49	Lucerne Salads Cranberry Orange or Holiday Delight 24-Oz. Cup 49¢	Bartlett Pears U.S. No. 1 Lake county 5 lbs. \$1.00
Chopped Ham Safeway 3 3 1/2-oz. Pkg. \$1.49	Fruit Cakes Dorothy Duncan 2-Lb. Ring Extra Rich in Fruits, Nuts \$1.98	Crisp Carrots Packaged Fresh Daily 2 -lb. bag 25¢
Lunch Meats Safeway Sliced 3 7-oz. Pkg. \$1.49	Skinless Franks Sterling Tender & Juicy 1-Lb. Pkg. 39¢	Mushrooms Brown Variety For steaks, roasts 2-lb. for 39¢
		GIGANTIC NUT SALE! ● Georgia Pecans ● Brazil Nuts ● California Almonds ● Virginia Peanuts ● Oregon Filberts ● Italian Chestnuts ● California Walnuts
		Lucerne Egg Nog Quart carton 59¢ 1/2-gal. ctn. \$1.09
		Yellow Onions Long Fresh Green For slicing 3 for 29¢ Compact heads 10-oz. bkt. 25¢ Flavor Favorites 3 lbs. 19¢
		Safeway Gift Orders The perfect answer for your gift list problems. On sale at Safeway

ADELINE DALEY Well-Stocked Pantry Blues

Whenever I shop for food and sundries, customers behind me in the check-stand line must assume that I'm leaving on a six-months' excursion into Outer Tibet. I've figured that with the time I spent composing grocery lists each week I could be writing the great American novel.

Despite these efforts to assure a well-stocked larder, I am continually out of certain items. Heaven help the day we have to move into a bomb shelter. I'd be sure to forget something vital. Like food.

Of course, I've grown accustomed to finding our refrigerator stripped within 20 minutes of a supply of 59-cent-a-pound fruit. Hiding anything from my seven kids is like hoping that an invasion of boll weevils will bypass your cotton plantation. I've also given up trying to hoard soft drinks. Even the bottle of Coca-Cola I used to hide in the chandelier for myself.

The fastest "disappearing act" of all is Marshino cherries, with potato chips second and salted nuts third.

What frustrates me most, however, is being out of wrapping paper, Scotch tape and/or ribbon five minutes before one of my children is to leave for a birthday party. I seem to buy gift-wrap by the case lot and ribbon by the mile; but where it it now?

Shoelaces are another article I never seem to have at the right time. And the lace in one of my husband's shoes invariably breaks five minutes before he is to leave for work.

Barbecue lighter fluid is another item on the "missing list." My husband will have the steaks marinated, the briquets laid out in the barbecue pit and then I discover that I have forgotten to buy fluid.

Because I cannot always drive to the supermarket to pick up forgotten items, my usual recourse is to call my husband at work and ask if he'd mind stopping at the store on his way home. Bread or milk he doesn't seem to mind, but I am given the distinct impression that he is not thrilled to pick up things like a lone bottle of vanilla extract, a jar of mustard or a can of cat food, which are but a few more of the "Forgettables."

The all-time, all-points favorite that I find missing most often is Band-aids. Again, I purchase enough of them to supply any pro football team but it's impossible to find one when one of the kids comes running into the house bleeding.

I guess I'll just have to learn to live with the situation. Or rather, live without.

Mrs. Wright's Cake Mix
Lemon, White, Yellow, Spice or Devil Food
Your choice **4 pkgs. \$1**

King Size Tide
Heavy Duty Washday Detergent
Price includes 20c off
5 -lb. pkg. 98¢

Jell-well Gelatins
Quick, easy to make desserts
Choice of assorted fruit flavors
Your choice **3-oz. pkg. 6¢**

FROZEN FOOD SALE!
Manor House Meat Pies
Choice of Beef, Tuna, Chicken or Turkey **6 8-oz. pkgs. \$1**

Cotillion Ice Cream Covering grade Fifteen flavors 1/2-gal. ctn. **69¢**

Eskimo Xmas Trees pkg. **59¢**

Kermin Meat Pies Choice of three 4 8-oz. pie **89¢**

Sara Lee Cakes Ass'd. each **89¢**

Frozen Sea Food Values
Lobsters Whole Cooked 1 to 1 1/2 lbs. avg. **\$1.19**

Fish Sticks Captain's Choice Pre-cooked 14-oz. pkg. **59¢**

Bel-air Dollar Buys
● Frozen Rhubarb 12-oz. pkg. Mix'em or Match 'Em
● Green Beans French, Italian or Regular 9-oz.
● Broccoli Spears 10-oz. pkg.
● Baby Lima Beans or Fordhooks 10-oz. pkg.
● Mixed Vegetables 10-oz. pkg.
5 for \$1

Mrs. Wright's Fresh Baked Foods
PRALINE Angel Food Cake
All the goodness of brown sugar, maple and nuts
Reg. 14-oz. ring **43¢**
Fresh Bread 3 22-oz. loaves **\$1**
Oatmeal, Potato or Buttermilk

Apple Strudel Also Cherry Strudel. 10 1/2-oz. **43¢**

Peaches Stokely's Clings 29-oz. can **25¢**
Slices or Halves

Salad Oil Nu Made 38-oz. bottle **39¢**

Flour Harvest Blossom 10 -lb. bag **69¢**
Enriched White

Salads Lucerne Cranberry Orange & Holiday Delight 24-oz. cup **49¢**

Cleanser White Magic All Purpose Contains bleach 14-oz. can **9¢**

Detergent Dash Includes 10c off 3-lb. pkg. **59¢**

Bleach White Magic Liquid in plastic or glass gallon bottle **39¢**

Grade AA Fresh Eggs
Cream O' the Crop
Large Size 2 1-doz. ctn. **89¢**
Extra Large 1-doz. ctn. **47¢**
Medium Size 1-doz. ctn. **41¢**
Lucerne Extra Large 1-doz. ctn. **53¢**

Schick Stainless Steel Razor Blades
10-blade pkg. **\$1.33**

SAFEGWAY

Health and Beauty Aids
Breck Shampoo For Normal or Dry Hair 8-oz. bot. **79¢**
Breck Creme Rinse 8-oz. bot. **79¢**
Breck Hair Set Mist (Plus Federal Excise Tax) 7-oz. can **\$1.29**

Prices Effective Thurs. thru Sun., Dec. 10, 11, 12, 13, 1964 at local Safeway Stores

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