

## Durable Goods Sale, Despite Higher Prices, Hike In Debts, Amazes Business Observers

By SAM DAWSON

NEW YORK—The boom in durable goods amazes some of the experts.

Neither higher prices nor climbing personal debts stays the American public from buying more cars and more household gadgets than ever before.

The unusually high marriage rate since the war may be what's causing it, experts in the Commerce department opine.

Fears of an approaching war may be what's urging them on, says Paul G. Hoffman.

"When inquiry is made of would-be purchasers of cars," says the Marshall plan administrator, who used to head the Studebaker corporation, "they often explain they figured to play it safe and get a car while the getting was good."

Sales of all kinds of hard goods, as well as autos, are running higher than would be expected from income and price levels, commerce department experts say.

New car registrations in the last four years ran 14 percent above those in the four years immediately before the war, the department notes. But it adds there was a 50 to 100 percent gain in the postwar period in the output of refrigerators, vacuum cleaners, electric ranges and electric washing machines.

Apiece With Building Boom  
This gain ran hand in hand with the home building boom. And the department links both in the unusually high marriage rate, which hit its peak in 1946 but is still above the prewar rate. But the department experts think that by now deferred demand for household products has been satisfied and that soon "the usual market forces will determine sales of these products."

The census bureau also reports that sales by large independent retailers this May were eight percent higher than a year ago. Big gainers were dealers in lumber

and building materials, in autos, and in furniture.

An optimism is rampant in Chicago where furniture makers have opened their summer racket.

Prices on furniture are higher, too, some of them add. Increases up to five percent over the quotations at the winter show were posted by some producers. They point to rising costs of fine lumber. However, unless customer price resistance develops, most dealers expect 1950 sales to top the record \$2.7 billion set in 1948.

Television set sales have taken a seasonal tumble. Ross D. Siragusa, president of Admiral Corp., told the dealers. In some places sales are down as much as 35 percent from the peak of eight weeks ago, he says, but dealers' inventories are so low that it will take several months output by the industry to get stores in readiness for the expected pickup this fall in buying.

Carpet makers, who have just boosted prices for the third time in recent months, say no price resistance has developed at the Chicago market. On the other hand, they say that buyers are flocking to the carpet exhibits, order books in hand.

Marriages, fear of war, generally good times, or whatever it is—consumers continue to spend, and the industries they favor are doing mighty fine.

### Leave Fawns In Woods, Directive Of Game Board

The game commission does not issue permits for individuals to keep deer in their possession, according to Jim Vaughn, district supervisor of the Oregon State Game commission.

Vaughn said the commission formerly issued the permits, but found this inadvisable and has since ruled against the practice.

Fawns found in the woods and apparently abandoned should be left there, he said. Their chances of survival are better if left alone than if taken into captivity. Usually the mother deer will return if she has only been frightened away, according to Vaughn.

He said that if it is known the mother deer is dead, the game department sometimes raises the abandoned deer on special farms but often has to dispose of them.

The principal difficulty with granting permits, said Vaughn, is in the release of the animals after they are large enough to care for themselves.

Deer, both bucks and does, kept in captivity often become dangerous. He cited an example where a deer which had been released attacked a small child from behind. The child, though injured, was rescued after the deer was frightened away. He referred to another case where a deer kept on game department property struck an individual with its hoofs. The deer had acquired a mean disposition and had to be disposed of.

**Negro 'Lifer' Leaves Savings To Fellow 'Con'**  
MONTGOMERY, Ala., June 21—(AP)—An old Negro life termer who died at Alameda's Almore prison yesterday left his life savings, \$210, to help a crippled fellow prisoner.

Officials said Warren Riggs, 63, asked them to give the money to his friend, Tyler Russell, 32, whose legs are paralyzed. Russell walked on padded knees.

Riggs, suffering Bright's disease and heart trouble, had been warned by doctors he would not live much longer, prison director Frank Boswell said.

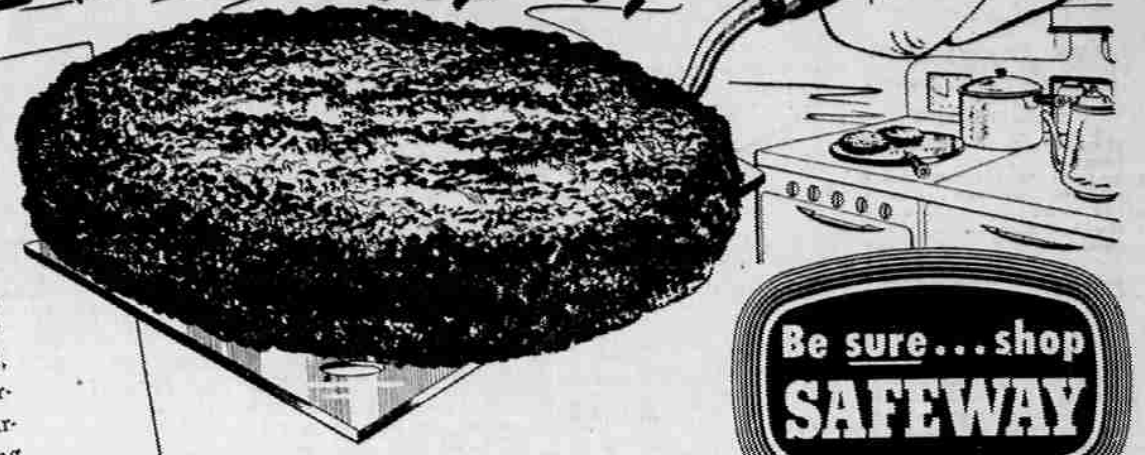
He was convicted of murder 13 years ago. Boswell described his record as unblemished for the entire time he was in prison.

Russell, also a Negro, has three years more of a five-year sentence to serve for assault with intent to kill.

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Sizzling from the pan... with all the rich flavor you enjoy so much. That's when you'll appreciate the fine quality of Safeway ground beef. Because it cooks the way good cooks want it, and eats the way food lovers like it, we can guarantee complete satisfaction or money back. Selected beef, freshly ground, sold fresh... it's perfect every time. We guarantee it tender, juicy and delicious. We guarantee it will hold its volume well during cooking. Be sure... shop SAFEWAY!

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**55¢ PER POUND**



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- Chuck Roasts** Your choice arm or blade **lb. 69¢**
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- Sliced Bacon** Fancy Pack! **lb. 49¢**

<b>SMOKED PICNICS</b> Meaty, Smoked Pork Shoulder, LT. <b>39c</b>	<b>SKINLESS WIENERS</b> Perfect for Outings, LB. <b>49c</b>	<b>ASSORTED Lunch Meats</b> Large variety at this low price, LB. <b>49c</b>	<b>READY-TO-COOK FRYERS</b> Thick with tender meat, LB. <b>69c</b>	<b>FANCY-HEN TURKEYS</b> Ready to Cook! LB. <b>59c</b>	<b>FANCY-TOM TURKEYS</b> Ready to Cook! LB. <b>49c</b>
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SAFEWAY'S

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### COFFEE VALUES!

<b>EDWARDS COFFEE</b>	1-lb. can	<b>73c</b>
<b>NOB HILL COFFEE</b>	2-lb. can	<b>1.45</b>
<b>AIRWAY COFFEE</b>	1-lb. Pkg.	<b>68c</b>
<b>COFFEE</b>	2-lb. Pkg.	<b>1.35</b>
<b>AIRWAY COFFEE</b>	1-lb. Pkg.	<b>65c</b>
<b>COFFEE</b>	2-lb. Pkg.	<b>1.29</b>

**Grapefruit** Highway brand Broken Segments No. 2 Can **19c**

**Orange Juice** Full O' Gold brand 46-oz. Can **39c**

**Corned Beef** Libby brand 12-oz. Can **39c**

### CHINESE FOODS!

<b>Chow Mein</b> (Noodles), 4 1/2 oz.	<b>19c</b>
<b>Soy Sauce</b> 6 1/2 oz.	<b>19c</b>
<b>Chop Suey</b> Veg., No. 2 can	<b>25c</b>
<b>Bean Sprouts</b> No. 2 can	<b>13c</b>
<b>Oriental Dinner</b> Carton	<b>49c</b>



**ENJOY SAFEWAY PRODUCE!**

Put extra flavor in Summer menus... shop SAFEWAY!

<b>New Potatoes</b>	Smooth White Shatters	10 lbs. <b>35c</b>
<b>Cantaloupes</b>	Vine-ripened	lb. <b>10c</b>
<b>Corn on the Cob</b>	Golden Bantam	lb. <b>18c</b>
<b>Watermelons</b>	Red Ripe	lb. <b>4c</b>
<b>LEMONS</b>	lb. <b>16c</b>	<b>LETTUCE</b> Solid lb. <b>9c</b>
<b>PLUMS</b> Santa Rosa	lb. <b>23c</b>	<b>GREEN BEANS</b> lb. <b>19c</b>
<b>APRICOTS</b>	Now is the time to can	20-lb. lug <b>1.59</b>

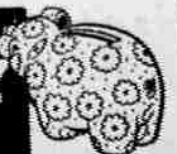
These Royal Apricots will come direct from the orchard and will arrive Thursday morning.

<b>SWIFT'NING</b>	Swift's Shortening, 3-lb. can	<b>79c</b>
<b>Camay Soap</b>	Beauty Soap 3 bars	<b>23c</b>
<b>Sweetheart</b>	Toilet Soap 4 bar deal	<b>24c</b>
<b>Ivory Soap</b>	Large bar 2 for	<b>25c</b>
<b>Ivory Soap</b>	Personal size bar 2 for	<b>11c</b>
<b>Oxydol Soap</b>	Granulated soap, 24-oz. Pkg.	<b>24c</b>
<b>White King</b>	Granulated soap, Giant Pkg.	<b>53c</b>
<b>White Magic</b>	Granulated soap, 23-oz. Pkg.	<b>23c</b>

<b>Golden CORN</b>	Gardenside cream style, No. 2 can	<b>10c</b>
<b>Ketchup</b>	Heinz, 14-oz. bottle	<b>23c</b>
<b>Karo Syrup</b>	Red Label, 5-lb. can	<b>57c</b>
<b>Grapefruit Jce.</b>	Town House, 46 oz.	<b>39c</b>
<b>Jell-Well Gelatins</b>	2 Pkgs.	<b>13c</b>
<b>Sunnybank Margarine</b>	Lb.	<b>29c</b>
<b>Numade Mayonnaise</b>	Pint	<b>29c</b>
<b>Sugar</b>	White Satin, 10 lbs.	<b>89c</b>
<b>Crackers</b>	Pirates' Gold, Grahams, 1-lb. Pkg.	<b>29c</b>
<b>Shortening</b>	Royal Satin, 3-lb. can	<b>79c</b>
<b>Bluing</b>	Blue White, Deal 4 for	<b>31c</b>

Prices in this ad are effective thru Sunday, June 25.

Be sure... shop SAFEWAY



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