



ORIENTAL TOUCH — San Francisco Chinatown's great lion heads parade to greet Adlai Stevenson in a Chinatown celebration. Stevenson (right) seems pleased to meet the colorful trademark of Chinese festivities. Governor Stevenson addressed a capacity crowd at the Cow Palace where thousands had to be turned away for lack of room.

U.S. Bond Sales Lag Despite Upped Interest

By SAM DAWSON

NEW YORK (AP) — Sweetened interest payments on U. S. savings bonds have helped — but not enough.

Sales are running ahead of last year. But the treasury is still redeeming more than it is selling.

Many bankers think that, to get the treasury off the hook, Congress will have to step in and vote still higher interest rates than can now be offered on E bonds.

Others say that many people don't realize—maybe haven't been told well enough—the advantages the new series have to offer, such as the change of sizable savings in income tax payments if maturing bonds are held.

They can be held for an additional 10 years, gathering interest all the time, but the tax need not be paid until they're redeemed.

The public, however, appears to be feeling more kindly toward U.S. Savings bonds than it did when galloping inflation after Korea was cheapening the purchasing power of the dollar.

In the five months since the treasury has been offering its new bonds with higher yields, sales are up 15 per cent over the same period last year. And redemptions are six per cent below the rate a year ago.

Still, the treasury had to shell out in redemptions from May through September 427 million dollars more than it took in through sales of new bonds.

This includes 375 million dollars for bonds that matured but could have been held 10 more years before income taxes would have to be paid on the interest they earn each year.

As proponents of E bonds explain it, the tax lure is for those who:

1. Will be retiring in the not too distant future and thus will doubtless fall into a lower income tax bracket when they declare the accrued interest, than if they cashed the bonds now and paid tax in their present higher bracket.
2. Are optimistic enough to believe that income tax rates in general will fall when the defense program slacks off.
3. Are convinced inflation has run its course and that ensuing

deflation will mean that the future dollar will have higher purchasing power than dollars obtained today by selling bonds.

But many bankers doubt if any of these treasury arguments will work.

They contend that if the treasury wants to sell more than it redeems, the interest rate will have to be raised from the present three per cent—perhaps to the 3 1/2 per cent which Canada will start paying Nov. 1 on its savings bonds.

For one thing, the treasury is going to have more maturities to meet the next few years, as the great flood of bonds of war-drive days come of age.

For another, money is tight just now.

And the bankers themselves are debating whether to raise once more the interest they charge on their loans.

Interest rates have been rising generally since the Federal Reserve Board more than a year ago knived the treasury's cheap money policy by refusing any longer to support U. S. bond prices above par, thus allowing their yields to rise.

With interest rates rising elsewhere, savings bonds have seemed

less attractive. Many were redeemed to buy household gadgets, or directed to meet rising living costs, or down payments on homes.

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AFL Teamsters Back Adlai

LOS ANGELES (AP) — The AFL International Brotherhood of Teamsters, after adopting a resolution endorsing Gov. Adlai Stevenson and Sen. John Sparkman, set about today to elect its own president at the 16th annual convention.

The endorsement of the Democratic standard bearers came yesterday, together with approval of the Democratic platform. The resolution paid tribute to Stevenson's policies, which the teamsters said closely followed those of the AFL.

Stevenson spoke briefly to the 2,000 delegates, telling them that "I am glad to feel men like you are enlisted on the same side, and I think you know where I stand and where the Democratic party stands."

Teamster President Daniel J. Tobin, whose age has been estimated at from 77 to 83, had led the 1 1/2 million member teamsters' union for 42 years. His retirement has been widely predicted and his most likely successor is Dave Beck of Seattle, executive vice president and director of Western locals.

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BOILING AT YOUR STORE... bubbling with brilliant ideas for beautifying your rose-covered bower... bobbed up to the MEZZANINE this week, bursting with BEWILDERMENT at the news on the street! that MORE FINE SYRACUSE CHINA was coming out of barrels... and would you believe it, it was... Delicate GARDENIA... bright APPLE BLOSSOM... sweet LILAC ROSE and gorgeous GRAY BAROQUE (with gold with a touch of gray) and graceful SWIRLED edge... quaint YELLOW ROSE with quaint SHELL edge... an ALL-WHITE service. THIS IS REALLY something... called SHELL-EDGE, embossed and elegant, perfect setting for your brilliant table mats and COLORED linens... plus that old VICTORIA pattern from yesteryear, hauntingly desirable at YOUR STORE... plus several others. Found a difference in shapes of SERVING DISHES in SYRACUSE CHINA... most BOWLS are ROUND and DEEP instead of OVAL, a welcome change... we KNOW that you'll agree there is no FINER CHINA made than superior SYRACUSE. It rings when tapped, the light shines through, no knife or fork will mar it... ownership will give you the thrill of a first night, place settings \$4.55 to \$14.75 at 721 Main.

YOUR STORE

'Tis More Than a Rumor --

It's "unimpeachable" fact during these last grand days of Indian summer IN October, as the colored leaves come tumbling down that HARWIN'S has remembered you'll be needing funds for CHRISTMAS shopping, SO, until the hands of your mantle clock tick off the last minutes of the 10th month there's a SPECIAL price on MEN'S and WOMEN'S new ALL-STAR GRUEN WATCHES to help YOU SAVE... BIG savings that will leave you cash for buying a night cap for Gramma...

Here they ARE—\$33.75 GRUEN WATCHES \$27.50... \$49.75 TIMEPIECES, \$42.50... DIAMOND STUDDED (two beautiful blue stones), regular \$69.50 for TEN DOLLARS less or \$59.50... all WATCHES to make SOME heart go pitty-pat... for CHRISTMAS...

These are wonderful VALUES to receive, wonderful values to GIVE for CHRISTMAS... lay one away, no need to hid it 'neath the bedroom rug... pay \$1 down, a little as you go happily toward December or simply CHARGE and let HARWIN'S bill you... you get GREEN STAMPS either way at your "Friendly Jeweler's", 701 Main.

HARWIN'S

Slow To a Walk

before you get to RICKYS for "haste makes waste" the sages say and you don't want to be missing the SPECIAL offer for THIRTY home-makers that means cash in the kit-bag if you don't pass by it.

It takes THOUGHT and PLANNING to salute you with WINFIELD CHINA, to SAVE you dollars on the ONLY hand-decorated modern, vitrified CHINA on the market TODAY at POTTERY PRICES.

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Use your WINFIELD for serving squash stuffed with cherries or spaghetti with garlic and Parmesan cheese, it's THAT versatile.

So tie a string 'round your finger... you mustn't FORGET that lay-away is invited and budget TERMS are available when you shop with "Your Registered Jeweler", 700 Main.

RICKYS

Ladies and Gentlemen

You've ASKED for it! Not for a change of administration, not for a trip to Mars nor the chance to settle a neighborhood scrap with dueling weapons, but for MORE good FOOD at LITTLE SWEDEN and HERE it is...

Right NOW... doors reopened TUESDAY and folks crammed in for open house, dinner... STEAKS, CHICKEN, SEAFOODS on week days except THURSDAY... this never-to-be-forgotten SWEDISH SMORGASBORD come Saturday and Sunday in the same charming setting that you ALL remember at LITTLE SWEDEN.

Found the special PARTY ROOM "divine" with lace table covers, shining crystal stemware, really GOOD silver, dainty CHINA, a spot you'll love taking guests for tea and cards... open for LUNCHEONS on reservation, it's easy as dialing 7676 and saying "PLEASE" to Mrs. Marius Peterson... open evenings... they'll be waiting... pretty girls in Swedish costumes, glint of copper, snowy linens... just the SPOT to take your sweetheart, wife and mother... 5711 So. 6th.

LITTLE SWEDEN

There's A Hint Of

INDECISION in the air... the ladies of the land are torn between mouton and mink... men folks hold forth on politics and waver... autumn can't QUITE trip across the mountain, the wild geese HESITATE while winter's wind approaches. YET, this we're SURE of... that when YOU go to CARTER'S you'll ALWAYS find the UNEXPECTED... like AR-TICHOKE RELISH, wonderful "slang" mixture of hearts of artichokes and cabbage, mild white onion bits and peppers... rind of Carolina WATERMELON, picked ripe, preserved with hint of lime and lemon nectar... from ANN RUSSELL'S guarded old time recipes from days before the CIVIL WAR...

Then WATCH, come FRIDAY, for those tasty ENGLISH muffins, well-baked and ready for the toasting... wafer THIN sliced RYE BREAD for those who appreciate fine flavor, perfect quality, ultra SERVICE from "Your Most Thoughtful Grocer", 1420 Esplanade.

CARTER'S

It Isn't Your Face

or your FIGURE, the hit in your VOICE or the smile in your EYE... the way that you say DARLING or throw a KISS... it's the perfumed TEXTURE of your SKIN that haunts the memory of men, reminds them of cherubs and ANGELS.

Make YOUR skin, the skin they'll long remember with the help of CURRIN'S and the revolutionary new LOTION COLOGNE by ANGELIQUE... be a gal of TODAY... keep the suppleness of youth with WHITE SATIN... BLACK SATIN... GOLD SATIN lotion cologne that has all the full, true beauty of the world's most TALKED about PERFUMES... this lotion cologne from CURRIN'S GLIDES over your skin, it's dewy, delicious...

FEEL its satin texture, the way it plumps your skin and leaves a hint of fragrance that will linger even after rinsing... this LOTION COLOGNE from CURRIN'S is POTENT... "cling-scent" your nice self from tip-toe... be BOLD, use color on your lovely lips that sings a siren-song, brush golden glint into your hair and mask your eyes with shadow, THEN saunter forth to capture ALL the world and hold it AFTER you've started with a \$1.25 bottle of BLACK, WHITE or GOLD SATIN lotion cologne from the fine Beauty Bar at Ninth and Main.

CURRIN'S

He's No Angel

or a goodie-goodie boy... he sometimes grumbles and he makes mistakes... he leaves his duds where tired muscles drop them... snores at night, forgets the day he married yet he needs YOUR help in buying LUGGAGE from MILLER'S... for YOU... for HIM... Make plans to take your trip next time with SKYWAY... wonderful go-together MATCHED pieces... FIRST TIME this year for the man in your life... HELLO, like the JACKRIPE FORT-NIGHT, keeps the wrinkles from his trousers if he NEVER hangs them up... SKYWAY LUGGAGE is all-plywood FUSED into ONE unit, no break, no buckle... get KOROSAL exterior and wash it when travel grime besets it... buy ONE or HALF a DOZEN pieces in this PERPETUALLY matchable, perfect aligned LUGGAGE with precision mounted solid, BRASS locks... at MILLER'S.

Take SAMSONITE, the LUGGAGE that can "take it"... streamlined designs, long-wearing coverings... luxurious inner-linings with finishes to harmonize with ANY travel clothing... for HIM, man-tailored, JOURNEYER... TWO-SUITER and QUICK TRIPPER... for YOU an ON'TIE TRAVEL CASE, a ladies' WARDROBE and a snappy COSMETIC CASE in stunning COLOR... NATURAL RAW-HIDE, SADDLE TAN, ADMIRAL BLUE, BER-MUDA GREEN and COLORADO BROWN, all strong enough to STAND on. Prices start way down in the cellar... COSMETIC CASES with all the "fit-in" \$27.25, unfitted TEN whole dollars less, we heard at MILLER'S...

So buy HIS LUGGAGE ladies then help your hubby fill it with WINTER SHIRTS to warm his epidermis... PENDLETON, BOT-ONY, HENDEN, VAN HEUSEN... wools, corduroys, rayons, rayon and wool in plaids and plains, all PRETTY... HUGE price range, HUGER size range at 512 Main Street.

MILLER'S

Isn't Life Wonderful

when the unexpected happens, like forgotten money in your savings... a free trip to the South Pacific... a telegram that tells you that you've loved forever or the DISCOVERY of CANDY made in OUR HOME TOWN by EXPERT methods at the PELICAN CANDY JAR. This week, we'd heard but DOUBTED, 'til we followed the most "delectably delicious" trail of scent to the very SPOT where plump Brazil nuts were being dipped in chocolate. Pop into the PELICAN CANDY JAR come morning and take a "taster" look at smooth PINGOHE and DIVINITY... at those you-know-how-good KLAMATH SUGAR PLUMS now dipped in chocolate... at crackling PEANUT BRITTLE just CRAMMED with nuts (ever smell it cooking?) at trays of ROCKY ROAD and MOCHA SQUARES and CHOCOLATE COVERED CHERRY CORDIALS... CHOCOLATE PELICANS and ALMOND TOPFEE... CASHEW CLUSTERS and TING and LING... ROASTED NUTS...

ALL freshly made to let you REALLY learn how simply SCUMPTUOUS... how luscious candy made EACH day can be.

The ART of making CANDY, NOT by wholesale methods, is an art fast disappearing, and OUR TOWN'S lucky that it was the PELICAN CANDY JAR that found the ARTIST who day by day will fill the trays with fine CONFECTIONS at 722 Main, the

MILLER'S

Vote!

TOTS TO TEENS

The doe-eyed look has gone with the wind, but like all great exaggerations, it served its purpose. It introduced women to the fascinating possibilities of eye glamor. Today women are experimenting with eye shadow. Go to the dime store and get those little trial sizes in shades of blue, green, brown and violet, then try all the shades until you find the right one that does something for YOUR eyes (don't tell hubby)... SOME night when you step out on that special date, let him wonder what's happened... if you've hit the jackpot, you'll KNOW by the look in HIS eyes.

MARVIN'S

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MILLER'S

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PUBLICITY

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PUBLICITY

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