

Producers Plan Cutback In Manufactured Goods

NEW YORK (AP) — Production figures made good reading this week but manufacturers of some items were planning cutbacks for the weeks ahead.

A stretch-out in the defense program, shortages and just plain slow buying were behind the plans to slow down production.

It was only by virtue of military purchases that industrial production held to high figures. And now such things as re-scheduling of contracts and postponement of delivery dates were eating into defense work.

The General Electric Co. said its Cincinnati jet engine plant would return to a five-day, 40-hour

week for its three shifts on March 3.

It has been operating on a six-day, 48-hour week for more than a year.

Recent re-scheduling or stretch-out of the Air Force jet engine production program, was one of the reasons given for the cutback.

Another was shortage of parts from suppliers, caused partly by machine tool shortages.

Retail stores in most sections continued attractive promotions to entice buying but Dun and Bradstreet reported shoppers reduced their spending slightly.

Shoppers More Selective
Shoppers were reported much more selective in their buying than a year ago and frequently sought merchandise offered at sizable discounts.

An air of selectivity and caution was noticeable on the New York Stock Exchange too. Trading was quiet and the sessions were a mixture of slightly better or slightly lesser prices.

One market observer attributed the caution and selectivity to the continuing cross-currents in the business picture.

Some economists believed the low in general business activity for the year was being recorded in the first quarter; that consumers goods industries would end steadily better as the year progressed.

There were indications of some relaxation of material allocations during the week.

The National Production Authority said it has invited makers of about 100 civilian items to apply for 10 per cent more sheet and strip steel.

Secretary of Commerce Sawyer said the government is going to permit builders to complete construction jobs that were halted by the scarce materials control.

And Manly Fleischmann, defense production chief, said he thinks steel controls can be substantially relaxed by the end of the year.

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THE CYCLA-MATIC FRIGIDAIRE to be introduced in Douglas County. The 1952 Frigidaire refrigerator, which features shelves that glide out on nylon rollers, door storage space and the newest and safest in cold-producing unit called "Levelcold."

Mr. George West of Umpqua Valley Appliance announced today that the 1952 line of Frigidaire Appliances will go on display in his store soon. These refrigerators, said West, are just what every home-manager has been wanting for years.

Every shelf glides out full-length on nylon rollers to bring food within easy reach, West said. In addition, there are three shelves on the door for handy storage of small items.

Levelcold is a safer cold for preservation of all kinds of foods because temperatures within the refrigerator do not "see-saw" with weather changes, heavier usage or during automatic defrosting.

Through development of the revolutionary Cycla-matic system, Frigidaire engineers have achieved constant, safe cold. During the hottest summer day and throughout the coldest winter night, thermostats inside and outside the refrigerator assure consistent temperature. The is also a very important built-in "Food Safety Indicator."

Emphasizing the importance of constant low temperatures in the middle of the safety zone, Mr. West pointed out that tests have shown 78 times more bacteria growth in four days in foods chilled at 50 degrees, the top of the safety zone, than in food held at 40 degrees.

The Cycla-matic system is found in the three Imperial models of the 1952 Frigidaire line. Each model has a separate food freezer insulated and sealed off from the refrigerator section. There is no defrosting heating device in the food freezer. Temperatures are maintained at a constant zero-zone level for preservation of frozen foods for months.

Levelcold temperatures are maintained in the refrigerator section by concealed cold-wall chilling coils and a Refrigerator plate on the back wall of the compartment. The Cycla-matic system regulates the flow of cold, controls humidity and banishes frost before it collects. This provides automatic defrosting in the refrigerator without the use of clocks, timers or heaters of any kind.

There is a handsome 10.8 cubic foot Imperial with two exterior doors, featuring a food freezer that will hold up to 73 pounds of frozen foods. The other two Imperials have single, full-length exterior doors. One has a total capacity of 10.6 cubic feet, including a food freezer holding 45 pounds of food. The nine cubic foot model holds 43 pounds of frozen food. In addition to the Imperial Cycla-matic Frigidaire, there are ten handsomely-styled de luxe, master, standard and special refrigerator models from four to 17 cubic feet in size. All have new operating features.

Other Frigidaire products include a complete line of electric ranges in 40, 30 and 20 inch widths. Some feature the revolutionary "Wonder Oven" which will permit baking and broiling or baking and roasting at the same time in the same oven with different temperatures. There is also a line of home laundry equipment, including an automatic electric clothes washer, dryer and ironer; a line of food freezers with capacities from 9 to 18 cubic; a complete line of electric automatic water heaters, and an electric dehumidifier.

Smart Raymond Loewy styling, with advanced engineering design has been incorporated in all the new Frigidaire lines. (Paid Advertisement)

Smart Homemakers are Saving at SAFEWAY where top quality means greater value

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When you purchase a
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Finest Quality
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Canned Spinach	EMERALD BAY	2 NO. 2 CANS	25¢
Whole Beets	DEL MONTE MEDIUM	2 NO. 2 CANS	25¢
ABC Fig Bars	TASTY	1 1/2-LB. PKG.	33¢
Tomato Soup	CAMPBELL'S	10 CANS	\$1.00
Skylark Bread	Potato Cracked Rye Sesame Wheat, W-Wheat	1-LB. LOAF	19¢

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PURE AND MILD
Ivory Soap
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Rhubarb	Hothouse Grown	LB.	19¢
Lettuce	Crisp	LB.	15¢

Oranges	CALIFORNIA NAVEL	5 lb. bag	49¢
Grapefruit	White	8 Lb. Bag	49¢
Avocados	Fuertes	2 Lb.	19¢
Carrots	Clip Tops	Lb.	10¢
Cauliflower	Solid White	Lb.	18¢
Cabbage	Green	Lb.	8¢
Onions	Green Bunch	2/15¢	
Radishes	Red Bunch	2/15¢	
Tomatoes		12-Oz. Carton	29¢

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Quart **57¢**

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Piece Bacon	LB.	39¢
Pure Ground Beef	lb.	59¢
Boneless Beef Stew	lb.	82¢
Pork Roast	Loin or Rib End	lb. 47¢
Pork Chops	Center cuts	lb. 67¢
Pork Steaks	Shoulder	lb. 49¢
Pork Roast	Shoulder	lb. 39¢
Pork Sausage	Country Style	lb. 45¢
Fancy Sliced Bacon		lb. 55¢
Regular Sliced Bacon		lb. 44¢
Bacon Jowls	For Flavor	lb. 25¢
Ring Bologna	Cooked	each 45¢
Fricassee Fowl	Cleaned	lb. 62¢
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