

Say Steel Demand Picking Up, Aided By Autos, Crisis

Cleveland, Ohio — (UPI) — Steel demand is picking up, aided mostly by automotive orders and to some degree by the Middle East crisis, steel Magazine reported today.

The weekly trade magazine said initial orders from Detroit have been no bigger than last year's—4,000 to 5,000 tons—but they are more than welcome.

Chrysler Corp. and the Fisher Body, Buick, Oldsmobile and Pontiac division of General Motors placed orders. Ford Motor company will start ordering soon. About 20 per cent of the tonnage is for August delivery, the rest for September.

Following substantial orders for cold-rolled sheets, bars and stainless strip, automakers are expected to issue release dates to their parts suppliers. They will soon be ordering steel for frames, springs and stampings.

Orders by the automakers were not influenced by the Middle East trouble which flared up a few days before they began buying. They were influenced solely by low steel stocks and a desire to get started on 1959 models.

However, increased demand for steel could be traced directly to the Middle East situation. An oil drum manufacturer who had been restricting his sheet supplier to shipments of a few carloads per month announced that he wanted all his orders delivered at once. He speculated that more drums would be needed to airlift oil to Western allies.

Two factors enhanced prospects for a recovery in oil country goods.

Arab nationalists may cut pipe lines, calling for increases in American, Canadian and Venezuelan oil to supply Europe. And the Texas Railroad Commission raised the limit on producing days from 9 to 11 per month beginning in August. Texas bankers are revising their policies and will lend more money to drilling contractors.

With the release of second quarter statements, steelmakers continued to stress a need for higher prices. U. S. Steel Corp. is believed waiting for a stronger market before announcing an increase.

Steel production continued a steady recovery last week from the July 4 setback. Furnaces were operated at 56 per cent of capacity, a half point increase. Production was about 1,512,000 net tons for ingots and castings.

Scrap prices rose for the fourth consecutive week. Steel's composite on the prime grade of melting scrap rose to \$37.67, up another \$1. Mill buying was lagging but a pick-up in demand was expected next month when Detroit enters the steel market.

Computer Solves Electric Problems

Chicago — (UPI) — A new electronic computer will be solving Chicago's future electricity problems.

Commonwealth Edison is installing the device to measure the minute-by-minute consumption of its Chicago-area customers and send simultaneous orders to the dozens of generators to meet the exact demand.

Edison employees know electricity demands vary with the time of day, season, and weather. Even the mid-morning coffee breaks show up by decreasing the electricity consumption.

This information, constantly revised, will be fed to the computer, which will make instantaneous computations. Armed with information of other factors—including the dollars-and-cents angle—the computer will make its decision.

1958 Home Buyers Get More for Money

Chicago — (UPI) — The 1958 home buyer is not paying any less but is getting more house for his money, according to the United States Savings and Loan League.

The league said the recession has prompted many leading builders to add "real value" to their product in the form of better locations, better design, better equipment and more space.

The league also said that approximately 10 million American families move from one house or apartment to another every year. It is noted that one million of these movers buy new houses, providing a "huge, ready-made market" for builders who can construct a house that is considerably better than an old house, and which sells at a reasonable price.



An all-time Safeway Brand Favorite

JELL-WELL

Seven sparkling fresh fruit flavors



Reg. 3 for 23c 3-oz. pkg.

5c

New! All New! Instant

Lucerne Lac-Mix

Reg. 89c 12-qt. size

79c

A nonfat dry milk for drinking and cooking — with a flavor like pure fresh milk.

Save 10c on delicious Lunch Box brand

Sandwich Spread

pt. 39c Reg. 69c quart 59c

Lunch Box brand — formerly Beverly

Peanut Butter

chunk or creamy 18-oz. jar 49c

Busy Baker sugar honey

Graham Crackers

Reg. 37c 1-lb. pkg. 29c

FRESH FRYERS



Plump 'n Tender sweet meated birds. Serves up a platter full of truly grand eating. 2 to 3 lb. whole drawn.

39c lb.

Cut-up fresh fryers—49c lb.

Ready-to-eat

SKINNED HAMS

12 to 16-lb. bone-in, fully smoked hams. An outstanding buy

Whole or full shank half lb. 59c

Full Butt Half lb. 63c

Shank End Piece lb. 55c

But End Piece lb. 59c

Center Cut Slices lb. 98c

U.S. Grade A Young 1958 Tom

Turkeys

1/2 Turkey, lb. 41c 39c

1/4 Turkey, lb. 43c

Whole oven ready, LB.

Fully Cooked, boneless, defatted, no waste

Bar-S Hams

Whole or Full Half lb. 89c

Fine Quality Snow Star

Vanilla, Chocolate, Strawberry, Neopolitan

Ice Cream

Reg. 89c 1/2 gallon 69c

Cragmont—12 sparkling flavors

Soda Pop

or Mixers plus dep. 2 32-oz. bits. 29c

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SAFEWAY BRANDS SALE!

Super Savings on S Brands to Further Prove We Can Help You Feed Your Family BETTER for LESS!

Sundown brand, whole unpeeled

Apricots

case of 24 \$4.75

5 2 1/2 cans 1.00

Town House brand, finest quality

Fruit Cocktail

Reg. 39c case of 24—\$7.95

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Gardenside brand — Save 23c on five

Tomatoes

Reg. 2/49c case of 24—\$4.75

5 303 cans 1.00

Nu Made — made of the finest ingredients

Salad Dressing

Reg. 60c quart 45c

Terrific Savings on Gardenside brand

Corn, Peas, Gr. Beans



Your choice of these grand eating favorites

No. 303 cans ea. 10c

Full case of 24 \$2.39

Save 8 cents per pound on Edwards Vacuum Pack

COFFEE

A rich, robust blend of choice coffees

1-Lb. tin 79c

4-Lb. tin \$3.13

Reg. 1.73 2-lb. tin \$1.57

Special Savings on

Bel-air Frozen Foods



Choose from French Style Green Beans, Chopped Broccoli, Whole Kernel Corn, Mixed Vegetables, Green Peas, French Fries, Leaf Spinach, Chopped Spinach

doz. \$1.75 6 reg. 89c

You can't buy better quality flour than

Kitchen Craft Flour

Premium quality enriched all-purpose flour that is guaranteed to work wonders with ANY recipe!

Reg. \$1.15 10-lb. bag 89c

Reg. \$2.39 25-lb. bag \$1.98

Reg. \$4.59 50-lb. bag \$3.89

NOB HILL COFFEE

The coffee that tastes as good as it smells — fresh because you grind it.

1-lb. bag 75c

Reg. 1.65 2-lb. pkg. \$1.53

AIRWAY COFFEE

A slight, mild, mellow flavor you'll love! Selected fine quality Brazilian coffees.

1-lb. bag 77c

2-lb. bag \$1.49

100% Pure Coffee — Safeway

INSTANT COFFEE



Tiny flavor packed crystals give you a hearty rich flavor — and quickly, too. You save more because you use less Safeway Instant per cup.

6-oz. jar \$1.15

Save 10c Introductory pack

Sea Trader

SHRIMP

Small Pacific shrimp — cooked and shelled. Reg. 39c

3 4 1/2-oz. cans 1.00

Dozen cans \$3.98

Lalani Pineapple

JUICE

Delicious refreshing juice — a grand pick-up. Reg. 29c.

4 46-oz. cans 1.00

Dozen cans \$2.98

Perfect for Those Tasty Summer Menus!

Slicing Tomatoes



Every tomato is bright red and firm... excellent for your summer salad or added to your favorite sandwich. From Milton-Freewater.

2.29c LB

Radishes bun. 5c

Green Onions bun. 5c

Cucumbers each 5c

Salad perfect—mix 'em—match 'em

Watermelon cut 4 1/2c lb. 4c

Green Beans 15-lb. box \$1.69 2 Lbs. 29c

Head Lettuce 2 for 25c

Potatoes U.S. No. 2 50-lb. bag \$1.39

Potatoes U.S. No. 1 10-lb. bag 59c

Empress

JELLY or PRESERVES

Stock up at this low price — Apple jelly, mix fruit jelly, apricot preserves, apricot-pineapple, peach-pineapple.

3 20-oz. Jars \$1.00

Prices in this advertisement are effective through Wednesday, July 30, at Safeway in Medford.

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