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Lettuce 10¢

Sparkling bright, green swirls of crisp, crinkly head lettuce. Rushed dewy fresh from rich growing areas to our stores, where each head is given a careful inspection to make sure only the most perfect lettuce reaches our displays for you.

large head

Don't Forget To Buy . . .

- Whipping Cream Lucerne Half pint 35¢
- Fortified Milk Lucerne Two-Ten 2 half gals. 87¢
- AA Medium Eggs Cream O' The Crop 2 doz. 95¢
- Qwip Topping Instant cream 6 oz. can 55¢
- Fruit Jars Kerr or Ball reg. quart 2 doz. \$1.49
- Jar Lids Kerr or Ball regular 2 doz. 35¢
- Sugar Wafers Busy Baker 6 oz. pkg. 29¢
- Cheese Van Zee process cheese spread 2-lb. loaf 69¢
- Dog Food Pooch, dry kibbled 10-lb. bag \$1.29
- Portland Punch 10 oz. bottle 49¢
- Chunk Tuna Star-Kist No. 1/2 cans 29¢
- Raisin Bread Skylark Save 2c 1-lb. loaf 33¢

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Lucerne Homogenized Milk

Richer, 3.8% butter fat. You save 12c when you buy 4 1/2 gallons.

49¢ 1/2 Gal. 4 1/2 Gals. \$1.84

NOB HILL Coffee Rich full bodied at a new low price. Ground fresh at the store. 1-lb. pkg. 53¢

C & H Sugar Save on powdered or brown styles. Regular 2 for 31c. 3 1-lb. pkgs. 39¢

Cereals Wheaties, Cheerios, or Post Sugar Rice Krinkles. Mix 'em-match 'em. 3 reg. 89¢

Ice Cream Richer Lucerne Party Pride. Regular 89c. 7 Exciting flavors. 1/2 gal. 59¢

Cottage Cheese Lucerne . . . it's the finest. 1/2 gal. 98c. Quart 49c. pint 25¢

Van Camp's Spanish Rice Just heat 'n serve, each 5 300 cans \$1 | **Edward's Coffee** Always a favorite! Reg. 2-lb. can \$1.15 1-lb. can 58¢

Glam Chowder Famous Snow's Each 3 15 oz. cans 85¢

Soya Sauce Chun King 5 oz. Btl. 29¢

Wisk Liquid Detergent 16-oz. can 45¢

FLOUR Kitchen Craft 10-lb. Bag 85¢

Potato Chips Blue Bell Triple Pack 69¢

Beef Bouillon Steero Cubes pkg. of 12 23¢

Kolex Sanitary Napkins pkg. of 48 \$1.73

25 lb. \$2.09

SAFEWAY

Prices effective through Wednesday, August 31, at Safeway in Medford. We reserve the right to limit.



TELEVISION APPEARANCE—Sgt. Vladimir Sloboda, left, Polish-born defector from the U.S. Army, is shown with announcer V. Balashov during a television appearance in Moscow late Friday. Sloboda disappeared from his intelligence unit in Frankfurt, Germany, Aug. 3. It was revealed last Monday that he had asked for "political asylum" in the Soviet Union. During his television appearance Sloboda accused 10 Army officers of espionage activities against the Soviet Union. (UPI Radiotelephoto)

Easing of Money Rates To Pep Up Economy Puts Federal Reserve Board in Spotlight

By HENRY J. BECHTOLD
UPI Financial Editor

New York (UPI)—The recent easing of money rates to pep up a lagging economy has placed the Federal Reserve Board in the spotlight again.

Some critics of the board say its easier money policy has come too late.

Henry Bechtold, others say it is premature. But no matter what the thoughts are on the subject it is significant to note that every adjustment in the economy since 1938 has been influenced to some degree by the monetary policies of the Federal Reserve.

Alan C. Poole of the brokerage firm of Hemplill, Noyes and Co. reviewed the four periods of adjustment since the mid 1930s—1937-38, 1948-49, 1953-54 and 1957-58—and came up with the conclusion that the present pattern of Federal Reserve Board action differs significantly from previous patterns in two respects. For the first time, Poole notes in a study just released by the firm, Federal Reserve action for easing money was taken during a presidential election year.

He says that contrary to the falacious belief that the board will take steps to ease money during a presidential election year, possibly to create a rosier business picture, company records show that the opposite situation exists in many cases.

Premature Action

In 1956 the discount rate was raised; in 1952 no action was taken; in 1948 both the discount rate and reserve requirements were boosted; in 1944 and 1940 no action was taken; and in 1936 reserve requirements and margin requirements were raised.

Poole says it also appears that the action of the Federal Reserve compared to previous periods is premature.

He notes that although the index of industrial production has only declined slightly the discount rate has been lowered twice by the Federal Reserve and reserve requirements also have been lowered.

In 1958, he notes, the industrial production index had

declined nearly 6 per cent prior to the time the Federal Reserve took action lowering the discount rate for the second time. In 1954 the index was down close to 10 per cent before action on the discount rate was taken, and in 1949 the board waited for the index to drop 7 per cent before lowering reserve requirements.

Four Year Cycle

Also of interest, Poole says, is that since World War II we have been operating in approximately a four year cycle both with respect to the stock market and to business.

The high points of the stock market were reached in 1956, 1953 and 1948; and for business, in 1957, 1953 and 1948. The low points for the market were reached in 1957, 1953 and 1949; and for business, 1958, 1954 and 1949.

The pattern, he says, suggests that either 1960 or 1961 should be the year when the stock market and/or business should peak out, while 1961 or 1962 the next low point for business.

"This four year postwar pattern in all likelihood will not be violated unless we experience a major postwar recession," Poole states.

He says hopes of investors for improved business conditions, plus an easy money policy which could stimulate business to some degree should be conducive to higher stock prices and better business conditions over the near term.

However, Poole says he feels that eventually, regardless of current easier money policies, a decline in stock prices and subsequently a decline in business activity will take place either because of the fear of more rigid controls over business under a Democratic administration or a tighter money policy under a Republican regime.

Work to Begin On Research Labs

Portland (UPI)—Construction is scheduled to start this fall on a \$2.5-million medical research laboratories building on the University of Oregon Medical School campus, following opening of bids on the project here Friday.

Low bidders were: General construction work, Ross B. Hammond company, Portland, \$1,618,000; mechanical work, Urban Plumbing and Heating, \$547,000; and electrical work, Lord Electric Co., \$199,000.

Final awarding of contracts is scheduled to follow the meeting of the Oregon State Board of Higher Education in Salem, Sept. 12 and 13.

Hollywood Finally Casts Englishman, Roger Moore, As Star of Horse Opera

By VERNON SCOTT
UPI Hollywood Correspondent

Hollywood (UPI)—We'll, they've finally gone and done it—cast an Englishman as the star of a horse opera.

Can't you hear the dialogue now: "I say, old bird, drop the firearms or I shall be obliged to do you in."

The bloke wot's taking on the role is Roger Moore, a decent enough buff, who most recently had a fling as Silky Harris in "The Alaskans," a show which was snowed under last season.

Moore, who has an English accent you could cut with a cricket bat, will be seen this fall as cousin Beauregard Maverick, replacing Jim (Brett Maverick) Garner in . . . yep, the "Maverick" series.

Roger accepted the role with a raised eyebrow.

Played Ivanhoe Series

"It's better than running around in a parka on fake snow in 90-degree weather," he observed dryly in the Warner Brothers commissary where the defunct "Alaskans" was filmed.

"Riding around rescuing damsels is nothing new to me. I did a series of 39 'Ivanhoe' shows, too."

"The principal difference in 'Maverick' and 'Ivanhoe' is the color of my horse. I've always liked riding away into a blazing sunset, and this time I don't have to wear all that heavy armor."

Roger was interrupted by his new co-star, Jack Kelly, who continues in the part of Bart Maverick.

"He's the first Alaskan refugee we've had on the show," Kelly said. "They really threw us a loser on this one."

Moore, taking a most un-British view of the remark, responded by tossing an ice cube (dredged from a glass of iced tea) at the redoubtable Irishman.

Kelly Retaliates

"It's clear to me that Kelly is the major drawback to the entire series," Moore said. "The reason they called me in is that Jack couldn't carry the show alone."

"I'm beginning to miss Garner already," Kelly replied. Then, in retaliation, he bounced a heel of rye bread from another table off Moore's blond head.

"Barbarian," Roger sniffed. "My introduction in 'Maverick' takes place in the first episode," he went on. "It is explained that I captured a Union general during the Civil War by mistake just as the Confederate Army arrived. For this I got a medal, which was a disgrace to the Maverick family. I therefore was sent to England to forget."

Is that how his accent is accounted for in the ABC-TV show?

"Wot accent, old chap?" asked Roger.

Burglars Steal Leather Goods

Portland (UPI)—The Culbertson Glove Co., here was burglarized of close to \$1,000 worth of leather goods Thursday night.

Police said 175 pairs of men's and women's gloves, along with leather coats and luggage, were taken in the robbery.

Lloyd J. Culbertson, 75, owner of the store, who lives in an apartment above the establishment, said the burglary occurred sometime between 10 p.m. Thursday and 7:30 Friday morning.

Accused Rapist Ends Jail Fast

Salem (UPI)—Mike L. Overton, a 29-year-old Marion County jail inmate who "apparently just felt sorry for himself," has ended his five-day fast, Sheriff Denver Young said.

Young said that Overton pointedly refused his meals until Friday night, although the sheriff said he believed the prisoner was being fed by fellow inmates.

Overton was being held on a charge of rape. He also faces a charge of escaping from a prison forest camp near San Bernardino, Calif.

Group Asks More Food Allowances

Portland (UPI)—The Oregon Welfare commission Friday called for increases in food allowances for welfare children, and for increases in aid to the blind.

The commission voted for an increase in children's food grants after hearing a report that the agency's funds were insufficient for food allowances for both children and adults.

The increase would bring children's allowances up to two-thirds of low cost diet requirements.

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