

ROGER BABSON SEES NEW ERA FOR BUSINESS

Automobile Revolutionizing Business, Statistician Asserts; Claims Auto Is the Greatest Factor.

ALBANY, N. Y., June 29.—Roger W. Babson was today asked what is the greatest factor with which the banker, manufacturer, and merchant must reckon during the next 20 years. He at once answered, "automobiles." His complete statement is as follows:

"We all marvel at the great growth of the automobile industry, the capital invested, the men employed, and the auxiliary lines which have developed on account of automobiles. Some of us try to figure what this capital and these men would be doing today if it were not for automobiles—how many more homes there would be—how much more railroad mileage, etc. Very few, however, have realized that automobiles are entirely changing the fundamental character of our children, and this in turn may revolutionize many industries."

"When we were children a ten mile drive was a considerable trip. A hundred and fifty miles was a great journey for which we would prepare for weeks. Many of us never traveled that far until we were grown up. Today, however, the situation is very different. Young children will go a hundred and fifty miles for a Sunday drive. Our young people use automobiles to go to the store, and to go to church. It has become a necessity. We are raising a generation which will actually work and play on wheels."

"This cannot help but greatly develop certain industries and harm others. At present the automobile is greatly helping the building industry because of the millions of people moving from the cities to the suburbs and country. After, however, this exodus has been completed, the building industry will fall flat. Why?—because instead of a young married couple now saving for a little home—they save for a car—or rather they buy a car on credit. Less money will be spent upon clothing than otherwise would and a different kind of clothing will be in demand. New diseases will develop

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10 acres, practically adjoining the city limits with very good four-room house, chicken house and park and barn; about one-half this tract is in oats, fine stand. The price is only \$1,800.00. Terms: \$250 cash, balance, \$25 per month. This is an exceptional value and will interest anyone who desires to keep a few cows, chickens and garden.

I have a client who has a practically new Dodge touring car, run less than 2,000 miles, looks as well as the day it left the factory. Owner desires to buy a residence, and will pay cash difference if the property is priced rightly, or will assume difference in price.

Two lots, close in, paved and sewer all paid for, just off Fourth street. The price will interest those who desire to build and live close in, near Methodist church.

I have a modern house, practically six rooms, two bedrooms, and an enclosed sleeping porch, full basement, heating plant, wash trays, breakfast nook, laundry chute, built-in mirror, house built and full, on paved street, good plumbing and wiring. Immediate possession can be given.

Several small houses, priced right on easy payments.

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and a change of diet will be necessary. A generation on wheels must eat much more fruit and fresh vegetables than a generation which walks.

"Every business man should study this problem and ask himself how his business will be effected when a generation lives which almost never walks. The road builders will greatly benefit; but the shoe dealer must suffer. With a given population, less is produced by a generation on wheels than by a former generation which did not know the automobiles. If less is produced, there will be less to divide. This means that many people must go without other things if they insist on having automobiles, and my guess is that they will so insist."

"I believe in the permanence of the automobile industry—although, of course, many small manufacturers will be crowded out and 1924 may see an over-production of cars. The industry as a whole, however, is stable and is here to stay. The difficulty is coming when the man who buys on credit, and assesses his employer to pay the bill, can no longer do this. Most industries will stand such an assessment race; but very few industries can stand such an assessment continually. The laborer whom you are now paying \$25 a week can buy his first car and can assess you to pay for it by demanding \$30 per week instead of \$25. But can he assess you for his second or third car; and can his children do the same thing? Frankly, I do not know. Only the future can tell."

"The automobile industry is largely responsible for the condition of business today. The fact that the Babson chart stands at 1 per cent above normal compared with 17 per cent below a year ago is due largely to the automobile industry. When one considers that during the first six months of 1923 most states will show as many new registrations as during all of 1922—it is remarkable that business has not boomed more. The only answer is that people have bought automobiles instead of buying something else—that is, the sales of other things have fallen off correspondingly. The Law of Action and Reaction is absolute. Now what

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Any breaking out of the skin, even fiery, itching eczema, can be quickly overcome by applying Mentho-Sulphur, declares a noted skin specialist. Because of its germ destroying properties, this sulphur preparation instantly brings ease from skin irritation, soothes and heals the eczema right up and leaves the skin clear and smooth. It seldom fails to relieve the torment without delay. Sufferers from skin trouble should obtain a small jar of Rowles' Mentho-Sulphur from any good druggist and use it like cold cream.



ICE CREAM

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will be the reaction of a new generation which knows not the joy of walking?"

Tornado Does Damage.
JOPLIN, Mo., June 28.—One man probably fatally hurt, several others slightly injured and perhaps a dozen cities in southwestern Missouri slightly damaged with almost a score in darkness seemed late Wednesday night to be the chief toll of the tornado which swept over the section.

Telephone lines in almost all directions from Joplin were down. The storm apparently struck its hardest blow north and northeast of Joplin.

Girl Scouts Camping.
EUGENE, June 28. (AP)—Winona Springs, above Oakridge, in the heart of the Cascade mountains, is the scene of the first camp of the Girl Scout leaders in Oregon which is now being held. Fifteen girls comprise the personnel of the party with Mrs. Daisy Stewart, of Tahoma, in charge, assisted by Mrs. Bruce Horsfall, Portland, and Miss Vera Todd, Eugene.

Besides these the party includes Mrs. Anne Stewart of Portland, Mrs. Frank Fay Eddy of Eugene, Miss Grace Knopp of Eugene, Miss Ruth Kneeland of Eugene, Miss Grace Sul-

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live of Crar, Alberta, Miss Golda Boone of Medford, Miss Irene Perisins of Portland, Miss Charlotte La-Tourrette of Bandon, Miss Theresa Robinette of Summer Lake, Miss Katherine Stewart of Hood River, Vienna Pearl Peritz of Reedsport.

Boy Sentenced to Jail
BEN, June 28.—Jail sentences will be given to all offenders of more than 14 years of age, said City Recorder Bennett today in an effort to suppress juvenile drunkenness in Bend. Backing up this statement he handed out a ten day sentence to a boy of 17 and a five day sentence to a boy two years younger.

In the past juvenile inebriates in

the recorder's court have escaped with a lecture, but fatherly advice fails to register, Mr. Bennett has learned.

Sees Rosy Future.
MEDFORD, June 28.—Southern Oregon, with land suitable for the production of corn, alfalfa and other dairy feeds, according to C. N. Med- Arthur who addressed the chamber of commerce forum here yesterday on the Oregon-Iahlo loan company and its purposes, is destined to become one of the leading dairy sections of the Pacific coast.

Observer Want Ads bring Results.

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Fancy Market Baskets 69c, 89c, 98c
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