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Only 25 Years Ago in Eugene

The other day we had occasion to drag out the files for July and August 1924 to verify some of the facts concerning the sale of the Guard's job printing business to Joe Shelton, Ed Turnbull and Manley Fuller. As usual, we find it hard to return the old file to the vault because of the many interesting and curious things which we find in the headlines of only 25 years ago:

On August 2, 1924, Lt. Eric Nelson and his mechanic, Lt. John Harding, Jr., finally landed in Iceland on one of the last laps of their round-the-world flight which began on the old airport here in Eugene early in May. The other members of the expedition were turned back to Scotland by fogs.

On July 5, 1924, Oregon City was planning to celebrate the completion of the last link of pavement in the then bright and shining new Pacific Highway... (and now we are moaning about when the reconstruction will be completed!).

On July 5, 1924, the Democratic Party had reached the 77th ballot in the longest National Convention on record (or do you remember the interminable roll calls which always began "Ahh-ham-hah-hah 24 votes for Underwood"?).

On July 8, the United States was leading the Finns at the Olympic Games in Paris. The Democrats had reached the 93rd ballot but had taken time out to pass a resolution of condolence to President Coolidge on the death of his son—and the prize growers of Lane County were trying to organize to improve their markets.

On July 9, John W. Davis, a West Virginia corporation lawyer, won the Democratic nomination on the 102nd ballot; Franklin D. Roosevelt threw in the sponge for Al Smith and cast New York's big vote for Davis. The Guard was bragging about the number of California cars using the new Pacific Highway to Oregon. W. J. Bryan's brother, Charley, was nominated as Vice-President.

On July 12, a motor car struck a buggy on Highway 99 north of Eugene... (or do you remember what a buggy was?). Junction City farmers were trying to form a drainage ditch and Eugene was buying two new fire hydrants. The Central Stage Terminal was opened at what is now the Oregon Hotel, opposite the postoffice... at that time it was surrounded by tall fir trees.

On July 15, the Odd Fellows were sponsoring a drive to raise funds for city band concerts. Mrs. P. L. Stetson reported that there was \$180.00 in a fund to support City Playgrounds. The voters of Eugene approved a \$500,000 bond issue for a civic auditorium (repealed in 1929).

On July 16, R. A. Booth resigned as District Governor of the Rotary. The British round-the-world flier, M'Laren, was given up for lost.

On July 17, LaFollette was running for President on the Progressive ticket and Billy Sunday saw no hope for LaFollette.

On July 21, Richard Loeb and Nathan Leopold pleaded guilty at Chicago to the slaying of little Robert Franks, and Sheriff Frank Taylor declared that spooning and boozing parties on Lane County's roads MUST STOP! Clear Lake was being examined for Eugene's water supply.

On July 23, Eugene's thermometers hit 96 and Oregon had a plague of forest fires. The stock pavilion burned at Portland.

On July 24, there was a forest fire on Skinner's Butte, but thermometers in Eugene went back to 80 and summer students at U. of O. pledged \$2200 to the university's gift campaign.

On July 28, Oakridge and Noti were raided for stills. The Prune Growers were still unifying and the GOP congress was made the issue for the coming campaign. Lane County was applauding the first ditch irrigation near Springfield.

On July 30, Governor Walter Pierce opposed Nebraska's Governor Bryan by advocating a National Defense Day; and Sam Rugh won a \$6,000 Chamber of Commerce prize for having the best lawn in Eugene. He was called "the poet of the Amazon."

On July 31, George H. Kelly bought 685 million board feet of lumber from the Forest Service at \$2.25 per M preparing the way for the big mill at Westfir. Clarence Darrow was asking that Loeb and Leopold be spared the noose. Eugene residence building permits totaled 233 for seven months—an all-time record.

In the ad columns were Hampton's, Schaefer's, Lynn Drug, Large's, Wetherbee-Powers, Love & Bartlett, McMoran & Washburne, Quackenbush's, Henderson's.

It would be possible to prolong this list of notes indefinitely. The only purpose is to remind us how fast we move and how little we really change.

Re-Definition of 'Profits'

By Bruce Blossat

The CIO's most recent economic report, prepared by Robert R. Nathan, stresses again the view of many labor leaders that business profits are a sort of pie to be divided among various claimants.

Listening to these leaders, you get the idea they believe the pie really was stolen from somebody's kitchen window. And that only by handing most of it over to workers can management atone for its sins.

Now no one with any honesty or sense of fair play will condone a management which tries to gouge the public through high prices and at the same time denies to workers their proper share of production.

But it's time we got away from superficial, short-run definitions of profits. Peter F. Drucker, an economist, outlines in Fortune Magazine a broader view that is worth examining as a novel contribution.

Here's his notion of profits:

First of all, an economic enterprise, like any other institution in society, must seek its own survival. It must do this not for itself alone but for the society it serves.

The enterprise's "economic performance" tells whether or not it will survive.

Cost, broadly defined, and increased productivity are the tests of economic performance.

Profit, or "profitability" as Drucker prefers, is the measure of both cost and increased productivity. Thus it is the gauge

of economic performance, of the ability of an enterprise to stay alive and contribute to society.

Drucker says cost includes the cost of doing business, the future costs of staying in business (largely the risks of the unforeseen), a share of the future losses of unsuccessful enterprises, and a share of society's non-economic burden.

This last includes the government and all the various social services like hospitals, schools and churches. Obviously all these are supported by productive enterprises.

The successful businesses must be capable of bearing this load plus the cost of the many failures. If the surviving enterprises do not cover these costs, the economy will contract and society will suffer. So continues the Drucker argument.

As for productivity, any increase adds to profitability of an enterprise. But it may take many forms—higher wages, lower prices, heavier payments to capital for expansion of output in this or other enterprises.

In Drucker's view, the enterprise that does not cover costs as he defines them and at the same time boost productivity is a drag upon society. By this definition, any business must show profitability to survive.

No economy, planned or otherwise, can escape the social risks an enterprise must face. Russia, no less than we, has its failures and its mistakes in the timing of new products. Indeed, Russia may well find some of these risks greater than does free America.

Drucker guesses that to offset such risks profits in the Soviet Union may actually be three to five times larger than in American industry.

This is a refreshing approach when set beside the pat notion that a planned economy represents a noble "production for use" in contrast to a free economy's "production for profit." The Drucker outlook makes considerable sense in a realm where fixed ideas have ruled too long.

Wishful Thinking

Senator Donnell of Missouri thinks the North Atlantic Treaty opens the way to an American civil right program. This is the final proof that when a man wants to be against something he can find a reason almost anywhere under the sun.

WASHINGTON LETTER

By Peter Edson
NEA WASHINGTON CORRESPONDENT

Remedy for Britain's Empty Pocketbook Is Job of Selling

WASHINGTON — (NEA) — Understanding of Britain's economic crisis may have been terribly muddled up by too much gobbledegook. When financial experts get to spouting about trade balances, sterling convertibility, drawing rights, devaluation of currency and bilateral vs. multilateral trade agreements, they are talking way over the heads of most of the taxpaying customers.

These problems are of course very real. The fact that U. S. Treasury Secretary John Snyder has gone to Europe to look into them, the fact that his British counterpart, Sir Stafford Cripps, is coming to the United States in September to talk about them some more, attest to the seriousness of it all. There would be much less confusion if their public statements were not couched in such stratospheric language.

Leaving out all of the statistics and trying to reduce this situation to its simplest possible terms, the British crisis may be described as nothing more than a job of selling.

The United States is a nation where everything is sold by salesmen—from razor blades, brushes and vacuum cleaners, to automobiles, insurance, skyscrapers and the Brooklyn bridge. So anything expressed in salesman's language ought to be understandable in this country.

Over the long haul, the only solution to the British problem is that the British must expand their sales to the United States and Canada—the so-called dollar area. It is from this area that the British have to buy many of the things that they need most—principally wheat, meat, fats and oils and other foodstuffs.

Up to three months ago, the British seemed to be doing all right at this business. Marshall Plan aid, American scrap metal and American high prices were contributing factors. When American prices began to decline and sales began to fall off the British were in a bad way.

In this situation the British government was forced to do what many American business firms were forced to do. They cut back the amount of supplies they bought, even though they needed them. They're going to have to keep on economizing. They're going to have to live on a lower standard—less American tobacco, for instance—until they can earn some more dollars to buy what they want.

The problem which the British now face is to provide some kind of incentive for British manufacturers to get out and sell more of their goods in the American market. British manufacturers naturally prefer to sell in British empire areas where the pound sterling is the basic currency. In this area the British salesmen have a protected market that amounts to a virtual monopoly. In this area they don't have to buck American competition and American prices.

It is now claimed that the volume of U. S. imports from Britain can easily be stepped up without doing any harm to American industry. British sales in the United States last year—about \$288,000,000—were only about one-tenth of one per cent of the U. S. gross national product.

Competition in Sales Unnecessary
The Marshall Plan has sometimes been severely criticized on the grounds that all it was accomplishing was the build-up of British industry which would be competitive to American manufacturers and would take jobs away from American working men. But British sales to the United States in many fields need not be at all competitive.

American wage rates are now at such levels that the manufacture of handicrafts in this country has practically ceased. There is a market for these things in the United States—for fine textiles, laces, high grade chinaware and cutlery. But it will take considerable initiative on the part of the British to meet the demands of the American market.

The story is told of one British firm that for years had made bone-handled cutlery its top style line. Before the war it sold good quantities in America. Some of the retail outlets after the war advised the manufacturer that the demand now was for silver-handled cutlery. The manufacturer refused to change from his traditional patterns. So he lost the business. That kind of stubborn resistance to modern sales methods doesn't help the British position a bit.

The other side of this argument is that unless U. S. imports of British and European products are stepped up, the American taxpayer faces the prospect of having to keep on financing foreign aid indefinitely, through the Marshall Plan or its successor. The way to get Europe off the American neck is to help make it self-supporting.

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Rodeo Rider Kills Judge at Show

BIG SPRINGS, Tex. — (P) — A Brahma bull rider shot a rodeo judge to death Thursday, and a stray bullet killed a bystander.

About 2500 people saw Herb Frizzell of Beaumont, Tex., haul out a .38 caliber pistol and cut down Judge Henry Preston (Buck) Jones of Ranger, Tex., with a bullet through the chin. A wild shot, fired as Frizzell stood over the fallen man, killed Carl C. Myers of Abilene, Tex.

As the crowd surged to its feet, Jess Slaughter, former Howard County sheriff, leaped on Frizzell and disarmed him. Slaughter now is county juvenile officer.

Sheriff Bob Wolfe took Frizzell to the county jail here and said he will file murder charges against him.

Wolfe said Frizzell and Jones had been in an argument earlier during the rodeo.

The shooting capped a wild night during which two cowboys were thrown from their mounts and injured.

Jones, about 45, was standing near a group of cowboys and on-lookers in front of the judge's stand. A dog act was nearing the end, and the trainer was working the dogs back toward the judge's stand.

Slaughter said Frizzell, about 35, walked up to Jones so that the dog act was between the men and part of the crowd. The juvenile officer said Frizzell hauled out his pistol and fired from a distance of about 10 feet.

Jones fell at the first shot. Frizzell stepped so that he stood over him and fired again. Witnesses disagreed whether he fired once or twice more.

Slaughter, who was standing nearest the men, leaped on Frizzell and wrestled his gun away from him. The cowhands in the nearby group closed in on Frizzell and helped hold him.

Farmer Saves Barn With Hay Blower

BURLINGTON, Vt. — (P) — Farmer John J. Wright used a powerful blower to store 75 tons of chopped hay in his barn two months ago.

When flames swept the barn recently, he saved the hay by reversing the blower and sucking it out of the building.



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Canada Starts War Games

GRANDE PRAIRIE, Alberta — (UP) — Greatest concentration of air and land military power in Canada's peacetime history is assembled in this northern Alberta district preparing for "Operation Eagle."

At dawn Friday, "Operation Eagle" is scheduled to test Canada's key northern defenses.

The operation, complete with combat for air supremacy against a mythical enemy, is designed to approximate a test of Canadian forces against airborne attack.

Over 1000 men are involved along with hundreds of vehicles and RCAF aircraft.

The exercises are planned to reach their climax in the "recapture" of Fort St. John, B. C., and the Peace River Bridge and the "extermination of enemy forces in the Dawson Creek area, shortly after dawn Sunday.

In the attack on Fort St. John, the Princess Patricia's Canadian light infantry will have its first test as a paratroop unit.

Job Exams Offered

Examinations for the position of property appraiser have been announced by the State Civil Service Commission. Salaries are \$310-\$380 a month and exams will be given in Portland and Salem only.

Positions will be with the State Department of Veterans' Affairs. Application form GS 100 may be obtained from the local state employment service.

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