

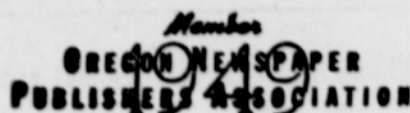
Southern Oregon News Review

Ashland, Oregon

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Advertising And Prices

An Expert on retail trade has said, "This year stores are planning as much and in many cases actually more advertising in both dollars and in percentage of business than last year. We will see the largest retail advertising dollar expenditure in history . . . Newspapers, radio, direct mail and the other tools will share in this selling drive."

Here is additional evidence that competition really is intense today. Store advertising has several related purposes. First of all, it is designed to interest people in goods and to keep buying at a high level. It is also designed to create new customers, and to keep the old customers coming back. It is the visual link between those who have something to sell and those who want to buy.

Every now and then someone argues that advertising and other types of promotion are wasteful, and amount to an unnecessary charge against the consumer who buys the wares. This is about as shortsighted as any viewpoint could be. The fact is that advertising has been a potent force in holding prices down. It helps make possible mass production and mass distribution—and without them prices would really be out of sight. Furthermore, it keeps the competitive spirit at a high pitch. No merchant will last long charging out-of-line prices. His customers will read the ads of competitive stores and take their trade to them. Advertising is one of the great constructive forces within the economy.

What Is The Motive?

The American Medical Association, along with 16 state and county medical societies, is a target for investigation by the Antitrust Division of the Justice Department. And that has stirred up some very interesting editorial comment in the nation's newspapers.

The Cleveland Plain Dealer observed, "The FBI may find evidence that the medical association has been violating the antitrust laws because it restricts its membership to those who conform to certain standards and who have passed examinations conducted by state boards. If so, then the FBI might also find that bar associations, dental societies, professional engineers, barbers, cosmetologists and all other organizations whose members are licensed by the states also were in violation of the antitrust laws."

The Columbus Evening Dispatch said, "The AMA has vigorously opposed President Truman's state medicine proposal. Therefore, the doctors are to be put on the spot, smeared in the eyes of the public and harried by government minions. . ."

The Los Angeles Times remarked, "It may occur to the general public that if the American Federation of Labor, which openly proposes to raise a large campaign fund to defeat certain members of Congress . . . is not investigated, then the AMA, which has sought to raise a much smaller campaign fund to protect itself from what it considers an assault on medical standards, ought not to be investigated either."

The press seems to be watching this investigation closely, in an effort to learn what motives and purposes lie behind it. The public should do the same thing.

Get Down To Cases

In the view of W. Ross McCain, president of the National Board of Fire Underwriters, fire prevention campaigns have helped to bring about a reduction in American fire losses. During seven out of the first eight same months of 1948. The decline worked out to just months of this year, fire waste was lower than for the under eight per cent.

This was a real accomplishment. However, in spite of that our fire loss is disgracefully high. As Mr. McCain said, "With all the progress that has been made, there is still much to be done. Every single day of the year, at least 30 Americans die in fires, and nearly two million dollars in property is destroyed by flames every 24 hours.

It cannot be emphasized too often that most of this waste is unnecessary and avoidable. As an example, nearly a third of all result from careless handling of cigarettes and matches. Many of the remaining are caused by overloading electric circuits, frayed extension cords, the use of gasoline for cleaning, starting fires with kerosene, and improperly cared for stoves, furnaces and chimneys. These hazards have cost the nation tens of thousands of lives and billions of dollars in property damage—and there isn't a single one that can't be easily and inexpensively remedied.

The reduction in fire loss is encouraging. Now let's really get down to cases and make a big cut in this needless waste.

Growing Higher and Higher



Harvesting Permits Are Required For Cutting of Christmas Trees In State

Christmas is still 57 days away, but already the Christmas tree cutters are combing the Oregon woods for likely holiday greens. However, according to George Spaur, the Acting State Forester, any Christmas trees harvested for commercial purposes must be cut under the provisions of the Oregon conservation act and a permit secured prior to cutting. Spaur stated that permits can be secured from the forestry department in Salem or from the nearest State Forestry department headquarters within the various districts throughout the state. The Forester also stated that the landowner's permission must be secured and his name and address included on the application filed by the Christmas tree operator.

The Oregon act requires that forest lands be kept in a productive and growing state after the removal of timber or other

forest crops. Under these provisions, the commercial Christmas tree operator is required to leave not less than 300 trees per acre, with 100 well distributed. Old mature seed trees may also serve as a good source where they exist on Christmas tree cutting areas. By leaving established young growth or seed source, continued forest production on the area is insured. All forest lands come within these requirements except lands which are being cleared for agricultural purposes.

Mr. John Citizen, who wants to take his family out on the week-end and cut his own Christmas tree is not required to obtain a permit. He must, however, first obtain the landowner's permission before cutting his tree.*

The Forester was emphatic, however, that he was not opposed to Old St. Nick and the Christmas tree harvest. "It is

Snow "Harvest" In West Described in Geographic

The story of how snow for irrigation in the far west is measured, conserved and "harvested" is told in pictures and text in the November National Geographic magazine.

The author of the story, Andrew H. Brown, staff writer for the magazine, made the trip along the ridge of the Oregon Cascades in March and April 1948 in a Sno-Cat party led by Arch Work, Medford, federal irrigation engineer in charge of western states snow surveys. The work in Oregon is in cooperation with the O.S.C. experiment station.

One purpose of the trip Brown took was to see whether mechanical snow vehicles could be used successfully to streamline snow survey work. The conclusion was that they can, but by going into the snow courses from the foothills rather than trying to travel along the summit of the range.

a custom long established, and nothing should be done to interfere with it," said Spaur, "However, there are certain requirements which must be met if Oregon's forests are to be kept in a productive condition. The conservation act sets out these requirements, and if followed, the harvest of the trees can be in the nature of a beneficial thinning."

Council of Church Women To Meet Friday Afternoon

The Ashland Council of Church women are sponsoring World Community Day Friday Nov. 4, in the Presbyterian church at 2:30 p.m.

There will be a panel discussion "Three Ways To Peace" led by Mrs. Robert McIlvanna and a dramatic skit "Peace Is Possible" directed by Mrs. E. P. Borden.

Remnants of cloth will be collected at this time and used as pieces for peace bundles to be sent to foreign countries.

Presbyterian Ladies group will serve tea at the close of the meeting. All interested women in the community are cordially invited to attend.

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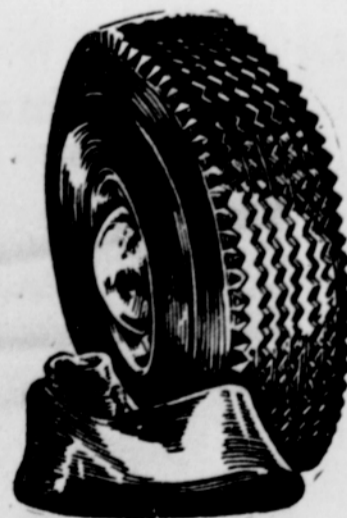
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