

BUSINESS LEADERS SEE CONTINUANCE OF UPWARD SWING

Prospect For New Year Bright Is Consensus Of Railroad, Steel, Rubber, Bank, Other Chieftains.

(By The Associated Press)

Business leaders, viewing 1936 in the light of generally improved conditions in 1935, express belief that trade has started an upward swing which will continue through the new year.

Statements given The Associated Press by leaders in trade and industry follow:

Carl R. Gray, president, Union Pacific system: "Western rail traffic has shown a material increase in volume in 1935 over 1934. This is particularly true with respect to westbound manufactured commodities, indicating a stronger purchasing power."



"Railroad expenses are higher both in wages and in price of materials. In the last half of 1935 has indicated the ability of the railroads to resolve a greater proportion of the increased gross into net and this will be especially true as the volume of gross increases."

"Railroads generally are spending more money for maintenance and for general repairs to freight cars, and there is some prospect of purchases of freight and passenger cars which, to the extent that it materializes will provide much needed encouragement to the heavy industries."

"Passenger business has improved materially throughout 1935. Wide-spread air conditioning, lower fares, faster schedules, streamlined equipment, popular priced meals, and many innovations contributing to the convenience and comfort of passengers... are bringing people back to the rails."

T. M. Girdler, chairman and president, Republic Steel Corporation: "The rate of operations in the steel industry in 1935 was at 47 per cent of capacity compared with 37 per cent in 1934 and 20 per cent in 1932, the low point of the depression."

"The improvement which has taken place appears to be the result of natural economic forces sufficiently strong to take effect in the face of political uncertainties and the lack of any revival in the durable goods industries."

"Perhaps the most significant phase of the progress of the iron and steel industry in 1935 was the improvement which took place in operations after the steel code was ended by the supreme court. Production of steel in the last half of the year, contrary to usual seasonal trend, exceeded that for the first half by a good margin."

P. W. Litchfield, president, The Goodyear Tire & Rubber Co.: "Outstanding in 1935 were the substantial upward swing in American business and the beginning, through court decisions, of a trend back to traditional balances in government."

"The new year, 1936, offers essential elements necessary for additional and substantial business recovery. There is a definite need for greater production along almost all lines. Also there is an accumulation of reserves at hand for the purchase of this increased production. Under more normal conditions these obvious elements would justify a high degree of assurance in forecasting increasingly good business. Two factors of uncertainty are also presented, however. One is the coming election with its attendant political campaign of bitterness and exaggeration. Another factor... is the situation in Europe with its ominous mutterings of war. If we keep out of any foreign wars, there will be more people with more money in the market."

Robert V. Fleming, president, The American Bankers' Association: "As the year 1935 closes there is unquestionably prevalent among the people generally and among business men in the retail trades particularly a conviction that the nation is definitely on the way out of the depression toward a return to normal business activity."

"There has been an increase of ability and willingness to spend among farmers and wage earners which has resulted in an expansion in retail trade, and all present conditions indicate that during the year 1936 activity in these lines will continue and even to a somewhat greater volume."

"During the year there have also been moderate increases in heavier industrial production, but not of sufficient volume to appreciably assist in increasing employment of those formerly employed in the heavy industries."

"In my judgment, a major factor in bringing about greater business activity in these lines would be to remove as far as possible any uncertainties surrounding the rules under which business is to operate."

"Furthermore, business needs assurance that the increasing costs and expenditures of government whether federal, state or municipal, which will result in greater taxes,

shall be brought under more definite control.

"With respect to the position of banking in the business outlook of 1935, I believe, for the present, settled the question of any uncertainties in the minds of the bankers of the nation. Bankers feel that in general they now know the rules under which they are to operate."

Edward G. Seubert, president, Standard Oil Co. (Indiana): "As in many other branches of business, 1935 has been a relatively good year for the oil industry. Demand for products has increased more than 6 per cent, stocks on hand have been reduced, and production has proceeded a long way toward solution."

"While earnings of the oil business have been far from an adequate return for service rendered, they have increased enough to give cause for better feeling."

"Progress in science, engineering and sales technique in 1935 has increased our knowledge of oil, improved operating methods, made better products and service possible."

"The traditional bugaboo about presidential years being bad for business is a cloud on the horizon of 1936. If the revival of mass confidence continues as in the last few months, it should overcome any such handicap."

Grant Simmons, president, Simmons Co.: "We expect a sharp upturn in volume during the year of 1936, believing that the upward trend of the past six months in home furnishings will continue unabated. Accordingly, we are expanding advertising, sales and merchandising activities."

Joseph Wilshire, president Standard Brands Incorporated: "I believe 1935 will take its place as a significant year in the business history of the country."

"An interesting point... is that in the depression the food industry did not experience as great a decline as other lines suffered. Therefore, recovery in the food business will probably not, all things considered, be as spectacular as in some other lines."

James R. Leavelle, president, Continental Illinois National Bank and Trust Co. of Chicago: "Figure-wise and otherwise I find business better. Moreover, in spite of problems, both at home and abroad, there's reason enough in the sustained improvement throughout the past year to go on record with the belief that 1936 will show further improvement."

"Banking conditions in Chicago and the middle west are not essentially different from those elsewhere—larger deposits, excess reserves, low rates of interest, commercial loans lagging behind business improvement, bankers desirous of making loans to sound business, no present evidence of speculative use of bank funds, holdings of government securities still the chief source of bank income. But sentiment of business men and bankers is better and in due course this should translate itself into business borrowing."

"All told, I find pluses rather than

minutes, all the way down my check list of business factors."

Alfred Reeves, vice president and general manager, Automobile Manufacturers' Association:



"For the first time in its history, the automobile industry is entering a new year under 'full steam.' In marked contrast to other years when in January and February were the months when car-makers brought out their new models and stepped up production schedules in anticipation of spring buying, practically all factory assembly lines are now operating full time."

"This, and the fact that the industry finished the year with one of the strongest fourth quarters in history (exceeded only by 1925) are results of the plan initiated by the automobile manufacturers within the last year to reduce seasonal fluctuations in production operations. A major feature of this plan was the introduction of new models in November—two months in advance of the traditional period for their debut."

"Buying of new cars during the last two months and the necessity of providing stocks for dealers has given such a stimulus to the industry's operations that 1935's output is expected to exceed 3,150,000 units, which, while it is a 45 per cent increase over the previous year and nearly three times the 1932 output is still about 26 per cent under the 1929 figure."

"Increasing demands for trucks and buses brought the year's output of commercial vehicles up to approximately 750,000 units—slightly less than the record of 1929. Exports also were strong, accounting for a volume of approximately 550,000 cars and trucks—which not only represented 13 1/2 per cent of the industry's total output, but was an increase of 26 per cent over 1934."

"The depression was not solely responsible for America's loss of 65 per cent of its \$10,000,000,000 annual export business, he continued."

"Europe is our chief buyer, and Europe as a market has been shrinking rapidly. Nearly every country has been cutting down its imports, not only cutting them, but diverting them to the United States."

Noticing Enough "The reason was that we were selling them too much and buying from them too little. They not only went at the problem by erecting tariff barriers, but they also found many new methods of barring our products—by quota systems, foreign exchange allocations, balancing, which means they would buy from us only as much as they sold to us."

"Therefore the more reduction of tariffs in our favor mean little, and the system of trade agreements is about the only efficacious way of solving this problem."

The agreement system may eventually prove the means of solving agriculture's problem, he said.

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TRADE TREATIES WILL HELP COAST CLAIMS OFFICIAL

Europe Is Big Market for Western Products — Depression Not Solely Responsible Is Assertion

PORTLAND, Ore., Jan. 3.—(AP)—The program of reciprocal trade agreements, Dr. Henry F. Grady of Secretary of State Hull's office declared today, is the only salvation of the Pacific coast's trade with Europe.

A forthcoming treaty with France, and other European nations, will bolster fresh, dried and canned fruit exports, and fish exports, he told chamber of commerce members.

"If we didn't have this program, under which 18 treaties have already been announced as pending or concluded, our European trade would be virtually eliminated as far as the Pacific coast is concerned," he said.

Europe Big Market "Europe is your big market for fresh, dried and canned fruits, for canned salmon and pilchards."

He said Pacific coast exports decreased 65 per cent from 1929 to 1932.

Nine agreements have been signed and all but one, with Columbia, ratified. He predicted the Columbian parliament would ratify it shortly.

Opposition from lumber interests to the reductions in tariff and excise tax on Canadian forest products has largely subsided, Dr. Grady said.

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Chevrolet Offers \$20 Bonus On All Old Cars Junked

DETROIT, Mich., Jan. 3.—(AP)—To stimulate sales of new automobiles and late model used cars, the Chevrolet Motor Co. announced today it had set up a \$1,000,000 fund from which its dealers will be paid \$20 for every old car taken in trade and junked during January.

The company also said it would pay bonuses to its dealers' salesmen who sell more used cars during January than in the same month of 1934.

M. E. Coyle, president of the Chevrolet, said the fund not only would aid the sale of late model used cars, but would take many unsafe vehicles off the highway.

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V. F. W. OFFICIALS COMING TO OPEN POST IN ASHLAND

Walter A. Phillips post No. 3423, Veterans of Foreign Wars of the U. S., will be instituted at the Odd Fellows hall in Ashland, Saturday at 8 p. m.

The post is named in honor of First Lieutenant Walter Anderson Phillips of Ashland, a United States army aviator who was killed in combat by German planes, October 10, 1918, and was the first boy from Ashland to give his life for his country.

State Commander Dwight E. Alderman, Portland; State Senior Vice-Commander R. L. Preston, Roseburg; State Junior Vice-Commander John Snellstrom, Eugene; State Adjutant O. R. Cochran, Portland; State Deputy Chief of Staff B. E. Brooks, Grants Pass; F. D. Canfield, district commander of Medford, and William Ludwig, state district inspector of Medford, will be there to institute the post and install officers. Delegates from posts and auxiliaries of Klamath Falls, Grants Pass, Brookings and Medford will be present.

The delegation from Medford will be accompanied by the ladies' run corps of the auxiliary of Crater Lake post.

After the post is instituted and officers installed, there will be a social hour, followed by refreshments.

Commander George Coddling of Crater Lake post, Medford, extends an invitation to Colonel Sargent camp, Spanish-American War Veterans; post No. 15, American Legion; Jackson County chapter No. 2 Disabled American Veterans of the World War and their auxiliaries to attend.

Take Unexpected Trip. ASTORIA, Ore., Jan. 3.—(AP)—Captains Michael Nolan and A. A. Langkilde took an unscheduled sea voyage this week. The pair, both bar pilots, was aboard the La Purissima, bound for Grays Harbor, Wash., when heavy seas prevented the pilot boat here from returning them ashore. They returned by stage.

Forester in Smashup. BEND, Ore., Jan. 3.—(AP)—Carl B. Neal, supervisor of the Deschutes national forest, was in a hospital here today recovering from injuries received when his automobile skidded in the snow and struck a tree beside the Willamette Pass highway.

Mrs. Neal also was slightly injured in the crash.

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MILLION SEE FLOATS PASS IN REVIEW FOR PRIZES AT PASADENA

PASADENA, Cal., Jan. 3.—(AP)—A flowery greeting to the New Year of 1936 became a memory today as Pasadena started planning for another Tournament of Roses, January 1, 1937.

More than a million persons saw history depicted in 71 floats in the annual floral pageant Wednesday. The governor of Texas, James V. Alford, was grand marshal.

South Pasadena, telling of Louis XVI's courtship of Marie Antoinette at Versailles, won the sweepstakes prize.

A gold star, emblematic of America's loss in the death of Will Rogers, gained the grand prize award for the United Oil company.

As best presenting the tournament theme, history in flowers, "The Pilgrims' float entered by Glendale was honored.

The Texas Centennial exposition was represented by "Remember the Alamo," winning a special award, as did floats from Portland, Ore., and Australia.

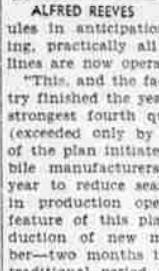
Long Beach was first among the larger cities, followed by Los Angeles and San Francisco.

BEAVERTON ROAD CREW DISCOVERS ORE LEDGE BEAVERTON, Ore., Jan. 3.—(AP)—One unearthed by a WPA road crew near here assayed rich in gold and silver. Mayor A. E. Wilson said today.

The tract on which the ore was found is owned by Attorney Joe Woerndle of Portland, he said. The city's executive also said he had sought the ore ledge for four years since workmen digging the city's 700-foot well unearthed pay-dirt.

For Hose that Wear by NOLDR & HORST Ethelwyn B. Hoffmann.

DON'T GET UP NIGHTS MAKE THIS 25c TEST Use Juniper oil, Buchu leaves, etc., to flush out excess acid and waste matter. Get rid of bladder irritation that causes waking up, frequent desire, scanty flow, burning and backache. Get Juniper oil, Buchu leaves, etc., in little green tablets called Bukets, the bladder laxative. In four days it not pleased go back and get your 25c. Get your regular sleep and feel "full of pep." Heath's Drug Store, Jarmia Drug Store.



JOHN G. LONSDALE

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240,000 SEALS SOLD IN JOSEPHINE COUNTY

GRANTS PASS, Jan. 3.—(Sp.)—The tuberculosis Christmas seal campaign has closed with a total of 240,000 seals sold, making a sum of \$240,000 for the tuberculosis fund in 1935. Although the campaign is closed the committee is still receiving contributions from the many letters sent at the beginning of the drive, of which some 200 have not been returned.

The total sales last year came to only \$181 and since only two thirds of the rural districts have reported it is likely that this year's total will increase.

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Schlitz Lager advertisement featuring a can of beer and a glass, with text: "Lovers of Draught Flavor Welcome", "Schlitz LAGER", "IN THE CAN THAT OPENS LIKE A BEER BOTTLE", "Now, wherever the talk is about beer you hear it said: 'There's something extra good about SCHLITZ LAGER!'", "Many ask us: 'How do you keep this beer so clear and brilliant?'... 'So fragrant and full-bodied?'", "Here are the answers: SCHLITZ LAGER is highest quality beer, specially lagered... just as good a beer as we know how to make... quality untampered for the sake of price or profit.", "Next... the Cap-Sealed Can... lined like a Schlitz barrel... protects this grand brew... keeps it clear, brilliant... holds in every bit of draught flavor and bouquet from the brewery to your glass.", "No wonder they're saying 'Something extra good.' You'll say so, too.", "ADVANTAGES OF NEW CAP-SEALED CAN", "No deposits; no returns; cools quickly; saves space; holds 12 ounces, same as brown bottle; clean because outside of can is not punctured into beer; safe because no sharp tools needed to open; pours perfectly.", "The Beer That Made Milwaukee Famous", "HOLDS 12 OUNCES SAME AS THE FAMOUS SCHLITZ BROWN BOTTLE", "© 1935, J. S. B. Co."

Western Thrift Stores advertisement featuring a cartoon and a list of products: "BROADCASTING QUALITY AND ECONOMY", "WHEN YOU HEAR THE MUSICAL NOTE IT WILL BE EXACTLY 12.00 NOON", "Dr. Watson Sr. Pipe Regular \$1.50 69c", "Park Royal CLEANSING TISSUES Close-Out 5c 150 Sheets", "Blue Boar TOBACCO Regular \$2.25 FULL POUND \$1.29", "COLD SPECIALS: 35c Papes Cold Comp. 29c, Upjohn Cold Special 100s 63c, 35c Bromo Quinine 24c, Aphco Nose Drops 33c, 2-gr. Quinine Caps., 1 dz. 17c, 25c Bronchilyptus 19c, Pine Tar and Honey 39c, Squibb Aspirin (200s) 69c, 25c Chamberlains Cough Syrup 19c, Throat Gargle (Stearns) 19c", "SUNDRIES: \$1.00 Criterion Watch 84c, Electric Toaster 98c, \$1.00 Thermos Bottle, pint 79c, Penguin Alarm Clock \$1.09, Mineral Oil, gallon \$1.29, Scot Tissue, 3 rolls 20c, Salted Peanuts, pound 15c, Soap, box assorted 9c, Absorbent Cotton, pound 29c, FREE! Calendars FREE!", "MILK OF MAGNESIA Full Quart U.S.P. 29c", "IPANA TOOTH PASTE 50c Cent Size 31c", "Citrate of Magnesia 12 oz. Bottle Regular 26c size 12c", "WESTERN THRIFT STORES 2 CONVENIENT LOCATIONS MAIN & CENTRAL JACKSON CO. BANK CORNER 125 EAST 6TH"