

Thirty-Second Year

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HEAVY INDUSTRIES SET NEW HIGHS IN INITIAL 3 MONTHS

200 Companies Report Net Income 44 Per Cent Over Same Period Last Year—Best Mark Since 1930

By A. A. Patton
(Associated Press Statistician)

NEW YORK, April 30.—(AP)—Establishing a new recovery high under the leadership of booming heavy industries, earnings of the first 200 companies reporting net income for the initial three months of 1937 were 44 percent larger than in the same period a year ago.

Profits footed up to \$352,189,877 for the entire group, from \$244,354,103 in 1936.

Although a direct comparison with former peak levels is not available, analysts call the record the best since 1930.

With mills working at rates unheard of for more than seven years, steels led the pack. The 19 concerns earned approximately six times more than last year.

Building supply companies chalked up a 47 percent upswing in net. The unusually open winter, plus a steady rise in rent commanded by real estate, resulted in a high level of building activity in the larger cities and increased material sales.

Railroad equipments, oils, automobile accessories, and railroads also showed better than average earning power.

Although advances were the rule among the 200 firms, 31 fell below their 1936 figure.

Automobile and trucks were the biggest losers. In this case, however, tying up of General Motors plants in the recent strike was a deciding factor. Eliminating General Motors earnings, the total gained slightly.

Food processors and coal mining units—both consumer goods producers—reported somewhat lower income this quarter.

Closing time for Two Late to Classify Ads is 1:30 p. m.

Appointed President



Dr. Gordon Singleton (above), of Mercer University, Macon, Ga., was appointed president of Mary Hardin-Baylor College, Belton, Texas, to succeed Dr. J. C. Hardy, veteran educator, who retired after 25 years as president of the school.

LETTERS ARE MAILED ON ALL-STATE EXHIBIT

Jackson County Chamber of Commerce last evening sent a letter to every governor in the United States asking for a gem or mineral specimen for a permanent chamber exhibit.

With every letter went an honorary membership card for each governor from the Southern Oregon Gem and Mineral society.

The proposed state display will form the nucleus of a general gem and mineral exhibit at the chamber of commerce. The exhibit is to be made a permanent feature.

Exports of machinery from the United States during the first month of this year were valued at \$17,273,000, the highest monthly value since 1930 and a 19 per cent gain over January, 1936.

LIQUOR INDUSTRY CLEAN-UP ADVISED TO AVERT CRISIS

Rigid Self Policing Needed To Avoid Increased Government Control, Warns Federal Administrator.

WASHINGTON (UP)—Administrator W. S. Alexander of the federal alcohol administration has warned the alcoholic beverage industry "to police itself so rigidly as to make it unnecessary to strengthen federal and state control."

"The evils of which the public complains have, it seems, largely grown up around the taproom and tavern," said Alexander. "There we find a scene that is entirely new in American life—women and young girls drinking at the bar, women and young girls soliciting trade, and women and young girls serving customers."

"This is abhorrent to the moral sense of the public, and I fear if it is not corrected will be visited with a terrible punishment."

"A wise policy would be for the industry to police itself so rigidly as to weed out all these offensive practices and thus make it unnecessary to strengthen federal and state control," the administration declared.

Represents Industry

Alexander said that because the retailer of alcoholic beverages comes directly in contact with the public he is considered the liquor industry by "those who seek to cure these social evils by legislation and by ballot, rather than by the age-old plan of education."

He said dry forces concentrate their attacks on the retailer "on the theory that if the retail outlets are extinguished the source of supply and of distribution naturally will dry up."

The administrator said a group "liberal in views and tolerant in sympathies" had complained that the price of liquor is too high.

"Naturally, when there was a small quantity of spirits on hand to meet the large consumptive demand, the price was as high as the traffic would bear," he said.

Quantities in Storage

"But this is not the case now. There is an enormous quantity of spirits in storage. Distilleries are turning out 20,000,000 gallons a month and the public is consuming only 6,000,000 gallons."

"Despite this, the retail price of liquor continues at a level that is out of proportion to the cost of manufacture and distribution," he declared. "The universal law of supply and demand should operate to reduce prices, if liquor is no different from other commodities."

Denying that taxes imposed on liquor caused the continued high price, Alexander said a high "markup" on alcoholic beverages is necessary to enable the retail trade, described as "an over-stuffed branch of the industry," to stay in business under the standardized price system.

Fewer Stores Likely

"To save the industry from a severe blow," he said, "I confidently look to some system to be evolved which will reduce the number of retail outlets and thereby cut down the price of liquor."

Alexander said the federal alcohol administration believes that "a heavy advertising expense is also laying an excessive toll on the consumer."

"Our immediate concern is with the content of the advertisement," he said. "To control that we have adopted certain restrictive regulations to prevent deception of the consuming public."

"We have no authority to prevent or curtail the use of advertising matter which, while informative to the consumer, is offensive to the general public."

"In view of the present lack of federal power to deal with all objectionable advertising practices, the industry and state enforcement officials are invited to give careful thought to the formulation of a program for the elimination of all offensive advertising," he said.

NEW DEVICE SEEN AS SAFETY FACTOR IN BLIND LANDING

Two Young Scientists Develop Instrument Held To Be Solution Of Problem Long Faced By Aviation.

By Stephen J. McDonough
(Associated Press Science Writer)

WASHINGTON—What many radio engineers hold is the answer to the problem of safe blind landings for aircraft has been developed by two young scientists who turned down an offer from a foreign government after the United States dismissed them.

The instrument, perfected by Dr. Frank G. Kear and Gomer L. Davies, enables a pilot to alight his plane down a curved glide path from a height of 3,000 feet to a smooth contact with the ground. It may go far, the inventors believe, toward avoiding accidents near airports such as those which occurred recently.

Simple To Follow

Following it in fair weather or foul is a comparatively simple job of maneuvering the craft until two instrument needles are squarely crossed, then holding them in that position.

Development of the device became possible when the two men discovered how to project radio waves in a pencil-like beam curving upward from a point on the airport runway.

III By Economy Act

When the economy act of 1933 came along Kears and Davies were hard at work in the radio laboratories of the national bureau of standards and had brought the instrument to the point of testing it in flight. A few days later they found themselves on the sidewalk.

Several foreign scientists had become familiar with their work, but they refused an offer from one foreign government—which they will not name—and took less lucrative jobs with a new organization, the

Incorporates Self To Promote Study

LINCOLN, Neb. (UP)—Daniel J. Tilford, 22, of Ralston has incorporated himself to promote his musical education.

Under terms of articles, filed with the secretary of state, Tilford is authorized to sell up to \$20,000 worth of stock in his future—2,000 shares at \$10 a share. He is president and secretary of the firm.

A white leghorn hen, owned by a Maryville, Kas., farmer, recently laid an egg with the numeral "12" plainly inscribed on the shell.

BABY PARKING ZONE IS AID TO MOTHERS

GOOSE CREEK, Texas (AP)—So pleased is Postmistress Flo McElhany with the "baby safety zone" she installed in the local postoffice she'd like to see it made standard equipment for all postoffices.

The zone provides a place for Goose Creek mothers to "park" their children while they attend to business in the postoffice. It is built like a baby's crib, furnished with little chairs, and enclosed by a fence.

"The investment is nothing," says Miss McElhany, "and it saves mothers a lot of worry."

Washington Institute of Technology. The institute projected a new idea in the relation between science and its application for human betterment—it employed men to work in pure science, leaving the mass production of instruments and devices they perfected to manufacturing organizations.

One of the first of these is the blind landing device.

Aids To Aviation

Both men have much to their credit in improving air navigation. While in government service Davies discovered the "multiple-beam" effect in the radio range beams, a phenomenon which in mountainous country resulted in the projection of several false beams in addition to the true one and which is believed to have been the cause of several fatal accidents.

Dr. Kear is credited with perfecting an antenna system for the radio range beams which made them useful for the first time at night. Previous to his work they were useless after dark because of "night effect," a fading due to changes in the layers of air high above the earth which reflect radio waves back to the ground.

In addition Dr. Kear was one of the group of scientists at the Massachusetts Institute of Technology which developed about 10 years ago a "mechanical brain" capable of solving problems involving six different integrations simultaneously.

FLEET RACING HORSES LINKED TO BLUEGRASS IN SCIENTIFIC STUDY

BERKELEY, Cal. (UP)—Professors of paleontology at the University of California are confident they can tell why Kentucky bred horses win so many steeplechases and races.

The answer is simply that grass and horse development go together and Kentucky is as well known as the Bluegrass state as it is for its horses.

The paleontology professors insist they can prove their assertions as the result of study of fossil specimens taken by the university from the historic Pine Ridge Sioux Indian reservation in South Dakota.

The specimens are estimated to be 8,000,000 years old and represent among other geologic animals the

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French onion soup... cold cuts... stuffed peppers. If you like such good things to eat, you'll like Brown Derby, too. It increases enjoyment of fine foods

As a part of good living, without extravagance, many like Brown Derby Beer. Experts here and abroad pronounce this American beer the equal of European Pilsner.

Brown Derby has the creamy, clinging head. The delicacy of flavor—not bitter, yet not sweet. The sparkling clarity and the wealth of tiny, lively bubbles... the thirst-quenching tang.

These are the things that made Europe's Pilsner "the king of beers." Order some Brown Derby. Discover how good it is—yet minus the "import" cost.

When friends drop in for the evening at pleasant homes in this area, cold bottles of Brown Derby Pilsner are often served... for good living hospitality

EQUALS IMPORTED PILSNER

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| GRAPEFRUIT JUICE . 2 oz. can 10c DEL MONTE | PORK AND BEANS . 2 cans 23c VAN CAMP'S, 22 1/2 oz. |
| GARDEN GROWN PEAS No. 2's 2 cans 25c | LINDY PEAS 303 Tin can 10c |
| VAN CAMP Tomato Soup 303 Tin can 10c | FRANCO-AMERICAN SPAGHETTI Regular 2 cans 19c |
| MAXWELL HOUSE COFFEE POUND 29c | LIBBY Corned Beef HASH No. 2 can 17c |