

In The Day's News

By FRANK JENKINS
SOMETHING to think about: The U. S. war effort in 1942 will boost total industrial production 15 per cent over the 1941 level but will REDUCE by 31 per cent the manufacture of civilian goods.

Of the total U. S. industrial production in 1942, 53 per cent will be war goods (ships, planes, tanks, guns, etc.) and only 47 per cent will be goods for civilian consumption.

If you have entertained the notion that we can fight this war without lowering our standard of living or giving up any of our social gains, these figures, which are offered by the U. S. department of commerce as a forecast, will revise your ideas.

INCREASED production amounting to 15 per cent will mean (for many—not all of us, by any means) increased purchasing power as a result of increased (money) incomes.

If this increased purchasing power is not drawn off by taxes and investments (such as defense bonds), increased income will compete in the markets for LIMITED output of civilian goods.

Example: If you can't get what you want for what you'd like to pay, you'll pay what you have to in order to get it.

(If, that is, you are among the fortunate ones in whose pockets the increased income resulting from increased war production finds a resting place.)

WHAT follows will be inflation.

Inflation **ROBS EVERYBODY** except a few smart gougers.

If we could freeze all prices at (or near) existing levels, we might be able to ward off the worst of the evils of inflation. But unless we freeze all prices it isn't going to do a great deal of good to freeze any prices.

The politicians lack the courage to freeze all prices.

THIS war, even in its present early stages, is providing us with a tremendous object lesson in elementary economics.

It is teaching us that in waging war only guns, tanks, ships, planes, etc., count. Appropriations mean little except as a means to an end. You can't stop a Jap plane or tank with a thousand-dollar bill.

Only finished weapons **IN ABUNDANCE** will stop the enemy.

WE should remember that when peace comes.

For decades business has been going into cartels, agreements, fair trade laws and such like, all designed to hold down production and limit competition. Labor unions, following suit, have limited working hours, placed restrictions on production, etc., also designed to hold down production and limit competition.

The result was what we had before the war—too little prosperity, too little abundance, **TOO MUCH** scarcity.

MAYBE some day we'll learn the tremendous lesson that we can **HAVE** only what we **PRODUCE**—that we can't share what isn't produced.

THE next step would be doing away with ALL limits on production—business men's cartels, trade agreements, fair trade laws, tariffs and such like and labor's limited working hours, restricted production, closed shop, etc.

If that were done **HONESTLY** AND **SINCERELY** throughout the world, we might have something approaching prosperity.

SALES TAX INEVITABLE CONGRESSMAN ASSERTS

Washington, April 3.—(AP)—Representative Disney (D., Okla.) said today a survey he had made showed that "an overwhelming majority" of the house would vote for a sales tax rather than for big increases in individual and corporation taxes proposed by the treasury.

Asserting that congress could not raise \$7,000,000,000 from corporations and individuals, Disney said in a statement that "we will be compelled to go to a sales tax, much as we dislike to."

Easter Cards For Everyone

Lovelier than ever before. Thousands to choose from in our big display. Select them now.

SWEM'S
GIFT SHOP



DOUBLES EFFORT—Biddy, a Leghorn hen owned by Mrs. May Kramer of Chicago, went all-out in above doubled wartime production. The doubleheader was joined together, much like a dumbbell. Biddy wasn't making any comments.

Umatilla Irrigation Assured by Storage and Runoff Prospect

Pendleton, April 3.—(AP)—Capacity storage of water in reservoirs coupled with better than average runoff prospects in most streams, assures a favorable irrigation season in Umatilla county and adjacent areas, according to reports submitted at the annual water forecast meeting held at the courthouse here Thursday.

This was the second of seven such district meetings being held this week and next throughout eastern and southern Oregon under the leadership of R. A. Work, Medford, in charge of snow surveys and irrigation water forecasts for the soil conservation service, the Oregon experiment station, and co-operating agencies.

Cold, dry spring weather has retarded spring range grass growth and warm rains are needed or stock may be short of feed until higher ranges are ready.

Menus of the Day

By Mrs. Alexander George
Grapejuice Dessert Recipe
Sunday Dinner Menu
(Serving 3 or 4)
Hot Mushroom Broth
Chicken Shortcake Buttered Broccoli
Bread Plum Jam
Avocado Salad Bellish Dressing
Grapejuice Tapioca Dessert
Coffee
Chicken Shortcake
2 cups flour
4 teaspoons baking powder
1/2 teaspoon salt
1/4 teaspoon paprika
1/4 teaspoon celery salt
4 tablespoons fat (chicken preferred)
1/2 cup milk
Mix together flour, baking powder and seasonings. Cut in fat and add egg. Add milk until soft dough forms. Divide dough in halves, pat

out until half inch thick. Spread one lightly with butter, cover with other half and bake 15 minutes in moderate oven. Split the shortcake. Add creamed chicken, top with more chicken.

Creamed Chicken
4 tablespoons butter or chicken fat
5 tablespoons flour
1/4 teaspoon salt
1/4 teaspoon paprika
1/4 teaspoon celery salt
1 teaspoon minced parsley
2 cups milk
1 1/2 cups diced cooked chicken
Melt butter, add flour and seasonings. Pour in milk and cook until creamy. Add chicken, simmer several minutes.

Grapejuice Tapioca Pudding
2 cups grapejuice
2 tablespoons lemon juice
1/4 teaspoon salt
1/4 cup granulated tapioca
1 egg yolk
1 beaten egg white
2 tablespoons sugar
1/2 teaspoon cinnamon
Mix together juices, salt and tapioca. Cook 20 minutes in double boiler. Stir frequently. Add yolk and fold in white, cook a minute. Add sugar and cinnamon.

WOMEN MAY GET JOBS IN HANDLING PRODUCE

Portland, April 3.—(AP) Wholesale produce firms predicted today that women truck handlers and salesmen might take the places of men called to the armed services.

The produce union here never has permitted women members.

ATTENTION HARD OF HEARING!

For your convenience a modern Acousticon Group Hearing Aid System has recently been installed in the Medford Methodist Church. Whether your hearing impairment is slight or severe, you will find these modern aids with individual volume control, will greatly assist you to hear and enjoy the service. You are cordially invited to make use of this hearing aid equipment any Sunday you attend. Just ask the usher for an earphone. Acousticon is sold through Acousticon Better Hearing Institute, 917 American Bank Bldg., Portland, Oregon.

WIN A FIRST PRIZE OF \$5000.00
BY WRITING A SIMPLE SLOGAN FOR **CHEERIOATS**

2ND PRIZE...\$1000 IN CASH
15 PRIZES, Each \$100 GROCERY ORDER
50 PRIZES, Each \$ 50 GROCERY ORDER
100 PRIZES, Each \$ 25 GROCERY ORDER

The New **READY-TO-EAT OATMEAL CEREAL** with CORN and TAPIOCA Added for Better Flavor!

RULES: 1. Print slogan clearly; use front entry blank or plain paper.
2. Print own name, address; include sales slip or cash register receipt for 1 package CHEERIOATS per entry.
3. Mail entry, sales slip (or cash register receipt) to CHEERIOATS PRIZE CONTEST, P.O. Box 100, Minneapolis, Minn. Entries must be postmarked before midnight, April 15, 1942.
4. Entries judged solely on originality, uniqueness, aptness. Decision of judges.

Prof. Lloyd D. Herold and Associates, will be final. Duplicate prizes awarded in case of ties.
5. No entries returned. All automatically become our property.
6. Anyone living in Continental U.S.A. or Hawaii may enter, except employees of General Mills, Inc., its advertising agencies or their families.
Winners to Secure Groceries from Grocers whose Sales Slips or Cash Register Receipts accompany winning entries.

Get Free Entry Blank at Grocer's—or Use One Below

CHEERIOATS Prize Contest, Dept. 798
Minneapolis, Minn.
ENTRY BLANK
GENTLEMEN:
Here is my slogan. I am enclosing sales slip showing purchase of CHEERIOATS.

NAME _____
ADDRESS _____
CITY _____ STATE _____

Write your slogan on this entry blank or on a plain piece of paper, and mail together with sales slip showing purchase of CHEERIOATS, to address shown above.

All entries must be postmarked before midnight, April 15, 1942.

Easter Cantata at First Methodist On Sunday's Program

An Easter cantata, "Hail the

Victor", by Alfred Wooler, will be given by the chorus choir of the First Methodist church, corner West Main and Laurel streets, Sunday at 8 p. m. The music throughout the cantata is tuneful and inspiring and the public is cordially invited to enjoy the evening's program of solos and chorus numbers.

The choir will appear for the first time on Easter Sunday in their newly acquired vestments and the offering which will be taken for the benefit of the

choir fund as usual will go toward paying for the fine new robes. Elsie Carleton Strang is director and Doris Condit Lantz is organist.

Closing time for Classified Ads 9 a. m.—Too late to classify 12:30 p. m.

Washington, April 3.—(AP)—The office of price administration declared formally today that price ceilings on scrap metals would not be increased and that "there will be no profit in hoarding."



HAM
Tenderized Shank End
lb. **31c**

EGGS
GRADE A LARGE
29c doz.

BUTTER, Grade A
Dairyland, lb. 41c

PAAS EGG DYES
Pkg 10¢ 3 pkg. 25¢

HAMS

HAM SLICES 2 for 29c
Prime Rib Roasts, lb. 37c
Rump Roasts . lb. 29c
Beef Roasts . lb. 29c
Round bone cuts
Cr'n Veal Roasts lb. 29c

Meat Prices for Saturday Only
Safeway Meat Markets Open at 9 a. m.

Leg o' Lamb lb. 33c
Shoulder Lamb Roast... lb. 28c
Loin Pork Roast lb. 29c
Colored Fryers lb. 35c
Bacon, Morrell's by piece, lb 27 1/2c

BUY DEFENSE STAMPS

Change "Defense" to "OFFENSE"

KRAFT CHEESE

American, Brick, Swiss, Velveeta, Old English
2-lb. loaf 63c
American, Brick, Swiss, Pimiento
1-lb. Loaf 39c

Medford Safeway Stores are
CLOSED SUNDAYS AND HOLIDAYS
Open Daily 8:30 a.m. to 8:30 p.m.
Saturday 8:30 a.m. to 9 p.m.

Food Prices Effective in Medford and Ashland Stores



SU-PURB SOAP 20c
All Purpose Granulated—50-oz 39c; 24-oz

OXYDOL SOAP 25c
68-oz. box 69c 24 oz. pkg.

Crystal White 6 reg. 25c
Makes Wash Days Brighter

Palmolive Soap 3 bars 23c
Complexion Soap

BRING YOUR SHOPPING BAG!

Help save paper for war needs!

10 EASY WAYS TO LEARN ABOUT HOME NUTRITION

Send your name and address and 25c to Julia Lee Wright, Box 660 C.C., Oakland, California, for this 10-lessons-by-mail course. Learn how to plan more healthful meals; help build a stronger America! Enroll today!

ANYBODY HERE CRAVE SOME TRULY FRESH VEGETABLES?

Our streamlined produce handling method guarantees **FARM FRESH PRODUCE** every time. Come try it!

Produce Prices for Saturday Only

ASPARAGUS, pencil variety 2 lb. 19c
BANANAS, fancy golden fruit lb. 9c
CELERY, Utah green variety lb. 8c
LETTUCE, crisp, compact heads lb. 7 1/2c
ONION SETS for spring planting 2 lb. 25c
GRAPEFRUIT, Coachella, crammed with juice lb. 5c
ORANGES, Southern California navels lb. 5 1/2c
APPLES, Arkansas Black extra fancy lb. 5c
Wrapped and Packed
NEW POTATOES, Red Garnet No. 1 fancy . . 4 lb. 25c

SAFEWAY

PRICES SUBJECT TO MARKET CHANGES