

Good News For Corporations

**Babson Says Standardization
Increases Profits and Lowers Prices**

Washington, D. C., April 17.—Rationing is becoming a familiar word in our speech. Now standardization is to be its twin in the vocabulary of our war economy. We "ain't seen nothing yet" in the way of actual rationing or standardization. The necessity of doubling our industrial war production every twelve months and the importance of eliminating waste in luxury and non-essentials will shortly strip us of many things. Our heretofore free indulgence and mode of life, characterized by material abundance, should slowly but surely pass from the American family scene.

Face Facts Forget Fancies

The U.S.A. has the greatest industrial production facilities in the world. It is also a large agrarian country although exceeded in this respect by India and Russia. Our industrial activity in the past has been devoted to the production of goods of a peaceful nature. Almost overnight we have been obliged to about face and turn our industrial capacities and our agricultural output into a vast coordinated machine for waging an offensive war.

Great Britain and the United States have been such powerful peacetime nations that they have underestimated the war preparations of other countries. Furthermore, they have relied too much upon sending a boy to do a man's work. This has been true in diplomatic functions, in the handling of production problems, and in the strategy employed in battle areas. The foils and jars of recent weeks have done much to wake us up. We now face facts rather than a continuance of fancy living. No longer will it be possible or fashionable to have two cars in the garage, two maids in the kitchen, and two mortgages on the house!

Frills Are Out For Duration

The elimination of waste in all forms is an important factor in winning the war. We should voluntarily give up the luxuries and non-essentials, the production of which interferes with war needs. It is necessary to provide labor supplies and productive facilities and storage space for the more important needs of war production. Hence, we have restrictions and standardizations in many, many lines of consumer goods.

Women's skirts will get shorter and their stockings may disappear. Men's suits, while pretty well standardized, will be cut on new lines to conserve cloth. Many liquid foodstuffs will appear as dried varieties packed in paper rather than in metal containers. Plywood and plastics will become standard substitutes for many metal products. This will help certain wood working and chemical companies which are now being converted into sources of new supplies.

Get Accustomed To Changes

Consumer goods, especially personal and household effects, will show marked changes. Living habits and standards must be revised for the duration. Only in a broad general fashion do householders and civilians now know what's ahead for them. To the casual shopper, most department store and other

retail shelves appear comfortably filled. Watch out, however, for scarcities when replacements become necessary. Substitutes and simpler standardized products will, however, be available and serve the purpose of countless present products.

This entire column could be devoted to lists of everyday items due for changes. In addition to the few already mentioned, there may be noted table silver, linens and blankets, kitchen utensils, personal clothing, furniture, tools, laundry necessities, electrical and mechanical appliances, sports, medical and pharmaceutical supplies, building supplies, sporting goods and various foodstuffs.

English families have discovered how well they can get along on how little. It has made them healthier and given them a direct part in their country's war effort. Surely we can do as well.

Standardizations Good For Corporations

Manufacturers of consumer goods, now handicapped by price ceilings, will find an out in substitutes and in standardization. Priority restrictions on raw materials and price restrictions on finished products have raised havoc with manufacturing costs. Added to everything else has been rising wages and taxes. However, the simplification of merchandise, the use of substitutes, and the employment of more women will do much to maintain and even increase corporate profits.

The standardization of hundreds of consumer goods products will increase mass production possibilities. It will also eliminate many competitive practices. There is hardly a manufactured article of personal use which cannot be standardized and simplified and still serve its useful purpose. Beautiful brochures, gaudy paint and my granddaughter's costume jewelry may go by the board, but as sure as the sun will rise tomorrow the child will be just as happy with simpler substitutes. In spite of taxes and restrictions, I continue bullish on corporation profits and dividends. Standardization and simplification will do much for them and for us all. Not only has every cloud a silver lining, but it's hard to lick our ingenious engineers and manufacturers.

Oakland, Cal., April 17.—(P)—Creation of a Pacific coast headquarters of the U. S. maritime commission in a decentralization program designed to speed up west coast shipbuilding was announced today by Carl W. Fleisher, newly appointed regional director.

Hardy Family Back in Sunday Hit



America's favorite screen family, the Hardys, will return to the Craterian theatre screen for three days starting Sunday in "The Courtship of Andy Hardy," depicting Andy's efforts toward glamorizing and showing off a girl whose sheltered life has

known no excitement. The amazing mixups into which he finds himself make Andy's "courtship" another milestone in these entertaining film hits. Mickey Rooney is Andy and the rest of the Hardys are also present, with Donna Reed as the girl in the case.

Stars of Twin Bill on Holly Screen



Judy Canova is starred in "Sleepytime Gal," the comedy musical coming to the Holly theatre for tomorrow and Sunday, with Skinnay Ennis and



his band featured in the supporting cast; and Harriet Hilliard shares honors with Chester Morris in "Confessions of Boston Blackie," playing as companion feature on the twin bill.

Prospect

Prospect, April 17.—(Spl.)—Sophomore class honored their class advisor and teacher, Edward Ellertsen, with a farewell party recently as he will be inducted in the army after close of school. Accompanied by Mrs. Ellertsen and Mr. Reed, the group motored to the old Graham place, four miles north of Prospect, where they enjoyed a picnic supper around a campfire.

Prochle club at Herman's camp met at the home of Mrs. James Smith, April 10. Prize for high score went to Mrs. Collis Stevens. Refreshments were served to Mrs. John Sample, Mrs. Watson, Mrs. William F. Herman, Mrs. Carl Watson, Mrs. Everett Jennings, Mrs. Collis Stevens and the hostess.

A windstorm drove the loggers out of the woods in the Prospect vicinity Monday morning, on account of falling trees and flying limbs. The residents of the Skelter logging camp, located in the timber at the edge of Prospect, took their cars and evacuated for the duration of the storm.

Thelda Goode, daughter of Mr. and Mrs. Arthur F. Goode in the Red Blanka district, is convalescing from measles. She is an eighth grade

student in the local school. Mrs. Henry Herman is seriously ill with pneumonia and is confined to the Community hospital in Medford. Two new students, Louise, sophomore, and Norma Jean Crawford,

freshman, enrolled in high school last week. The girls are from Bakerfield, Calif., and are living with their parents at Rogue Allure while Mr. Crawford is employed at the cantonment.

Mrs. Howard Waggoner spent the week-end with friends at Corvallis. Mrs. Raymond Arant and Mrs. Agnes Scranton assisted at the Griener store and safe during her absence.

Mrs. Kelley Wright returned to her home here Sunday after spending several days at a Medford hospital, following an operation.

Guests of Mr. and Mrs. Harry Hart, Saturday and Sunday, were the latter's brother-in-law, sister and nephew, Mr. and Mrs. J. A. Lamb and Maury Lamb of Coquille, and brother and sister-in-law, Mr. and Mrs. J. R. Woodford of Medford.

Mr. and Mrs. Chauncey Arant accompanied their daughter, Mrs. Lee Boothby and son and daughter-in-law, Mr. and Mrs. Howard Arant of Klamath Falls to San Francisco, Sunday, where they visited the former couple's youngest son, Clifford Arant who is a seaman, second class in the U. S. navy. He had just returned from a two months' cruise in the south Pacific, and telephoned relatives that he had an 18-hour leave in San Francisco. They returned here Monday.

Heston Griener took Jean Smith who is suffering with ear trouble, to Medford for medical attention, Wednesday. Jean stays at the Griener home and is a junior at the local high school.

SUBS GET TWO

Washington, April 17.—(P)—The navy announced today that a small Swedish merchant vessel and a small United States merchant vessel have been torpedoes off the Atlantic coast and that survivors have been landed at an east coast port. No details were given out here.

Excavations at Cerro de las Mesas, Mexico, last year uncovered nearly eight hundred specimens of jade.

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BREAST OF VEAL **lb. 15c**

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NEW POTATOES Shafter
White **6 lb. 25c**

GALAVOS, for tasty salads, **3 for 10c**

GREEN PEPPERS **pound 10c**

Fancy Sunkist LEMONS **dozen 10c**

FANCY GREEN PEAS **3 lb. 25c**

WALNUTS, U. S. No. 1 **2 lb. 25c**

Kellogg's GRO-PUP, lg 25-oz. pkg., **2 for 25c**

A new dry Dog Food in ribbon form, made by the Kellogg Co.

CHERRIES Fancy Lambert
Large No. 2 1/2 can **2 cans 39c**

PEAS, Garden, No. 303 can, each **10c**

CORN Garden—Whole Kernel
No. 2 can **2 for 23c**

Manning's Finest COFFEE, lb. can **35c**

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ROUND-UP FLOUR **49-lb. bag \$1.58**

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TOMATO JUICE, No. 1 tall..... **3 cans 25c**
Del. Rogue

GRAPEFRUIT JUICE..... **2 cans 23c**
Fancy Royal Club—No. 2 can

ORANGE and GRAPEFRUIT JUICE, 46 oz. **29c**

GRAPEFRUIT JUICE, lg. 46 oz. can..... **25c**

ORANGE JUICE, 5 & W..... **2 cans 25c**

ROYAL CLUB COFFEE

1 lb. can 31c - 3 lb. can 89c

Stock Up



HOMINY, KRAUT or PUMPKIN, lg. 2 1/2 can..... **2 for 25c**
SPINACH, fancy Royal Club..... **No. 1 tall can 10c**
PEAS and CARROTS, R. Club No. 2 can..... **2 for 27c**
RAVIOLI, Italian style, 16-ounce can..... **2 for 25c**
HEINZ Strained Foods, 3 cans 23c; dozen..... **89c**
PAPER TOWELS, Royal Club, fit wall rack..... **roll 10c**
PORTER'S Macaroni, Spaghetti or Noodles..... **2 pkgs. 25c**
BAKING POWDER, Calumet..... **pound can 19c**
DYANSHINE SHOE POLISH..... **bottle 17c**



Lunch Suggestions

KRAFT MIRACLE WHIP..... **qt. 41c**
KRAFT PACKAGE CHEESE..... **2 for 45c**
SWIFT PREMIUM CORNED BEEF..... **can 29c**
SWIFT LUNCH TONGUE..... **can 23c**
SWIFT PREMIUM DEVILED MEAT..... **3 cans 19c**
HALEY'S BEEF STEW, large No. 2 1/2 can..... **25c**
SHRIMP, cocktail size..... **2 cans 35c**
FRUIT BUTTER, Plum, Pear, Grape, Apple..... **lg. 28-oz. jar 29c**

FLOUR, Crown Kitchen Queen, 49-lb. sack **\$1.89**

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HARTLEY'S FAMOUS RADISHES..... **3 bunches 14c**
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SALTON SEA GRAPEFRUIT, 64 size..... **4 for 23c**
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others have both.)