

Business After the War

Babson Preaches on "Enterprise vs. Entertainment"

Gloucester, Mass., July 17.—For the past two weeks I have been visiting here in the city where I was brought up. In fact, I am writing this column in the house in which I was born and on the lot of land upon which the first Babson squatted. She was Isabel Babson who landed here in 1637. Let me add that one of my ancestors who lived in this 12-room house had 21 children. He had a real hedge against both inflation and depression!

Enterprise Sapped By Growing Taxes

What changes do I notice here from year to year? The chief one—and this applies likewise to thousands of other cities—is the lack of enterprise. In fact, this was evident before the present war. The truth is that the money which was formerly risked in developing new industries has, for the past 10 years, been needed to pay new taxes. This is a very sad fact which must be corrected if cities like Gloucester are to thrive again.

Increased taxes have not cut living expenses but have come wholly out of money which heretofore went into new buildings, new factories, new ships and other investments. This is the real reason for the unemployment which preceded the war and which is bound to come again, some time after the war, unless the taxes are greatly reduced.

More Entertainment, Less Work Is Aim

I am troubled by the shorter hours which everyone—"except mother"—is working. Stores, which used to open at 7 a. m., do not open until 8:30 a. m. I called upon a prominent farmer on a July work day and found him and his family in bed at 7:30 a. m. Yet, the night before he complained about the shortage of farm labor! Of course the labor unions are now powerful here; they also are helping to kill enterprise.

Fifty years ago we all went to bed fairly early,—very few were on the streets after dark. Now, Main street is so full of cars, belonging to people attending the evening movies, that you can hardly get through. Although enterprise is dead, every form of entertainment is booming. A city progresses, however, through work, not through amusement.

Church Attendance Shows Big Decline

I am especially troubled by the decline in church attendance. The Roman Catholic church appears an exception; but most of the Protestant churches have very small congregations. A big church, which used to be packed during my boyhood days, and where on Sunday mornings you found the leading men of the city, now looks very forlorn. Yet, cities must have vital and growing churches in order to prosper in the long run.

The way chain stores have supplanted the local merchants is very noticeable. Moreover, the successful independent stores are mostly owned by Hebrews, Greeks and Italians. This is no criticism of these races,—in fact, it is to their credit. They have been willing to work harder and save money while the native people could not stand the gaff. These new races, moreover, are rightly having large families while the descendants of the old stock seem content with only one child or even none.

What of Business After the War?

"What has all this to do with business after the war?" you ask. Let me tell you. We can lick the Germans and Japanese during the war,—but can we

after the war? We can even disarm them; but this will not prevent them from working harder and longer than we do. This latter is what will count most after the war. We certainly will lose in the end unless we again encourage enterprise by reducing taxes, curbing labor unions and teaching our children to do what they don't want to do when they don't want to do it!

The various New Deal programs of price-fixing, rationing, bonuses, pensions, short hours, double-time wages, leaf raking, free entertainment, food stamps and raising taxes, instead of babies might be okay if we were the only nation; but we are not. Every American and Canadian citizen must—after the war—sell its labor and its products in new world markets.

Some day we shall have tremendous competition from the people of Europe, Asia and Africa. To these people, President Roosevelt has promised "freedom from fear and want." No tariff can then be high enough to keep out the products of our allies,—the English, Dutch, Russians and Chinese;—let alone the products of Germany, France, Italy and Japan. For a few years after the war, while Europe is recouping, business should be good; but only a return to real religion, hard work, longer hours and free enterprise will prevent a late depression of tremendous magnitude.

DAKOTA PICNIC SLATED JULY 26

The annual South and North Dakota picnic will be held Sunday, July 26, at Jackson Hot Springs. Former Dakotans are invited to bring their families and a picnic dinner. Coffee and cream will be furnished but not sugar.

There will be plenty of entertainment for young and old, foot races, a tug-of-war, a softball game, and a good place to swim. Those attending are urged to come early.

Jackson Hot Springs is on Highway 99, south of Talent.

Trail

—Trail, July 17.—(Spl.)—Mrs. Pittman is helping Mrs. Cora Hall with the work at California on the Rogue.

Mrs. Ralph Watson and Mrs. Ben Levishopped in Medford Tuesday. Mr. and Mrs. Roy Green of Central Point called at the Hutchinson home Saturday.

Mrs. Baker of Weiser, Idaho, is here to visit her daughter and husband, Mr. and Mrs. McCartney.

Earl Brigno of San Francisco spent the week end here visiting his parents and friends.

Mrs. Harris and daughter-in-law and two children called on Mrs. Francis Ash Wednesday. Mr. and Mrs. Frank Ragdale of Medford are spending a week's vacation at his father's summer home on the mountain above Trail.

Mr. and Mrs. C. W. Cushman and

daughter Melba and Mr. and Mrs. Wilmer Ragdale and son Arnold made a trip to Project City, Calif. to spend the week with Mr. and Mrs. Wayne Ash and Mr. and Mrs. Harry Rice. Miss Iverence Cushman and Marie Ragdale who had been

visiting down there returned home with their families. Wilmer's sister Mable took care of the Ragdale place during their absence. Mr. and Mrs. Mason from Genelle Lodge and Mr. and Mrs. Walter Misecar and children visited at the

Watson home Sunday. Mr. and Mrs. Geo. R. Moore who have been vacationing at Sunset on the Rogue returned to their home at Long Beach, Friday. Mrs. Montana Oulhouse and family have moved to Medford from

Rogue River Lodge for the summer. Mr. and Mrs. Sadler of Medford visited Mr. and Mrs. Ralph Watson Wednesday. Closing time for Classified Ads 9 a. m.—Too late to classify 12:30 p. m.

**NAB JAP AND GERMAN
IN HUNT FOR RADIO**
Masatlan, Mexico, July 17.—(P) Federal troops searching for a mysterious radio station spread-

ing axis propaganda from this Pacific coast region arrested a Japanese and a German near here yesterday and were reported unofficially to have seized a radio transmitter.

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Home Purity Bakery Bread and Cakes Like Mother Made

Cakes for the Week-End

Divinity White Layer
Oriental Spice
Nut Fudge, Chocolate
Pecan Sundae Brown Sugar
Angel Cakes
29¢ - 35¢ - 49¢ - 59¢

A Sunday Breakfast Treat

Danish Nut Krispies.....2 for 15¢
Our famous Danish Pastry with brown sugar and nuts and caramelized.
Fruited Twists.....5 for 15¢
A sweet roll enhanced with mixed fruits.

Home Purity Vitamin Enriched Bread
1-lb. loaf 9¢ - 1½-lb. 13¢

French Bread, 1-lb. loaf 10¢
Made the old-fashioned long sponge way.
Just reheat in the bag you get it in.

Parisian Toast Bread...1-lb. loaf 10¢
The most delicious of all toasts.

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TWO \$25.00 WAR SAVINGS BONDS GIVEN AWAY FREE!

In each Groceteria is a Giant Swift's Premium Salami.

To get the Free \$25.00 War Savings Bond all you have to do is to estimate the weight. If you are a skillful estimator and your estimate is nearest the correct weight you will get the \$25.00 War Bond absolutely free.

You don't have to buy—you pay no money. Just go to either or both Groceterias and make your estimate.

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IN THE CANDY CORNER

Kraft Dairy Fresh
Caramels
Pound 25c

Nearly 100 kinds of Candies in the Candy Corner.

GROCETERIA FRUITS and VEGETABLES

CANTALOUPEs, 27 Jumbos... (They are getting sweeter) .2 for 25c
COACHELLA GRAPEFRUIT, 64's.....3 for 19c
SUNKIST LEMONS, 588's.....2 dozen 23c
Red Ripe large SLICING TOMATOES.....2 lbs. 19c
SWEET YELLOW ONIONS.....4 lbs. 15c
GREEN BEANS.....lb. 9c

Ivory Soap, medium bar.....4 for 25c

Large Ivory.....2 for 19c

Guest Ivory.....bar 5c

OK Blue Laundry Soap,
large bar for.....5c

OK Brown Laundry Soap,
large bar.....5c

Camay Toilet Soap.....3 bars 20c

Lava Soap.....bar 10c

P. & G. White Laundry Soap,
giant bar.....3 for 14c

Ivory Flakes.....large pkg. 25c

Ivory Snow.....large pkg. 25c

Oxydol.....giant pkg. 63c

Dash Granulated Soap.....giant pkg. 53c

Clean Quick Chips.....giant pkg. 42c

Duz.....large 25c giant 69c

Crisco.....3-lb. can 73c

GROCETERIA SAVINGS

Gold Bar Fancy Florida Grapefruit Juice,
No. 2 can.....2 for 25¢

Gold Bar Fancy Kadota Figs...No. 2½ can 25¢

Gold Bar Fruits for Salad...No. 1 tall can 19¢

Gold Bar Pineapple Juice, No. 211 can, 2 for 23¢

Gold Bar Santa Clara Prunes, 2-lb. carton 25¢

Gold Bar Creamed Style Golden Corn,
No. 303 can.....2 for 25¢

Tendersweet Golden Corn, No. 303 can, 3 for 29¢

Gold Bar Early Garden Peas...No. 303 can 15¢

Walla Walla 3 sieve Peas, No. 303 can, 2 for 25¢

Silver Bar Sugar Peas.....No. 2 can 15¢

Silver Bar Tomatoes, No. 2½ can.....2 for 25¢

Del Rogue Tomato Juice, No. 1 tall can, 3 for 25¢

Kellogg's Corn Flakes, 11-oz. pkg.2 for 19¢

Aunt Jemima Pancake Flour...2½-lb. pkg. 24¢

Victory Dog Food.....10-lb. bag 98¢

Diamond A Red Kidney Beans...No. 2 can 14¢

Wilamet Sliced Beets.....No. 2 can 10¢

Planter's Peanut Oil.....qt. can 69¢
(Use as you would olive oil.)

Klamath Bouquet Flour.....49-lb. \$1.39

Flavor Loaf Vitamin Enriched Flour, 49-lb. \$1.85

Drifted Snow Vitamin Enriched
Flour.....49-lb. \$2.09

Three Sister Bartlett Pears...No. 2½ can 22¢

Gold Bar Fancy Tomato Catsup, 14-oz. bottle 17¢

My-T-Fine Puddings.....pkg. 5¢
Chocolate, Vanilla, Butterscotch

My-T-Fine Lemon Pie Filler.....pkg. 5¢
(Makes a delicious lemon pie.)

Elbow Cut Macaroni.....3-lb. pkg. 23¢

Kraft Chocolate Malted Milk.....2-lb. can 49¢
(No sugar required.)

Borden's Hemo.....jar 59¢
(Vitamin enriched.)

Miracle Whip Sandwich Spread, pt. 28¢ qt. 45¢

Pillsbury Wheat Bran for baking.....pkg. 18¢

Nabisco Bran for breakfast cereal.....pkg. 10¢

Sperry Rolled Oats.....9-lb. bag 45¢

Pond's Facial Tissue, 500 sheets.....2 for 49¢

Instant Ralston Hot Cereal.....pkg. 25¢
(Hot whole wheat cereal right now.)

Cashmere Bouquet Toilet Soap.....3 bars 27¢

Chopped Ripe Olives, 4½-oz. can.....2 for 25¢

Gold Bar Sweet Pickle Relish...12-oz. jar 25¢

Best Ever Real Egg Noodles.....lb. pkg. 23¢

Flavor Ade for summer drinks.....3 pkgs. 10¢

Gerber's Baby Foods 3 cans 20¢

Amazo Corn Starch
1-lb. pkg.....9¢

Alka-Seltzer...60c size 49¢

Certo.....3 bottles 45¢

GATES & LYDIARD

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