

# Magazine Eyed Business View On Length of Skirts in 1929

By ELMER C. WALZER  
UPI Financial Editor  
New York - (UPI) - The first issue of the magazine Business Week published on Sept. 7, 1929 proves to Wall Street that when ladies skirts are lengthened you'd better look out for a bad business and declining stocks.

Business Week in celebration of its 30th birthday has published an exact replica of its first edition and one of the feature dispatches is headlined "skirts come down, trade picks up."

The trade pickup was expected to come from the fact that to make skirts five inches longer would take 250 million more yards of goods a year. Doubtless that didn't pan out in the big depression that came soon after that headline was written.

If you're thinking about this year's styles, the ladies assure this department skirts are going to be short. That's a harbinger of favorable business.

Evidently this discovery of short skirts equaling prosperity; long ones indicating a recession or depression wasn't tried and proved in 1929.

Early Crises  
Elliott V. Bell, editor and publisher of Business Week, in a foreword in the anniversary edition, says:

"If the publishers of Business Week could have foreseen, in 1929, the events lying just ahead they might well have lacked the courage to embark on such an uphill venture. Fortunately they had no such fatal foresight."

"The new publication, a little flip and perhaps naive at first, soon found itself fighting to survive in a world of economic chaos."

"In the years that followed there was forged, I believe, an organization - a staff, a tradi-

tion, an approach to the reporting and analysis of news for the businessman - far better than would have existed without the chastening of the great depression."

If the editors didn't know what kind of depression was ahead, they did know that all wasn't well even though the stock market had just set new record highs. On the first page of the issue, they said:

"Security speculation has eaten nearly all its credit cake. Stock prices are generally out of line with safe earnings expectations, and the market is now almost wholly 'psychological - irregular, unsteady and properly apprehensive of the inevitable adjustment that draws near."

In its first issue, Business Week in 1929 noted that the stock market started strong after its triple (Labor Day) holiday. Call money then hovered around 9 per cent. Stock exchange member borrowing rose to \$7,881,619,000, a rise

## Interim Tax Group Studies Problems

Salem - (UPI) - Taxation of insurance companies, timber and timberlands, and repeal of the tax on inventories were to receive the spotlight in a three-day meeting of the Legislative Interim Committee on Taxation.

Rep. Clarence Barton (D-Coquille), chairman, said the meeting started with a tour Thursday of Crown Zellerbach Forest lands in Columbia and Clatsop counties so the committee could get information on problems underlying the property tax on timber.

Today, a subcommittee on timber and transportation taxes met in Portland to discuss the background and operation of present timber tax laws.

for August of \$407 million. Secretary Mellon cut the interest rate on short-term U.S. governments from 5 1/2 per cent to 4 1/2 per cent.

Business men back in September, 1929, didn't think the end of the world had come. The first issue of Business Week said under the headline, "Five thousand six hundred business men think:

"The average volume of general business in the country as a whole during September, October, and November will be about 6 per cent better than at the close of August and 5 per cent over the same period last year."

Magazine Policy  
And later in the item, the magazine concluded: "continued high money rates - particularly for mortgage money and rural credit - are retarding business."

"The slump in building construction, excessive instalment buying - especially of luxuries and automobiles - and increasingly keen competition in the retail field because of chain store development are things to worry about." In an editorial entitled, "Why the Business Week?" the editors noted:

"You will find the Business Week always has a point of view, and usually a strong opinion. Both of which it does not hesitate to express."

"You may find a little humor somewhere, if you look sharp."

"And all the way through, we hope, you will discover it is possible to write sanely and intelligently of business without being pompous or ponderous. We hope you will miss those glib but solemn generalities about business that pass so often for deep wisdom."

Perhaps that last paragraph - which was followed by the magazine - accounts for its ability to grow strong and great through the depression and three wars - World War I, Korea, and the Cold War.

MAIL TRIBUNE, Medford, Or.  
Friday, Sept. 18, 1959



DR. MAX FLOWERS  
Opens New Offices

## Dr. Flowers Opens Offices in Valley

Central Point - Dr. Max D. Flowers, Jr., has opened new offices at 25 North Fourth st., Central Point. He is on the staff of the Medford Osteopathic hospital and came to the valley from Ft. Worth, Tex.

Dr. Flowers took undergraduate work at Missouri State Teachers college, Kirksville, Mo., and was graduated from Kirksville College of Osteopathy and Surgery. He completed his internship at Ft. Worth Osteopathic hospital in 1952.

The office is a newly-constructed building behind the Rexall Drug store. A parking area has been constructed for the convenience of patients.

Mrs. Franklin Gebhard is receptionist and office hours will be from 9 a.m. to 5 p.m. week days, except from 9 a.m. to noon Wednesdays and Saturdays.

Dr. and Mrs. Flowers have four children and reside at 1055 Pine st.

you are cordially invited to attend the

# Grand Opening



of the new

## EAST MEDFORD BRANCH

### Rogue Valley State Bank

conveniently located in Medford's new shopping center at

**701 EAST JACKSON BOULEVARD**

**Saturday, September 19, 10 A.M. Till 4 P.M.**

for our guests we have planned...

- ORCHIDS FOR THE LADIES
- TOYS FOR THE KIDS
- COFFEE AND DONUTS
- GIFTS FOR THE MEN
- DOOR PRIZES

plus...beautiful organ music in the lobby and displays of the latest in Electronic Bookkeeping Equipment

### YOU'LL LIKE THE SERVICES

at the new East Medford Branch, Rogue Valley State Bank

#### DRIVE-UP BANKING

... from 9 to 5 on weekdays, and 9 to 1 on Saturday

#### FREE PARKING

... in our spacious lot for more leisurely banking

#### WALK-UP WINDOW

... to provide you late banking service... from 3 to 5 weekdays and 12 to 1 Saturdays

#### NIGHT DEPOSITORY

... for night and week end deposit protection.

#### SAVINGS

... Earn 3% interest on your savings deposits, insured to \$10,000

#### CHECKING

... regular and "Pay-Go" special checking accounts keep your money safe yet handy as your check book. ELECTRONIC bookkeeping for accuracy and efficient handling

#### PERSONALIZED CHECKS

... FREE! Imprinted with your name, address and account number

#### SAFE DEPOSIT VAULT

... 24 hour-a-day protection for your valuables... Costs just a few pennies a month.

#### LOANS

... Personal, Auto, Real Estate, Appliance, Business... Loans for almost any worthwhile purpose

#### ALSO!

... Certified Checks, Cashiers Checks, Personal Bank Money Orders, Travelers Checks, Bank Drafts, Savings Bonds, Collections, Contracts and Escrows.

AND ABOVE ALL - A FRIENDLY INTEREST IN YOU!

OFFICERS: Clarence H. Young ..... President  
Ralph E. Pierce ..... Vice President  
Ron E. Cordon ..... Vice President, Mgr.  
Neal A. Curry ..... Cashier  
Gertrude McCorkle ..... Assistant Cashier

DIRECTORS: W. H. Young - Chairman  
Frank P. Farrell .....  
Leonard Bradshaw .....  
Ralph E. Pierce .....  
J. H. Stanley .....  
Clarence H. Young .....

## ROGUE VALLEY STATE BANK

Main Branch-1109 Court St. • East Medford Branch-701 E. Jackson

Your Home-Owned Bank - Serving Jackson County Since 1911  
Member Federal Deposit Insurance Corporation and Federal Reserve System

SEARS  
ROEBUCK AND CO.

73rd Anniversary

SALE

OPEN FRIDAY EVENING 'TIL 9 P.M.



SEE SEARS  
COMPLETE FAMILY OF  
WATERPROOF FOOTWEAR

WOMEN'S AND GIRLS'  
GRANDSTAND BOOT

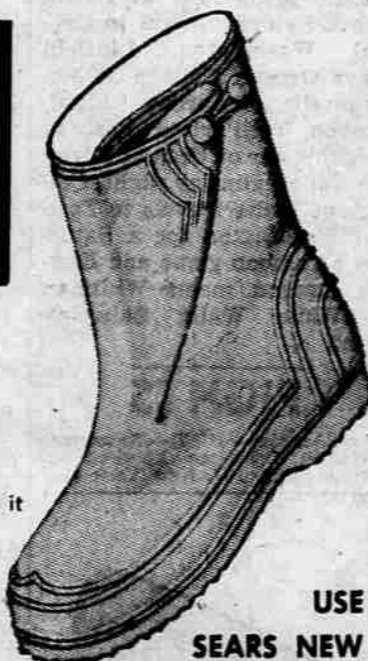
\$4.99

White rubber in  
womens and girls  
sizes

CHILDREN'S  
PLASTIC BOOT

\$3.99

Completely waterproof and  
it is washable inside and out.



USE  
SEARS NEW  
REVOLVING PLAN



BUDGET PRICED

SNAP  
BOOT \$1.99



Boys' 4-Buckle Arctic Boot

4.99

A back to school must for  
the rainy weather ahead.  
Rugged construction and  
felt lined for extra warmth.



Women's Clear Plastic  
RAIN  
BOOTIE \$1.99



MEN'S 2-BUCKLE  
WORK  
RUBBER \$4.99

See Our  
Complete  
Selection  
of Industrial Weight  
BARN BOOTS  
MENS AND WOMENS SIZE

Just say, "Charge It" on  
SRC use as a 30-DAY  
CHARGE ACCOUNT OR  
Take months to pay.



WOMEN'S 2-LOOP  
PLASTIC  
BOOT \$3.99

"Satisfaction guaranteed or your money back" SEARS

ROEBUCK AND CO.

Jackson at Biddle  
Open Daily 9:30 a.m.  
to 5:30 p.m.  
Fridays 'Til 9 p.m.