

The American

Re-established, September 13, 1928.
Devoted to the best interests of Central Point and vicinity.

All matter for publication must reach this office not later than Wednesday for insertion the same week. Published every Friday.

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SUBSCRIPTION RATES:
One Year\$2.00
Six Months\$1.00

Payable in advance.
Advertising rates on application.
Office—Second Street, off Main.

ARTHUR EDWARD POWELL
Editor and Publisher

EDITORIALS

AN APPRECIATION.

We are sorry to announce the enforced retirement of Mr. S. O. Burgdorf from the active management and editorship of The American. His health and the advice of his physician has compelled Mr. Burgdorf to give up his connection with The American and to spend most of his time during the winter indoors.

We are very sorry to have to make this announcement. During our short period of working with Mr. Burgdorf we have learned to respect his ability as a newspaperman and our relations as partners in this enterprise have been very agreeable. We hope to be worthy of the confidence shown by Mr. Burgdorf in turning the lease of The American over to us. May he soon recover his health!

OUR POLICY

In taking over the editorship and management of The American we desire to state plainly to the people of Central Point and vicinity our policy and what The American is striving for.

First, just a word of personal history. A. E. Powell, publisher of The American, has been a resident of the Rogue River valley since 1908. He has been connected with the newspaper business nearly forty years. In taking over The American our aim is to give the people of this town and vicinity the best local paper we know how. We want to learn of the local happenings, the local problems and in fact everything regarding the people of our city. We aim to publish local news only and hope by consistent effort to be of some use to this community.

We have no use for knockers. If we can't boost we shall keep still. We live in a "great country" and we are proud of it.

But we do believe in constructive criticism. Whenever we see things not to our liking, if we have a plan to better things, to offer, we shall do so. We don't believe in backbiting, mud-slinging or constant fault-finding.

In our opinion, the affairs of our city and county are being handled honestly for the most part and we believe that if our public officials are honestly trying to do what is right they should have our support. But if we believe they are in the wrong, we shall say so frankly and tell why we believe so.

There has been altogether too much underhand faultfinding by certain newspapers of this county. If you have real evidence of crookedness among public officials, evidence which can be proven in court, if necessary, let us know it and we will do what we can to let the public know. But we are sick and tired of hearsay and gossip.

We know taxes are too high. We think we know why. For many years we have had just one bond issue after another. No one can live on or do business on borrowed money without some day bumping up against a snag.

We have been going too fast. Of course we have had roads to build, irrigation systems to install and a thousand and one other things to do the put our country in the shape it now is in. But it is time to call a halt and take stock. Let's see if we can't just do without any more improvements for awhile until we catch our breaths. Let's hold our horses until we see how we are going to pay for what we have.

Over a story telling of a \$4,000,000 estate divided by four cousins a contemporary has a headline—Overcome by Pumes. Many could inhale at least a million without fainting.

No statistics are available to show whether more rabbits or more hunters were killed on the opening day of the bunny season.

THE MEN'S FORUM

It was our privilege on Wednesday evening to be invited to attend the organization meeting of the new Men's Forum in the parlors of the Christian church. We were much pleased with the feeling of good will expressed and we believe much good will be accomplished.

A very large per cent of the troubles of the country is caused by misunderstanding. The more people get together as these men did and frankly and in an earnest spirit, discuss our mutual problems, the sooner the mists of misunderstanding will roll away and we shall be able to see the other fellow's side of things.

The more thoroughly our problems are just "talked over," the easier the solution will be.

THE MENACE OF DEPRESSION.

The following editorial from Capper's Farmer so aptly fits our idea of things that we have taken the liberty to reprint it bodily:

"The menace of depression is not in the losses it causes, the difficulties it creates or the stresses it inflicts. Men can sustain losses, surmount difficulties and adapt themselves to strain, and emerge victorious. But there nearly always springs up in periods of hard times a doctrine of reaction, sponsored often by those who accomplished little in eras of prosperity. It is an insidious, dangerous, destructive theory that they expound with plausibility. It strikes at knowledge, it would junk the instruments of progress, it would turn the clock of efficiency back half a century.

"This program is to return to the 'good old days.' Its sponsors wish to abandon the practices that have made the United States one of the greatest agricultural nations. They would cast aside the amazing knowledge of quantity and quality production that men have been a hundred years in gathering. They would oust surpluses by inefficiency. They would coast back down the hill they have so painfully climbed, to escape the difficulty of further ascent.

"I have no desire, nor have you, to seek subsistence from the meatless bones of a past such as the 'good old days.' Antequated soup, flavored with dried marrow from the skeleton of worn out and embalmed ideas, is not a sustaining diet even for an emaciated present. It is not the food that conquerors eat.

"Today, chew on the problems of today. Bite into the still rich meat of present practices, even though it be tough, for sustenance. Add as a sweetener and sustaining desert, the ideas that are about to be translated into accomplishment. Drink a cup of the elixir of hope. Then you will be dining on the things out of which progress is made.

"Agriculture cannot afford:—
To grow careless in the tillage of its acreage.

To be neglectful in feeding its livestock.
To slacken in its effort on crop improvement.

To halt huts quest for knowledge.
To abandon its search for better methods.

To junk machinery and use hand labor.
To stop trying to do better today than it did yesterday.

To turn and walk down the well trampled trail leading backward to the past and thus avoid the narrower, rougher trail that goes ahead and upward.

"No great edifice ever was built with a wrecker's tools.
Tenacity, courage, faith, efficiency and fortitude are creative. Cherish them.

"Speculate on yourself for a rise. Buy futures.
Remember: A backward glance sees darkness wipe a sunset from the sky; a glance ahead sees sunrise herald a promising tomorrow."

EMPLOY ANOTHER MAN!
Giving out temporary jobs is, of course, a help, but after all it is only a temporary help and has no effect upon the general condition of affairs. In some cities there is a movement to give a job a week to some one. That is better than a job a day, naturally. Home jobs, three hours a week, at 40 cents an hour, as has been suggested, would be all right if there were enough homes giving out such jobs to keep the men busy all day every day. But three hours a week at 40 cents an hour, won't go far, if a man is single, and if he is married and has children, it is merely tantalizing.

The most effective suggestion in the way of making employment where there is not employment now is to put one more man at work. If this were adopted generally, throughout the whole country, it would come near to absorbing all the unemployed. It would not be difficult to put another man to work in a thousand and one different activities. Even small stores could do so without much expense. The large corporations could even extend employment to more than one. Railroads, air-



They Tell Me

By Al Piche

HIGH HATS AT LOW PRICES

As an auctioneer Uncle Sam could get no better bid than \$1.25 for a case of tall hats valued at \$41.00. They ought to be worth that as a top dressing for scarecrows.

Nowadays nobody wears them but undertakers, prohibition lecturers and presidents undergoing the ordeal of inauguration.

Presidents endure them in obedience to an ancient custom; undertakers like them because they hold more crepe and they sit with such appropriate gloom on the domes of crepe-hanging prohibitionists orators.

HUNTING

I went, at the deer-hunting season. Up north last year.
This year, in the job-hunting season, I stayed right here.
Last year I never got a buck;
This year I struck
The same hard luck.

plane interests, manufacturers, wholesale houses, bus lines, street railways, telephone and telegraph companies, contractors of all kinds, mining concerns, banks, and not overlooking the newspapers — all could afford to put one or more men at work.

This movement would have a double effect. In the first place it would all but wipe out the vast army of the unemployed and bring back peace and happiness where now there is worry and distress. But more than that, it would give buying power to the millions now idle and, instead of being a drag upon business and retarding prosperity, they would all be a spur to all forms of industry and commerce and stimulate trade and all forms of business activity. Thus the money expended in putting one or more idle men to work would come directly back to those who gave this additional employment. The wheels of progress would be set in motion and then there would be a demand for even more employees.

Smoot believes a Federal sales tax would be useful. He's the same fellow, you remember, who thought the present tariff would be useful.

Japan is not making war on China. It's only killing Chinese and grabbing Chinese land.

What is a luxury, asks a contemporary, and defines it as anything with a stamp tax on it.

BUSINESS TOLD TO ADVERTISE IN DULL TIMES

SANTA BARBARA, Calif.—The Pacific Association of Advertising Agencies, handling more than 80 per cent of the advertising in the western states, held its annual convention at the Hotel Biltmore, Santa Barbara, on Nov. 4, 5 & 6.

Mr. Dan T. Miner, president of the association, in calling for an active advertising campaign, stressed the inconsistency of cutting advertising appropriations when business was dull.

The sessions were all of an educative character. Men of experience gave the results of their experience, and in the discussions were closely questioned on all sorts of technical points both by other experts, and by those new to some of the modern methods of reaching the public.

This was notably the case after the address of Mr. Lewis Allen Meiss, general manager radio station KHJ, Los Angeles. He told his audience that radio being the newest form of advertising, both management and advertisers have much to learn, and they are learning all the time.

Mr. John Benson of New York, president of the American Association of Advertising Agencies, said the agent's responsibility lies in the influence speech can exert to promote sound values, honest standards and enlightened trading.

Advertising cannot make purchasing power, he said, but it can call

Medford Fuel Co.

DRY PINE SLABS

4.00 PER LOAD
16 inch

MILL BLOCKS, load\$5.50
FIR SLABS, load\$5.00 & \$6.00
KINDLING, load\$2.50
BODY FIR, per tier\$2.50

COAL SPECIAL

ROYAL COAL, ton\$13.50
NATIONAL COAL, ton\$15.50

Medford Prices

Order now! It will save you Dollars

TEL. 631

CHRISTMAS GIFTS AT LOWER PRICES

COMPLETE STOCK OF GIFTS AT PRICES AS LOW AS BEFORE THE WAR. EVERYTHING IS CUT IN PRICE, WHERE EVERYONE CAN AFFORD TO GIVE, AS THE SPIRIT OF CHRISTMAS IS TO GIVE AND TAKE NO MATTER HOW SMALL.

ELECTRIC PERCOLATORS



Chrome Plate, Nickel Plate or Aluminum
\$8.50, \$6.95, \$5.50, \$4.50
\$3.85, \$2.85

UNIVERSAL VAC. BOTTLES



From \$5.00 to 98 cents

PERCOLATOR SETS



Percolator, Tray, Creamer and Sugar. Chrome Plate—Nickel Plate and Aluminum—
\$21.75, \$19.95, \$9.95, \$5.25

ELECTRIC IRONS



Regular \$5.00 iron for \$2.95
Another which is guaranteed a lifetime for \$6.00.
Buy this iron and you will never have to purchase another.

Buy the boys a .22 calibre Rifle. Standard Make for \$4.65—\$4.50—\$4.15. .22 Cal. Cartridges—stainless copper-clad Shorts for only 15 cents a box.

AL. PICHE

MEDFORD, OREGON

out what there is and the progressive advertiser has just now a golden chance to be original in his methods. He will have to work harder than when there was more easy spending, but he will probably get better results for his clients.

Mr. John Cuddy, managing director of Californians, Inc., advocated raising of standards to the level of other professional work. Mr. Noble Hamilton, Pacific aCast manager of Outdoors Advertising, Inc., bore witness to the good effects of public protest against the crudities of many outside displays. "The new selling plan for outdoor advertising," he said, "aims at suitability of design and coloring, and avoids any placement that will deface the landscape."

The new officers are: President, Mr. Louis Honig; first vice-president, Mr. R. P. Milne; second vice-president, Mr. Fred H. Lynch; secretary,

treasurer, Mr. Henry M. Stevens; directors, Mr. Dan B. Miner, Mr. Henry Q. Hawes, Mr. Don Francisco, Mr. David M. Botsford.

Higher Values Are Placed on Our Corporations

Valuation of corporations in Jackson county total \$7,894,898.19—an increase of \$356,661.02 over last year, according to a report received by Assessor J. B. Coleman, from the state tax commission.

The increase in valuation is largely due to the development project of the California Oregon Power company, at Red Bluff in the Prospect area. The Southern Pacific railroad, the Pacific Telegraph and Telephone company, the Owen-Oregon Lumber company and the Western

Union company, all show a decrease in valuation, according to the assessor's office.

Valuation of the corporations in the counties, are fixed by the state tax body and extended to the tax rolls, by units and then apportioned to the county funds.

It will be 10 days before the separate valuation of each corporation is figured out by the assessor's office.

Representative Kendall of Pennsylvania opposes any more farm relief, curtailment of the postal activities and continuance of congressional and other postal franks.

Gen. George Gibbs, vice president of the International Telephone and Telegraph company, says that "the depression is in part manufactured in New York."

XMAS NUTS

WE HAVE FOR THE HOLIDAY SEASON THE FINEST AND FRESHEST, THE LARGEST AND CHOICEST SHOWING OF NUTS, IT HAS BEEN OUR GOOD FORTUNE TO SECURE. Many of These Nuts Are Locally Grown.

WALNUTS, Extra Fancy, Home Grown, lb.	35c
WALNUTS, All Sizes	15c, 20c and 25c
The Best Obtainable for the Money	
EXTRA FANCY PEANUTS, per lb. only	15c
SOFT SHELLED ALMONDS, all this year's crop, Special per lb.	18c and 22c
BRAZIL NUTS or Nigger Toes, only	20c
RAISINS, Seeded, Seedless and Cluster	
RAISINS, Something new in cellophane package, Regular 40c package at	30c
XMAS CANDIES of all kinds, just arrived and PRICED RIGHT.	

B. P. Theiss and Co.

PRICE, QUALITY, & CLASS

Friday--Saturday

Specials, Dec. 4 and 5

BAKING POWDER Schilling's, 2 1/2 lbs. for	95c
WHEATENA A Real Breakfast Cereal, 2 for	45c
BEAN HOLE BEANS Oven Baked, 2 for	25c
TASTE RITE CORN White or Yellow, 2 for	25c
SOAP POWDER A Peet Product, 4 lbs. for	25c
TOILET TISSUE 1609 Sheet Roll, 3 for	25c
BACON An Oregon Product, Per lb.	18c
5 lb. PAIL HONEY Real Value at	43c
8 lb. PAIL SHORTENING Good Grade	93c
LESLIE'S SALT 3 Cartons for	25c
DINNER SET COFFEE 2 lbs. and a Dish for	75c

We Are Expecting You to Stop for Your 5c BREAD at

MARINE'S GROCERY

Central Point, Oregon