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ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS



BEHIND THE PRICE TAG

The Consumers' League has for years been urging buyers to look behind the price tag and to patronize manufacturers and merchants who treats their workers decently. The cause for which its "white lists" have battled is enormously advanced by the NRA codes.

It is interesting to see this "look behind the price tag" idea blossoming out into merchant advertising. A large New York department store employs it in a striking advertisement.

It shows two men's shirts of the same style, quality and finish. One of them, last November, sold for 89 cents. That was a bargain, says the ad writer. But what was behind that bargain:

The man who grew the cotton lost money. His pickers were not paid in cash. They received groceries enough to have strength to work. The workers in the mill where the cotton was spun received starvation wages, \$4 and \$5 a week and sometimes less. Their employer lost money. Cut-throat competition... forced the retailer to sell it at a price which netted him a loss.

Such is the story of the bargain shirt of November, 1932, very much like the one Thomas Hood told of in his "Song of the Shirt," which in stinging verse pilloried the sweatshops of England almost 100 years ago.

Now the Blue Eagle has flown past and the story of the October, 1933, shirt, \$1.25, is very different. It is the same shirt, but under the code the mill workers received at least \$13 a week, the girls who fashioned it didn't do it with "hungry stomachs and fear in their heart... and not a single child labored in its making."

Says the ad writer on his excursion into applied sociology: It is a real bargain, a sound bargain, sound for you and sound for your country. One feels that this advertisement of the New York merchant will make history. It suggests a new deal in merchandising which should be profitable alike to buyer and seller as well as all those whose welfare is hidden behind the price tag.—Cleveland Plain Dealer.

The above article is being reproduced to bring to your attention the fact that some business men and firms do not practice cut-throat competition. And when you know that hunger, human misery and sweatshop practices produce these goods you do not want to buy them for in so doing you more or less approve the system under which they are produced.

Big concerns trying to destroy competition, heartless manufacturers employing child labor, bootleggers and hi-jackers using a legitimate business for a blind dishonest concern not expecting to pay the bills and knowing they are going out of business, are most frequently guilty of these cut-throat trade practices.

If the NRA does nothing else but eliminate child labor and destroying cut-throat business practices, it will have justified itself.

Most consumers want those who serve them to make a legitimate profit and do not want to contribute to the delinquency of children or unfortunate men and women who must make a few cents per day or starve. Thrifty, intelligent buyers should look for bargains but not all low prices represent bargains in the long run, and sometimes grow out of some strong and heartless individual or firm taking advantage of the weak and helpless.

Look behind the price tag.

THOUGHTS OF JERUSALEM

As Christmas passes and the old year gives way to the new, thoughts of Jerusalem, the Holy Land, appear in thousands of minds—and the sentiments those thoughts express are echoed in thousands of hearts. No place in the world, not even those

imagined places beyond the atmosphere of the world we know, has exerted so strong and unflinching influence on the imaginations of mankind as has the Cradle of Christianity.

In Jerusalem, practically unchanged through nineteen hundred years, are the scenes that Christ knew. The age-old hills of Judea remain through time, as do the green pastures and still waters of Biblical significance. The Garden of Gethsemane is there, and the Cradle of Jesus. The River Jordan, by its name the mightiest of all the rivers of the world, flows on as ever, serenely to the sea. And in quiet Palestine are the streets and buildings that were old before the Christian calendar began. The Plain of Sharon is still fruitful, and the rose of which Solomon sang in the most majestic of all poetry, blooms profusely. And there is Cana of Galilee, scene of the wedding feast, and Nazareth, where the carpenter who was to change all the civilized world, grew to manhood. Not an inch of earth but is rich in history, and in the lore of ages. Not a scene but brings to mind some stirring passage from the Testaments.

No journey offers the traveler so much in historical importance, in the pleasures of meditation and study. It is a strange fact that but one in two hundred of the ministers who preach the gospel in this country, have ever visited Palestine. But one in thousands of their congregations have set foot on the ground that the prophets trod. Palestine is beside creed beside denominations—it embraces them all, and its history belongs to all. Those who are so fortunate as to go to it, once, twice or a dozen times, are to be envied.

Progress Being Made In Nation's Business

Portland, December 14—Business surveys conducted in key industries over the United States, tabulated today in the office of Frank Messenger, Oregon-Idaho NRA compliance director, reveal steady progress toward economic recovery.

The national retail dry goods association reported that 450,000 workers will be given employment during the Christmas buying rush over the United States. Payrolls will be increased \$30,000,000 during December. The association estimated that December sales will approximate \$4,000,000,000 in U. S. department stores.

Retail toy sales, judged by preliminary purchases, will be 10 per cent higher this year than in 1932, the toy manufacturers' association reported. Sales of \$200,000,000 are predicted by this industry.

Men's hat manufacturers reported business increased 50 per cent during the fall season, and orders booked for the spring trade are likewise half again as high as the 1932 total.

Exports of automotive products were valued at \$8,901,846 during October, the last month for which figures are available, compared with exports of \$5,355,793 during October, 1932.

"These are but scattering examples picked at random from nation-wide surveys," Messenger said. "These figures, from widely divergent industries, are reliable indices that the recovery program is steadily recovering the ground lost during the 1929-33 depression.

"Retail establishments report daily increases in business, due to the increases in money in circulation, which resulted directly from the civil works program and the increased employment made possible by NRA codes. Business is already better, and is increasing steadily."

Oregonians Aided By Forest Work

Figures from the office of the emergency conservation work in Washington, D. C., indicate that with enrollment from Oregon of 4,292 men in the civilian forest camps 3,650 families are receiving allotments and the total number of dependents aided is 13,333.

On the average the monthly contribution from men in the camps to the home folks is around \$25 and rarely less than \$22. This leaves \$5 to \$8 for the personal use of the worker. In nearly all cases the men in the camps are taken from the ranks of families carried on state or local relief rolls.

During the first six months the war department paid out \$37,678,000 in cash allowances, for the country as a whole, of which \$31,398,000 went direct to the families and \$6,280,000 to the men. In the second six months, beginning with October, it is expected that total benefit payments to the men and their dependents will aggregate about \$42,000,000, distributed among 1,500,000 needy persons.

Favorite Recipes

Tried and tested by local Central Point ladies. If you have a favorite recipe bring or send it to The American for publication under this heading. Later we will publish all these recipes in book form.

This week's recipes furnished by Miss Zaldee Smith.

EGGLESS CAKE

2 cups sugar
2 cups sweet milk
1/2 cup butter
3 cups flour
1 heaping teaspoon of baking powder
Season with lemon or vanilla. Sift the flour once before measuring and four times after adding baking powder. Bake in loaf or layers.

COFFEE FROSTING

2 tablespoons butter
2 cups powdered sugar
1/2 teaspoon salt
1 teaspoon vanilla extract
3 tablespoons strong coffee
1 tablespoon cocoa
Cream butter, add sugar and cocoa very slowly beating until light and fluffy, add vanilla and coffee

slowly, add a few drops at a time, making soft enough to spread.

SUET PUDDING

1/2 cup of molasses
1 tablespoon soda
1 cup of brown sugar
1 cup of raisins
1 cup of sweet milk
1 cup of ground suet
1 teaspoon of cinnamon
3-4 teaspoon of cloves
3 1/2 cups flour
A pinch of salt
Mix dry ingredients and add milk, molasses and soda mixed well together. Steam in well greased baking powder cans 3-4 full for 2 hrs. Never let stop boiling.

PEAR PRESERVES

(1) Peel and quarter the pears
(2) Weigh the fruit
(3) Add 3-4 the amount of sugar
Put altogether in a pan, cover, place in cooler over night. Next day bring to boiling point slowly. Do this three successive days or until the pears are plump and transparent
Put in small sterilized jars. Seal with paraffine, label and store.

HI-WAYS TO HEALTH

by ADA R. MAYNE

OREGON DAIRY COUNCIL

NEW YEAR'S RESOLUTIONS AGAIN

Now that the first rush of the holiday season is over and there is time for thought on other things, most of us turn our attention to New Year's resolutions.

Everyone strives to be more efficient in some one thing, but something in which we can all be more efficient is in food purchasing for the home. Prominent food economists estimate that most food buying by the housewife is almost 20% inefficient. You may spend \$15.00 a week for food in your households or you may spend \$6.00 a week, they say, but whatever you spend, the chances are it is too much for what you are getting—about 20% too much. And they say the fault lies entirely with the purchaser.

If this is true, then more efficient food purchasing could well become an inspiration for the New Year's resolution.

One way to better buying efficiency is to buy always by weight. It is the only accurate method. The following table of can sizes is a help in buying accurately:

Name	Weight	Measure
No. 1 (picnic)	11 oz.	1 1-3 cups
No. 1	16 oz.	2 cups
No. 2	20 oz.	2 1/2 cups
No. 2 1/2	28 oz.	3 1/2 cups
No. 3	33 oz.	4 cups
No. 5	3 lb. 8 oz.	7 cups
No. 10	6 lb. 10 oz.	13 cups

Six aims for better food buying

that every housewife might adopt for New Year are:

1. Prepare a shopping list always.
 2. Keep storage spaces filled—eliminating emergency trips to market. Place orders twice a week.
 3. Buy in large quantity as can be used economically if a saving in price.
 4. Buy by weight; check your costs, check your delivery at home.
 5. The first rule of good marketing is to see for yourself. One trip to the market each week will keep you in touch.
 6. Study advertising, learn from stores, radio, newspaper, booklets, & folders which give material to create a desire for the products and at the same time are educational in bringing out new food facts.
- Food nutritionists give housewives the best known rules for feeding the family well and economically too. The best foundation for any diet is the protective foods—fruits, vegetables, milk and eggs. A daily quart of milk for every child in the family and a pint for each adult is wise food economy, for milk gives more for the money than any other food.

Every day plan to include in the three meals served besides the milk, two fruits—one a citrus or tomato, two vegetables—one yellow or green variety, a whole grain cereal, protein such as meat, cheese or eggs, and enough other foods to satisfy the family's appetite and keep them normal in weight.

Economic Highlights

Happenings That Affect the Dinner Pails, Dividend Checks and Tax Bills of Every Individual, National and International Problems Inseparable from Local Welfare.

Business in 1933 has presented a rather eccentric spectacle. The year began with practically every industry at a low ebb. Then, directly following Mr. Roosevelt's ascension to office, a wave of optimism caused increased production, plant expansion, heavier-than-average buying. During the summer there was constant contraseasonal improvement, largely due to the great enthusiasm that greeted the NRA when it was created.

Early in the fall a let-down started and business conditions of all kinds got steadily worse. Industries which had visions of reaching the production levels of a few years ago found themselves again at the bottom.

Now, on the basis of very recent reports, improvement is again appearing. Heavy industries, which have been most backward of all lately, are feeling it especially—an excellent sign. This is largely due to the fact that surplus manufactured supplies, which resulted from the great upshoot in activities last spring, have come fairly close to being eliminated. A constantly mounting number of corporations are resuming dividends to stockholders. Others, which were so fortunate as to have only reduced dividend payments, are increasing them.

A survey of current business, mainly based on government reports, follows:
COMMODITY PRICES—Are continuing their upward trend. Retail prices have advanced more rapidly than

TRANSPORTATION—Carloadings failed to show their customary seasonal jump. The financial position of the carriers, however, has substantially improved. For the first eight months of the year railway net operating income was 87 per cent above the same period in 1932; the last quarter will be less favorable, but the year's total will be encouraging.

AUTOMOBILES—Curtailment in the industry always precedes the introduction of new models each fall, and it is yet too early to know how well these have gone. Generally speaking, retail sales of new cars have been firm. Labor difficulties, particularly in tool shops, have been a problem. For the industry as a whole, employment has been well over a year ago. **CHEMICAL INDUSTRIES**—Activity has kept to a uniformly high level, despite slackening in most of the industries to which chemical manufacturers sell. Prices have been firm. Employment and payroll gains have been sharp.

AGRICULTURE—There have been small increases in crop forecasts for corn, wheat and oats. Prices have varied to but small degree. The Department of Agriculture forecasts that the gross income of farmers from sale of crops in 1933 will be 25 per cent above last year, and somewhat below that for 1931.

LUMBER—Higher prices, fewer orders has been the late experience. Production has declined while stocks on hand have increased. Since April there has been a 60 to 70 per cent increase in employment, and payrolls have more than doubled.

STEEL—This industry has had an almost cataclysmic year. It soared in the early summer, touching the highest production point in several years, then shrank back to new lows. Now executives are looking forward to 1934 with gratification. The first quarter of the new year is expected to be exceptionally favorable.

TEXTILES—Production has gone down, while employment and payrolls have advanced.

Interest Facts Of Oregon Forests

The separator plates in radio and automobile batteries are usually made of Port Orford cedar from southwestern Oregon.

During the period 1925-1929 nearly 10 billion feet of saw timber was cut annually in western Oregon and Washington, according to the Pacific Northwest Forest Experiment Station. During the same period \$2.5 million cubic feet of wood was removed annually for other products.

Cottonwood grown in the Pacific Northwest is in demand for the manufacture of matches in the Orient. Original growth trees furnish most of the supply, though some 35-year old planted trees have recently been cut for this market.

ROXY 15c

Any Time, Children 10c

SATURDAY ONLY
"GAMBLING SHIPS"
with Cary Grant—Benita Hume
Sun., Mon., Dec. 31, Jan. 1
"INTERNATIONAL HOUSE"
The Grand Hotel of Comedy
Tues., Wed., Jan. 2-3
"SHANGHAI MADNESS"
Spencer Tracy—Fay Wray
Thurs., Fri., Jan. 4-5
"GIRL IN 419"
James Dunn—Gloria Stuart
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1:30 to 11 p. m.
Daily Mat. 1:45. Eve. 7 p. m.

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ning storms cannot be predicted accurately in advance, recent work the Pacific Northwest Forest Experiment Station indicates that the probability of approaching storms and forest fires can be determined.

Oregon white oak, so common throughout the Willamette Valley is practically the only wood used for axe handles, and insulator pins in the Pacific Northwest. In the eastern states hickory ranks first among handle woods, and black locust among woods for insulator pins.

One enterprising manufacturer of western Washington has been producing coat and dress buttons from yew wood.

Gas Tax Drop Jan. 1 First of Decreases Under Repeal Act

WASHINGTON, Dec. 22—Act in accordance with the terms of President Roosevelt's prohibition repeal proclamation, Mr. Henry Morgenthau Jr., Acting Secretary of the Treasury, has notified Internal Revenue agents that the Federal gas tax drops from 1 1/2 cents per gallon on Jan. 1.

The extra 1/2 cent gasoline tax, however, only one of four special taxes which will automatically cease eventually because of repeal. The four were originally levied by Congress to provide the \$220,000,000 needed annually to meet amortization and interest charges on the \$3,300,000,000 public works program. It was specified that they should cease after repeal when liquor tax would presumably supply the necessary \$220,000,000.

The four taxes and their expiration dates are as follows:

1. The extra half-cent a gallon gasoline tax—Jan. 1.
2. The 5 per cent corporate dividend tax—Jan. 1.
3. The \$1 per \$1000 levy on corporation capital—July 1.
4. The tax on corporation profit in excess of 12 1/2 per cent on capitalization—to end with the corporation's fiscal year.

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