

The American

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Devoted to the best interests of
Central Point and vicinity.

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ARTHUR EDWARD POWELL
Editor and Proprietor



EDITORIALS

NEW BUSINESS

Let's start a campaign to fill all the vacant houses in Central Point. Every new family that moves into our community means that much more business for our merchants. We have the finest location in Jackson County for a townsite. We have as good utility services, (or can obtain them) as any city on the coast. This town is centrally located in the valley and should be the ideal location for many industries. In the near future business is going to pick up. This country is still in its infancy and many new companies and men with capital are going to locate in this valley in the near future. Let's go after our share of this business. Let's look to the future and be prepared for the better times that are coming. Let's get together and talk things over and see if something can be done to attract new business and capital to our locality.

This writer has been in Central Point but a short time but he believes he sees an opportunity here for the whole community to better themselves that should not be overlooked. We ask the people of our town and our vicinity to think this over seriously and we hope to see many of you personally in the near future.

BARGAIN HOMES

If present plans to stimulate construction mature, a typical home that would have cost \$9,500 in 1929 will cost less than \$7,000 in 1934, according to the American Builder. Financing charges will be 18 to 25 per cent less. Real estate costs will be lower, by as much as 50 per cent in some cases. And more efficient equipment and better planning will also produce substantial dividends for the home-builder.

During depression construction has stood still—but architects and designers haven't. The five-room home of today has the same efficiency as the six-room home of a few years back, due to better arrangement. New methods have been evolved, new ideas created. That means that the home-builder gets a better break than he ever got before.

There isn't an industry that wouldn't benefit from stimulated domestic construction. Insurance, steel, electric, railroad, lumber, paint, cement—every time a home is built money is released that goes into their coffers and thence to the pockets of workers. It is reliably estimated that a potential \$1,500,000,000 of capital exists that could, under favorable circumstances, be turned into the channels of home construction. If that is done, unemployment and hard times generally will take a serious setback.

WHO OWES US A LIVING

Walt Disney, re-creator of the famous Three Little Pigs, has a new story out—that of the Grasshopper and the hard working Ants' says the Hollywood Tribune of Portland, Oregon. "Its moral deals with our present problems so completely that it is worthy of serious consideration now."

"The story is about a Grasshopper who plays and sings all day. 'Oh, The World Owe Me A Living'. He wastes his food and time and is continually bothering the hard-working Ants, who are laying away food for the coming winter."

"Finally winter comes. There is no food for our happy Grasshopper. He Snow falls and our Grasshopper friend turns blue with cold. He staggers to the door of the warm room and happy Ants, who drag him in and thaw him out. As the Grasshopper returns to normal he is informed that all who eat the Ants' stores. This is a promotional proof must work. Dejected, he is about to leave when he is informed vate utilities which have been ob- he may fiddle for his share. Happy jected to by state and federal con- again, he ends the story by singing, 'The World Owe Me A Living'."

"Oh, I Owe the World a Living." "Have we been like the Grasshopper, happy in the thought that the United States owes us a living? . . . Can the Government spend millions and even billions of borrowed money without our having to pay it back?"

We, like the Grasshopper in the fable, can live as parasites—for a time. But a day of reckoning inevitably comes precisely as the cold weather follows the warm. The public treasury is not a bottomless pit, irrespective of the views of politicians who would have us believe it is. And some chill morning we will awaken to find that the national theme-song has changed to "We Owe the World a Living."

PRICE-FIXING GOES

The recent decision of the President to abandon price-fixing features of some major industrial codes is of exceptional importance.

It stems from the growing belief that price-fixing is inimical to the consumer and the small business man. The Darrow report, which was tremendously publicized, concentrated attention on that.

There may be much to be said for price-fixing, used as a weapon to eliminate destructive and wasteful competition. But there is grave doubt if the American people could ever be brought to stand for it. Free competition, with each unit within an industry striving to give better service at a more reasonable price, is part of the American business tradition. When the President started the attempt to fix prices, he intimated that it was purely experimental—he is to be congratulated on making a change when he saw that it would not work as hoped.

A poll made by Fortune among executives of our principal industries, produces the fact that 85 per cent of them believe that the main beneficial results of the NRA codes lie in their wage and working provisions—that great pains in this direction have been made, and that they should not be lost. That is certainly a progressive attitude, and now that price-fixing is to be ended, the labor features are again pre-empted. The American people, as always, want labor to be amply paid and protected—but they do not want revolutionary changes made in our time-honored governmental or industrial scheme of things.

SOMEBODY BLUNDERED

Study of the statistics reveals that a majority of the 756,500 automobile accidents in the United States in 1933 occurred on straight, dry roads in clear weather and involved cars in good condition driven by persons with a year or more of experience. Over 75 per cent of these drivers were persons of mature age—from 25 to 64. The majority of the 39,990 deaths and 850,000 injuries must be attributed to blunders.

A recent analysis by the National Bureau of Casualty and Surety Underwriters shows what the blunders were. There are eight in all.

1. Drove too fast for conditions—this accounted for approximately three-fourths of all mishaps in 1933 assigned to driving blunders.
 2. Failed to slow down at intersections.
 3. Failed to keep to the right.
 4. Tried to pass another car going in the same direction when view was obstructed.
 5. Failed to slow down on approaching pedestrians.
 6. Passed on the right of a preceding vehicle.
 7. Ignored important traffic control devices.
 8. Parked at dangerous spots.
- If drivers will obey the eight common sense rules suggested by these violations, the annual accident record can be reduced to a negligible figure.

THE GOVERNMENT AS A MERCHANTISER

Some months ago, in connection with the Muscle Shoals electric development in the Tennessee Valley, Congress created the Electric Home and Farm Authority, to sell electric ranges, refrigerators and other appliances to residents of that area at very low prices and on extremely liberal terms.

It is now announced that, for the first time in history, the United States government, through this Authority, has employed an advertising agent. The announcement says that the program, which started in the middle of May, is designed to sell an idea—greater use of power by home-owners. Space advertising will not be used, at least at the be- Snow falls and our Grasshopper friend turns blue with cold. He staggers to the door of the warm room and happy Ants, who drag him in and thaw him out. As the Grasshopper returns to normal he is in- in schools and libraries, as well as formed that all who eat the Ants' stores. This is a promotional proof must work. Dejected, he is gram similar to sales efforts of pri- about to leave when he is informed vate utilities which have been ob- he may fiddle for his share. Happy jected to by state and federal con- again, he ends the story by singing, 'The World Owe Me A Living'."

cost of extensive advertising and publicity should not come out of rate payers' funds. The question is being asked as to who will stand the cost, the rate payers or general taxpayers who do not even have access to the service?

The government can easily become the greatest retailer in the world, in competition with every private store. If it can sell electric appliances, it could likewise sell shoes and furniture and sealing wax. It could use its vast purchasing power and credit facilities and tax-exemption to literally destroy present-day private merchandising methods—no business can compete with government.

Only time will tell how much the liability accepted by the government in financing electric appliances on long term payment plans, will cost the taxpayer. Looking at the project from the standpoint of sound business, sound economics, sound government or, fair dealing toward private business, it isn't particularly encouraging to the average citizen.

A LESSON TO LEARN

F. W. Peck, Federal Cooperative Bank Commissioner, is quoted by the Dairymen's League News as saying that sound agricultural cooperation "is not a question of controlling the supply and raising prices—that is a fallacious doctrine. It is a matter of getting all the market will pay under economical and reasonable costs of operation, with the farmer participating in profits that may be earned. Likewise, he participates in the losses that result, because no business can be conducted year in and year out without losses. That is one of the difficult lessons that must be learned by patrons of cooperative institutions."

Mr. Peck's thought will bear remembering. It is to the credit of the major cooperative associations that they have never sought to corner a market and tie a rocket to the tail of the price structure. If they had done that, they would have been foredoomed to failure, and the great measure of popular support they now enjoy would have been lost. The cooperatives seek to improve productive efficiency—to market as economically as possible—to fight the farmers' battles with distributors and middlemen. They can, and should, do no more than that.

The cooperating farmer is part owner of a great business, which is subject to all the laws and customs of business. An understanding of that is essential if he is to succeed in his individual work as shareholder and director.

"My private opinion is that the . . . big smashup is going to be next year, when tax bills come in and the people discover they have to be paid."—Henry L. Menchen.

"Congress would do well to investigate itself."—William E. Borah, United States Senator from Idaho.

LEGAL NOTICE

No. 5782-E
NOTICE OF SALE
IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR THE COUNTY OF JACKSON:
THE CALIFORNIA JOINT STOCK LAND BANK OF SAN FRANCISCO, a corporation, Plaintiff,

vs.
E. C. CORN and BESSIE K. CORN, husband and wife, PACIFIC FRUIT AND PRODUCE COMPANY, a corporation, C. C. WILDER and JACKSON COUNTY, a municipal corporation of the state of Oregon, Defendants.

By virtue of an execution, judgment order, decree and order of sale issued out of the above entitled court in the above entitled cause, to me directed and dated the 23rd day of May, 1934, upon a judgment rendered and entered in said court and cause on the 23rd day of May, 1934, in favor of the California Joint Stock Land Bank of San Francisco, a corporation, and against E. C. Corn and Bessie K. Corn, husband and wife, and each of them, for the sum of \$234.00, with interest thereon at the rate of 6% per annum from June 1, 1931 and the further sum of \$135.99 with interest thereon at the rate of 6% per annum from October 19, 1932 and the further sum of \$598.48, with interest thereon at the rate of 6% per annum from March 5, 1934, and the further sum of \$146.15, with interest thereon at the rate of 6% per annum from May 23, 1934, the further sum of \$250.00 attorney's fees and \$22.40 costs and disbursements and the costs of and upon this writ, commanding me to make sale of the following described real property in Jackson County, State of Oregon, to-wit:

Beginning at the Northwest corner of D. L. C. No. 47 in Township 38 South, Range 11 West of the Willamette Meridian in Jackson County, Oregon run thence East along the North

line of said D. L. C. 34.16 chains; thence South 1153 feet to a true point of beginning; thence West and parallel to the south line of the North half of said D. L. C. 1131.24 feet; thence South 925.5 feet, more or less, to said South line; thence East 1131.24 feet along said South line; thence North 925.5 feet, more or less, to the point of beginning; and

Also all rights of every kind and nature, however evidenced, to the use of water, ditches and canals for the irrigation of said premises to which the said E. C. Corn or Bessie K. Corn, or either of them, or said premises were on December 3, 1928 entitled, or to which the said Corns, or either of them, or the said premises thereafter became entitled.

Also all rights of every kind and nature, however evidenced, to the use of water, ditches and canals for the irrigation of said premises to which the said E. C. Corn or Bessie K. Corn, or either of them, or said premises were on December 3, 1928 entitled, or to which the said Corns, or either of them, or the said premises thereafter became entitled.

Also all shares or rights, whether represented by certificates of stock or otherwise, in any canal company or water user's association attached to said land for the benefit thereof and owned by the said E. C. Corn or Bessie K. Corn, or either of them, on December 3, 1928, or thereafter acquired by the said Corns, or either of them, together with all and singular the privileges, appurtenances, tenements, hereditaments, easements and rights of way thereunto belonging or usually enjoyed with said premises, or any part thereof, and the reversion and reversions and remainder and remainders.

NOW, THEREFORE, by virtue of said execution, judgment order, decree and order of sale, and in compliance with the commands of said writ, I will on Saturday, the 30th day of June, 1934, at the hour of 10:00 o'clock A. M., at the front door of the County Court House in the City of Medford, Jackson County, Oregon, sell at public auction, (subject to redemption) to the highest bidder for cash in hand, all of the right, title and interest which the defendants in this suit, and each and all of them, or any of them, had on the 3rd day of December, 1928, the date of the mortgage herein foreclosed, or since that date had, in and to the above described property or any part thereof, to satisfy said execution, judgment order, decree and order of sale, with interest, costs and accruing costs.

Dated this 25th day of May, 1934.
Date of First Publication: May 31, 1934.
Date of Last Publication: June 28, 1934.
W. J. OLMSCHIED,
Sheriff of Jackson County, Oregon.
M 31-June 7-14-21-28

No. 5781 E
NOTICE OF SALE
IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR THE COUNTY OF JACKSON:
THE CALIFORNIA JOINT STOCK LAND BANK OF SAN FRANCISCO, a corporation, Plaintiff,

vs.
E. C. CORN and BESSIE K. CORN, husband and wife, PACIFIC FRUIT AND PRODUCE COMPANY, a corporation, C. C. WILDER and JACKSON COUNTY, a municipal corporation of the state of Oregon, Defendants.

directed and dated the 23rd day of May, 1934, upon a judgment rendered and entered in said court and cause on the 23rd day of May, 1934, in favor of the California Joint Stock Land Bank of San Francisco, a corporation, and against E. C. Corn and Bessie K. Corn, husband and wife, and each of them, for the sum of \$4114.04, with interest thereon at the rate of 6% per annum from December 1, 1931, and the further sum of \$102.99 with interest thereon at the rate of 6% per annum from May 12, 1933, and the further sum of \$642.33 with interest thereon at the rate of 6% per annum from March 5, 1934 and the further sum of \$2094.33 with interest on \$81.78 at the rate of 6% per annum from March 8, 1934, and interest at the

rate of 6% per annum on \$953.27 from April 9, 1934, and interest at the rate of 6% per annum from April 13, 1934 on \$650.00 and interest at the rate of 6% per annum from May 8, 1934 on \$409.28, and the further sum of \$250.00 attorney's fees and \$22.40 costs and the costs of and upon this writ, commanding me to make sale of the following described real property in Jackson County, State of Oregon, to-wit:

Beginning at a point which is 17.92 chains East of the North-west corner of Donation Land Claim No. 47 Township 38 South, Range 11 West of the Willamette Meridian in Jackson County, Oregon; and from said point running thence East on the North line of said Donation Land Claim 1131.24 feet; thence South 1153 feet; thence West parallel with the said South line of the North half of D. L. C. 47, 1131.24 feet; thence North to the point of beginning; and

Also all estate, right, title and interest, homestead or other claim or demand as well in law as in equity which E. C. Corn and/or Bessie K. Corn had on September 21, 1928, or to which the said Corns, or either thereof, thereafter acquired of, in and to said premises, or any part thereof.

Also all shares or rights, whether represented by certificates of stock or otherwise, in any canal company or water user's association attached to said land for the benefit thereof and owned by the said E. C. Corn or Bessie K. Corn, or either of them, on September 21, 1928, or thereafter acquired by the said Corns, or either of them, together with all and singular the privileges, appurtenances, tenements, hereditaments, easements and rights of way thereunto belonging or usually enjoyed with said premises, or any part thereof, and the reversion and reversions and remainder and remainders.

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