

The American

Re-established, September 13, 1925.
Devoted to the best interests of
Central Point and vicinity.
Entered as second class matter at
the post office, Central Point, Ore-
gon, under the Act of March 3, 1879.

SUBSCRIPTION RATES:
One Year \$1.00
Six Months \$.75
Payable in advance.
Advertising rates on application.
Office—Second Street, off Main.

ARTHUR EDWARD POWELL
Editor and Proprietor



EDITORIALS

SPEED AND YOUR POCKETBOOK

Excessive pressure on the accelerator has sent thousands of automobile passengers, drivers and pedestrians hurtling to destruction, and is responsible for more than half of our 30,000 deaths and 850,000 injuries annually, according to the National Bureau of Casualty and Surety Underwriters.

Thus far, humanitarian considerations apparently have not impressed drivers as reason for exercising greater care in regard to speed. However, recent investigations of Clarence P. Taylor of the Massachusetts Motor Vehicle Department, constitute a serious challenge to the average driver's pocketbook, and may therefore bear greater weight.

It is vastly more expensive, Mr. Taylor found, to operate an automobile at speeds in excess of 30 miles per hour. The faster a car goes beyond that rate, the more gas it consumes per mile—at 75 miles per hour over twice as much gasoline is required to go the same distance as at 20 miles per hour. In addition, wear and tear on the tires and on the car mechanism itself is greatly increased, so that a motor vehicle habitually driven at high speeds wears out much quicker than a car driven at moderate speeds.

The subject of "safe speeds" is everywhere controversial, but it is agreed that conditions on the highway must govern acceleration. It is frequently as dangerous to drive slowly on an express highway as it is to speed through congested districts. Speeds in excess of 45 miles per hour, it is said, are almost always in the danger zone.

Drivers, moderate your speeds to suit them to conditions on the highways. You will save money in gasoline consumption, repair bills, taxes and insurance costs—and above all, you will save lives.

INVESTING IN BETTER LIVING

To buy a modern home, small or large, expensive or inexpensive, is to make an investment in better living.

Construction has stood still the past few years ever since it tumbled to the depths with depression, but contractors, designers, builders and equipment manufacturers have continued to improve their services and commodities.

They have given us not only more comfortable, but more efficient homes—homes in which four or five rooms do the work that six rooms used to do. They have given us new ideas of heating, ventilation, air-conditioning, furnishing, designing.

They have given us mechanical equipment which can be adequately described only by the word "marvelous"—equipment which is more-than-human in doing work inexpensively and quickly, that used to take back-breaking hours before a furnace or over a washboard.

And, to cap the climax, building costs are still well below normal levels. There are plenty of skilled and unskilled workmen. When we build we give men jobs and not only get a bargain for ourselves, but advance recovery by stimulating purchasing power and industrial production.

There are few better slogans than "Build Now—Repair Now!"

"THE UNTAXED AMERICAN IS A MYTH"

Here is a statement by Dr. William Bennett Munro of the Executive Council of the California Institute of Technology, that should be firmly implanted in the mind of every American:

"The untaxed American is a myth. No one who occupies property, owns a car, smokes tobacco, drinks beer, goes to the theatre, eats three meals a day, rides on a street car or goes through the other motions of daily life gets by untaxed. Yet there are people who think themselves non-taxpayers when at least ten per cent of their earnings go for taxes. They

are victims of the great American delusion. Of itself government earns no money. Every dollar that it gets off its support must come from someone who does the earning. To do this it must tax production, all production, which means that both producer and consumer share in paying bills."

Dr. Munro might have added that it is the consumer who invariably bears the greater share of the burden—our industries, much as they would like to have no magic means of conjuring money from air. Every expense of operation, whether it be materials, labor, rent or taxes, must be included in the cost of the finished product. The buyer always pays. And today, with the cost of all forms of government soaring, he pays more in taxes for each dollar he earns than he ever did before.

If these indirect taxes were paid directly, there would be a howl of anguish from one end of the country to another. Taxpayers in all walks of life would band together to demand more efficient and less expensive government. And a similar result will follow when the people learn that indirect taxes can be as expensive as direct taxes—even more expensive, as heavier levies can be exacted without the public knowing it.

In brief when the actual facts concerning taxation are known there may be a change from the intolerable conditions of the present.

COMMON-SENSE AND FARM PROBLEMS

The farm cooperative movement represents an effort to apply simple horse-sense to the problems of agriculture.

Everyone buys as cheaply as he can, and the small seller confronted by the big buyer is in an unhappy position. In the past, the single farmer attempting to dispose of his products to a great distributing organization, had to take what was offered or go without a sale. The cooperative, handling the products of tens of thousands of individual producers, can bargain with the buyer on equal terms.

We live in a world in which new methods are supplanting old methods in all occupations. The cooperative hires the best farm experts it can find, and does an invaluable work in showing farmers how to produce better products at a lower cost.

Individual farmers, without collective information as to markets or price structures, will overproduce all manner of commodities—with the inevitable result low prices. The cooperative is doing an essential work in attempting to bring production and consumption into a closer relationship.

The main reason the cooperatives are gaining new members and new support from the general public, is that practical, sensible considerations dictate their activities.

THINGS ONE REMEMBERS

By R. M. Hofer
I was recently in the oldest bank in the West, the Wells Fargo Bank and Union Trust Company, in San Francisco. It was established 83 years ago. Its name conjures up visions of the Pony Express, the old Wells Fargo Express Company and the days when California represented a gold miner's dream.

On entering this bank one is impressed with the fact that it is a bank, not a financial department store. The officials sit at ordinary desks such as might be found in the back room office of any busy grocery, meat market, or newspaper office. They indicate long use and lots of service and no money wasted on superficial trappings.

It was reassuring to talk to Mr. F. L. Lipman, the president. He doesn't think the country is going to the dogs but he does think that a lot of unsound practices must be thrown to the dogs. He expressed the opinion that much more is involved in operating a bank than just hiring a manager. Tradition, character and experience which are essential to sound management, cannot always be "hired" on the spur of the moment. They are developed in an institution.

After talking to Mr. Lipman, one feels that he knows every move that is being made in his bank and that to his aides banking is a serious profession, not just a job.

Sitting in Mr. Lipman's office and watching the wheels go round, strengthens one's confidence in the fact that the character, ambition and enterprise which built America industrially, socially and spiritually still underlie our economic structure.

Conservatism may be temporarily crowded out of sight by the "Show Off." Governmental coddling and pampering may be used to nurture and maintain the unsound or uneconomic enterprise. But underlying all superficials, stand the industries and institutions with character like the Wells Fargo Bank. They sup-

Economic Highlights

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

The drums heralding the approaching political wars are beginning to rumble—and the public can look forward to many a knock-down and drag-out fight. A great many elections have passed into history since there were so many highly debatable issues, so much bitterness—or when there was so much at stake.

Democratic keynote was sounded in the President's radio speech of a few weeks ago—while he is not running, his political fortunes in the future will depend greatly upon reelection of enough Democratic senators and representatives to hold firm control of Congress. In his speech Mr. Roosevelt pointed to gains that have been made in fighting depression, defended his measures without qualification, said that we were well on the road to recovery. The Administration has at its disposal one of the most high-geared publicity and campaign machines the country has ever seen. The machine has begun to turn—a short time ago various Administration officials, including head-brain-truster Rexford Tugwell, started on speech-making trips to different parts of the country. Their mission officially speaking, is to look things over and check up on agriculture and industry. By the time the November elections roll around, almost every state will have been visited by someone high in Administration councils.

Basis of the Republican campaign can be expressed in four words: "Back to the Constitution." Henry P. Fletcher, new conservative head of the Republican Central Committee, is carrying his party's war-horses, preparing for the strenuous months ahead. The Republicans hold that Administration fiscal policies have brought us to the brink of uncontrolled inflation; that a dictatorship has been created rivaling those of Russia, Italy and Germany; that tremendous federal expenditures, reflected in increasing taxes, are eventually going to bankrupt business and agriculture; that the NRA and other bureaus which seek to regiment industry and subject it to strict federal control are making a dead letter of the constitution.

It also appears that there is to be a third side to the campaign—carried on by one of the most brilliant and unpredictable of Senators, William Borah of Idaho. Senator Borah has started on a speaking tour on his own hook, during which he will follow in the footsteps of leading Administration speakers and present another side of the picture. Mr. Borah's greatest love in life is the constitution, and he has no love for experiments which, in his belief, weaken and change it. However the Senator is not a particularly zealous admirer of the present setup of the Republican party either, and so his vote-getting usefulness is lessened accordingly. The other day he said that neither major party is offering a program that would advance the interests of the ordinary man; pointed to what he considers major weaknesses and oversights in both platforms.

Greatest advantage of the Democratic party is that it is running the government and is spending the money—that always gives the party in power a decided head start in an election. Today the Administration has about ten billion dollars in the till which it can spend almost without our whole business structure with or without legislation and because they are founded and operated on sound principles with which passing fancies, experiments, depressions and boom times have little or no part.

The country can be thankful that such character still exists throughout the land.

Color Big Factor In Hay Quality Test

Of all factors indicative of the quality of hay, color is the most telltale, says Eugene Gross, of the farm crops department at Oregon State college. While the intensity of color naturally varies with the type of hay, certain colors are characteristic of hay that has been cut too late, others are indicative of damage from bleaching by the sun, leaching by rain, or heating from being stored in a green or wet condition.

Hay of highest quality is of a bright, deep green color, because that color is associated only with hay that has been cut fairly early before blossoming has progressed very far, and has been cured rapidly and sufficiently to prevent heating in storage, Mr. Gross says.

Among the other important factors to be considered in judging hay are texture, leafiness, purity, odor, and temperature, and all of these, with the possible exception of pur-

ty can be controlled to some extent by haying practices used, according to Mr. Gross. Course, hard stems indicate that the hay was cut when the crop was in an advanced stage of maturity, and such hay, being high in fiber content which is low in digestibility, is low in food value. Good hay, he says, had fine, soft stems that are palatable digestible and nutritious.

Leafiness is normally considered as indicating quality in legume hays particularly, as the leaves are considerably higher in food value than the stems. To retain the leaves on legume hay, it is necessary to make the operations as speedy as possible. Mr. Gross suggests that in the windrow is the ideal place to cure legumes, as it permits free circulation of air with a minimum of surface exposed to the bleaching sun rays.

A sour musty odor in hay indicates that it has gone through a heating period, the seriousness of which differs with the duration of such heating and the conditions under which it took place.

F. J. Huber

LADIES AND GENTS TAILORING

Suits from \$30 up

All Work First Class—Satisfaction Guaranteed

31 N. Fir St.

Medford, Oregon

MELBA
Cleansing Cream
+
Cleans Pores Without Stretching
50c
Instantly, it liquefies to a gentle, penetrating cleanser of every tiny pore. Yet, delicate pores are never enlarged. Completely, it removes every particle of dust and accumulated oils and leaves the skin soft, exquisitely smooth.
If your dealer cannot supply you, send us his name.
PARFUMERIE MELBA • 580 FIFTH AVENUE, NEW YORK, N. Y.

BERT PECK
Automobile Repair
And Service
FABER BUILDING

C. Earl Bradfish
WATCHMAKER & JEWELER
MOVED TO NEW LOCATION
15 S. Central

CONGER
Funeral Parlors
Phone 207
715 W. Main St. Medford

Dr. C. W. Lemery
(Successor to Dr. J. J. Emmens)
204 Medford Bldg.
Practice limited to eye, ear, nose, and throat and fitting of glasses.
Tel. 507 Res. 1013

Unique CLEANERS
South Central Ave.
Medford, Ore.
Phone 96

PERL'S
Funeral Home
Established in your community 25 years
Phone 47 - 428 W. 6th St. Medford, Oregon

LOCKSMITH & GUNSMITH
KEYS MADE TO ANYTHING
Tennis Raquets Restring
Medford Cycle & Repair Shop
EARL C. SIMS, Prop.
24 N. Fir St. Phone 261

The World's Most Interesting Magazine
EVERY WEEK FROM WASHINGTON
The Most Important Place in the World
Local news—you get it in your favorite home paper. But you cannot be equally well informed on national and world affairs without Pathfinder. Think of all that is going on! New industrial developments! The all-important agricultural situation! Acts of Congress! Governmental orders and a thousand other things! But how will this affect you personally—**THAT'S WHAT YOU'VE GOT TO KNOW.** The true inside story of what goes on at Washington; understandable and reliable information that is so hard to find; the maze of current happenings and fast changing conditions clearly analyzed and explained for you—that is exactly what the Pathfinder will give you. By all means order Pathfinder with this paper in the club which we have arranged for your benefit. **ORDER NOW!**

Every Week \$2 Issues \$1.00
PATHFINDER
AND
THIS PAPER
AND
PATHFINDER
BOTH ONE YEAR ONLY
\$1.50

This Classified Directory Will be found useful When in Medford

PHOTOGRAPHERS
Shangle Studios
Expert Photography
Fine Portraits a Specialty
Medford Bldg.
Medford

OPTOMETRIST
Dr. Jud Rickert
Good Glasses, if you need them, otherwise good advice.
222 E. Main, Medford

FASHION SHOPS
The Fashion Shop
Dressmaking and Remodeling
MRS. MYRIE ANDREW
Phone 1191 424 Medford Building

PHYSICIANS
Dr. B. C. Wilson
Physician and Surgeon
Stones' Drug Store
210 Medford Bldg.
Central Point
Medford

ATTORNEYS
O. C. Boggs
LAWYER
Jackson Co. Bank Building
Medford

TAILORING
F. J. Huber
Ladies' and Gents' Tailoring
SUITS \$30 UP
31 N. Fir St. Medford