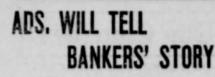
THURSDAY, JANUARY 24, 1935

The AMERICAN, CENTRAL POINT, OREGON



#### American Bankers Association **President Announces Move** to Stimulate Newspaper Advertising

NEW YORK .- Plans for stimulating wider use of informative newspaper advertising by banks in promoting public understanding and confidence in regard to existing banking conditions and methods have been announced by R. S. Hecht, dresident of the American Bankers Association, as a part of his organization's activities in aid of business recovery.

A general groundwork was prepared through a nationwide survey of advertising by panks relative to their willpolicies along this line and encouraging their customers to develop forwardlooking business plans. "It is our aim to ald in fostering this constructive attitude wherever possible," he said.

#### The Theme of New Advertising

partment, under the direct supervision of the general executive officers, has prepared, at the headquarters in New York City, an informative advertising series or the use of member banks in the association to aid them in develop ing in their own communities better general public understanding regard ing banking, Mr. Hecht said.

"The underlying theme of this advertising is that sound banking is based on helpful human relations and that it has a unity of interest with the people of its community which binds them together with a common purpose." he said.

"We are confident that if a clear un derstanding of this is brought home to the people in all our banking communities, it will go far in restoring the publie confidence which good banking deserves. A bank in which people deservedly believe is doubly safe, it is to the public interest for the people to have confidence in their banks.

#### The Place of Advertising

"We feel that bank advertising has a special public duty to perform in this connection under existing conditions. aid the individual oank in promoting the use of its own facilities but is also aimed to bring about with the aid of newspaper advertising a clearer public viewpoint regarding the essential part it occupies in the life of its community.

Mr. Hecht emphasized in regard to the new advertising facilities being cf. tered to the members of the association that they are not a profit making venture and that there is no intention to disturb existing advertising arrangements, the idea being that these institutional services shall SUDT

IS IT ABSURD? | send plan, at good wages. Poverty Our critics say that the old age will be wiped out. There has been a volving pension plan is absurd central club organized, which meets, at it will break the nation to pay at the library on State streets on t continuously about two billion December 4. Wake up men and merdollars per month. Yet they loudly chants; your own welfare is at stake applaud the administration for bor- along with the earnest workers of rowing ten billion and tossing it out the plan. You owe it to the nation in huge scoopfuls labeled with vari- to help with this great humanitariwithout making any provisions for Help, Help, now; get ready for Conld taxation system already breaking on petitions by December 20 and ately into circulation, and returned names on Townsend petitions in Sa- protective elements-the vitamins for about 15 minutes. ately into circulation, and returned names on Townsend petitions in Sa-each month into the same commun-lem and Marion County. Why not highly nutritious foods. ities whence it originated, insuring you, you old selfish thing, come on;

Pensions or Poorhouses

What Others Say of Age Pension

inguess to extend justifiable loans to prosperous times by volume of cir- get in touch with Dr. E. Davis, 201 Fruits, either dried or canned, can industry and trade. This, he said, re- culation rather than by trying to Oregon Building, Salem, Oregon. vealed that a large number in all parts borrow ourselves rich. Then again, of the countr, are pursuing aggressive who informed the agricultural department that we had too much pork and must slaughter six million or Who owns America today, the good investment, because they too more pigs, that their carcasses will money changers of the people? For- are protective foods. Of the dried be used not for food but for fertil- ty per cent of our people have been fruit, prunes, apricots and peaches

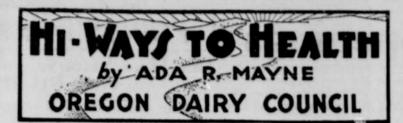
izer? How did we discover there was reduced to the shambles of poverty. are the most widely used. too much wheat and cotton when Not one ray of hope is left in the Leftover breads of all kinds have stirring all the time. Add the suet, The association's Advertising De millions of men, women and chil- hearts of these people except to beg numberless possibilities and can be molasses, well beaten egg, salt and dren are half-clad? If you can't buy for a job and work for a pauper's transformed into delicious puddings butter. Powder with cinnamon and bread, buy cake If you can't buy dole. Millions more honest and hard- and cakes. Bread crumbs are really ginger to taste Mix well and pour cotton buy wool. Ridiculous? Yes, working toilers are facing the same a quickly available form of flour into buttered baking dish. Bake in it is contrary to nature or reason. tragic end. The money changers' that is seasoned, cooked and ready a moderate oven 300 deg and bake But it is here in spite of the pro- rule is despotic and supreme, while for use. Desserts made with rice or for 31/2 hours. After the pudding phesy of the rabble of just a few misery, crime, death and destitution tapioca, fruit short cakes and fruit has been baking for one-half hour years ago. No, they could not see continue to devour and enslave our whips all add protective value, as pour the remaining two cupfuls of anything coming but greater pros- people. These same plous money well as energy value to the low-cost milk over it, but do not stir. Serve perity; we were just pessimists, changers have built 99 more pleas. meals. adicals, opposed to optimism. Their ure yachts during the past year. optimism has turned out to be chaos Legislative bodies, judges, court for cold weather dessarts. with the rich richer and the poor hours rings and puries cannot espoorer. Of course, they do not like cape the clutches of this national to be reminded. With a suicide ev- blood-sucking octopus, the money ery 28 minutes and 46 per cent in- changers' monopoly. Likewise news-

crease in insanity within five years, paper men, educators and writors' some still have the audacity to call are all victims of this hideous night us a pessimist once in a while. But mare of human destruction. But out back in 1928 we were pessimists of the womb of this national shame right; it rang in our ears all the day of chaotic misery and wholesale delong. But every dog has its day. bauchery a child of peace today is

so pessimistic, optimistic, distracted deliverance are far flung and world that the Townsend old age pension then milk, stirring during the addior something, that he suddenly be- wide and are bringing to us the crusaders are sweeping the country, came distinguishd-Dr. Townsend dawn of a new age. The Townsend east, west, north and south, Mr. Like Christ himself, this eminent od age pension crusaders are march- Creel as a newspaper man again ap-The copy which will be supplied in the man is being ignored by some, ridi- ing and keeping step with this new pears on the field of action with his flavoring, and set aside to cool. service we have developed will not only culed to scorn by some few pluto- age thought, and their voices crying same brand of dope to discredit, de- Serve with whipped cream on top. rats who are without charity, hon- aloud like John the Baptist in the rail and divide. Will the people evesty, and so distorted, so perverted wilderness. Make straight the paths er learn these old foxy tricks of the Meiers Leave on that they are socially dead. But Dr. of human justice; make money cir- money changers and end this trag-Townsend has started something. He culate instead of hiding; make our edy of human suffering? deserves sympathy, compassion and old people happy instead of miser-

cooperation. He shows charity, hon- able; make all money the servant of esty, meekness, yet with determina- man instead of his master.

tion to bring about a more humane Literally tens of thousands of social order. There is not the en- these gray haired old Townsend pethusiasm there should be. Too busy tition circulators, aroused to action trying to exist; let George do it; have combed the highways, streets \$200 per month is too much, you could not spend it; I have a better to und not spend it; I have a better



ECONOMICAL WINTER DESSERTS

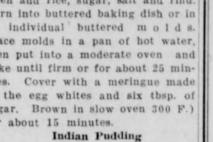
milk and stir until well blended. Desserts are often looked upon Then add rice, sugar, salt and rind. us combinations of the alphabet an Plan for National Recovery. Help as the least important part of the Turn into buttered baking dish or in meal but they can be made to take to individual buttered molds. payment other than that of the same gress. We want 40,000,000 names on new importance. Sqeezing extra Place molds in a pan of hot water, calories into a meal can be done then put into a moderate oven and the backs of the taxpayers. Town- 20,000,000 names on our club rec- easily by serving a substantial des- bake until firm or for about 25 minsert. When desserts are made with utes. Cover with a meringue made send shows how this pension fund consecutive books. Remember, it is your cause as much as anybody's else. painlessly each month, put immeri-There are approximately 20,000 set. There are approximately 20,000 releasing the set. When desserts are made with not only energy but the necessary sugar. Brown in slow oven 300 F.)

be used in combination with milk and eggs and will add variety, as well as food value. Fruits are actually cheap at present and are a

Baked Rice Custard

Now at last a certain man became being born. The birth pains of its to save the money changers. Now

-W. J. BUTLER



Beat egg yolks thoroughly, add

2 qt. milk 1 cup corn meal 1 cup molasses 1 cup finely chopped suct 1 egg

1 tsp. salt 1/2 cup butter

Cinnamon and ginger

Scald 11/2 quarts of the milk and gradually sift into it the corn meal.

hot with vanilla ice cream. This The following recipes are suitable pudding may be made a day or two before Chrstmas and reheated just before serving.

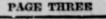
#### Baked Maple Custard

2 large eggs 1-8 tsp. salt 1-3 cup maple sugar or maple syrup 2 cups milk, scalded 1/2 tsp. maple flavoring

Beat eggs lightly. Grind maple sugar through the food chopper and add to the eggs. Add salt and tion. Cook over hot water until mixture forms coating on silver spoon. Remove from stove, add



PORTLAND, Jan 16. - Former

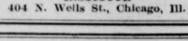


Governor and Mrs. Julius L. Meier will leave tonight for New York where they will embrak on a voyage to Havana and other gulf points.

The Meiers will be accompanied by Mrs. Abe Meler, Mrs. F. M. Seller Mrs. Louis Lang and Mrs. Juliu: Lang. Mr. and Mrs. Meler will visit Florida for several weeks.

#### CHANCE FOR GOOD PAY FOR RELIABLE YOUNG MAN

Installation and service work on electric refrigeration and air conditioning equipment. No experience needed. Prefer man with fair education now employed and mechanically in-clined. Must be willing to train spare time evenings n Centra' Point n order to qualify. Earn while learning. Write, giving age, phone, present occupation UTILITIES ENGINEERING INSTITUTE

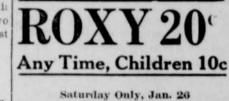


#### STANDARD ROOFING CO.

Builders of Watertight Roofs

ESTIMATES and INSPECTION WITHOUT CHARGE

Phone 865-J 10th & Fir Medford



Bob Steele in "SON OF OKLAHOMA"

Sun., Mon., Jan. 27-28 Warner Baxter in "GRAND CANARY"

Tues., Wed., Jan. 29-30 WOMAN UNAFRAID" with Lucille Gleason - Skeets Gallagher Also a Featurette with Buffalo Bill in "PALS OF THE PRAIRIE"

Thurs., Fri., Jan. 31-Feb. 1 Thester Morris in "EMBARRASSING MOMENTS"

Contnuous Shows, Sat. and Sun. 1:30 to 11 p. m. Daily Mat. 1:45. Eve. 7 p. m.

rather than replace present plans, or that they will give assistance to member banks now lacking satisfactory arrangements.

#### MANY BANKS LONG LIVED

In the United States-168 Banks over 100 years old. 2,472 Banks over 50 years old. 10,391 Banks over 25 years old.

There are in the United States 168 banks that have been in continuous existence for more than one hundred years. There are 2.472 banks over lifty years old, while 64% of all the banks in this country, or 10.391, are twenty-five years old or older.

In other words, practically two-thirds, of the banks in this country have come through several successive periods of depression and panic, including 1907. 1914, 1920 and 1929-33.

#### The Oldest Bank

2

The oldest bank in the country, which is in Boston, was chartered February 17, 1784.

In the 64% of banks that are twenty-five years old or older is lodged a major portion of the banking resources of the nation. In commenting recently upon the stability of a great majority of the banks in the United States, Dr. Harold Stonler, Educational Director of the American Bankers Association, said:

"The fact that we have so many banks that have been in existence a long period of years is an eloquent tribute to the genius of American managerial ability, for no other country has experienced such wild gambling eras and resultant periods of business stagnation as those through which our country has passed at frequent intervals during the past century.'

#### NEW WEALTH FROM SOIL

New wealth which comes from the soil is of special interest to those to whom falls the responsibility of maintaining our credit structure.

Unless agriculture is successful farm borrowers cannot ultimately succeed. neither can the banks they serve. Foreclosure sales are not a sound basis for good farming or good banking. Bankers, therefore are as much interested in the permanent success of the agricultural industry as are the farmers. whether the deposits come directly from farm patrons, or indirectly through the ordinary channels of business .- D. H. Otis, Director of Agriculture, American Bankers Association.

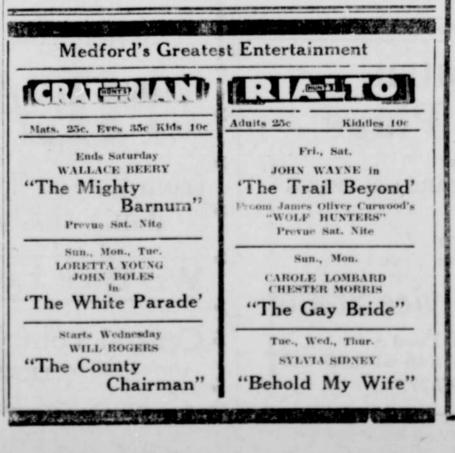
plan; it ought to be \$25 a month. Another says the age should be 40. I might lose my farm. It might eliminate the NRA. But Dr. Towncall me a republican or a democrat.

-C. R. Edgar Stayton, Oregon Capital Press.

To The Business Men

up more than 32 million crusaders in a few short months as a living monument and protest against those eliminate the NRA. But Dr. Town-send sure has started something and did an honest day's work in their you can call me a radical, but don't lives, while millions of honest and gray haired hard working fathers and mothers must join the beggars' bread line and look forward to their last peaceful resting place-sweet sleep in a pauper's grave. Regarding Geo. Creel and his

You who are in the selling and Utopia write-up in the Saturday manufacturing game of life, do you Evening Post, mentioned in Mr. realize that if the Townsend Plan is Stone's letter from Monnmouth in enacted into law at the next session last week's issue, let us say by way of Congress, that there would be dis- of information that for many years tributed through old age pensions Mr. Creel has been on the job helpalone, approximately \$400,000 ing to decide derail and dsrupt evvery month of the year in Salem, ery growing movement directed toand that there would be another ward justice for common people. \$200,000 to \$350,000 spent in Sa- During the world war he was offilem? Can you merchants longer cial propagandist for the Wilson adcontinue to show you are indifferent ministration, boiling up the selecto the Townsend Plan of National ted dope for the newspapers for Recovery? We are only asking you four long years, making this counclub membership for the good of all try safe for the money changers if the people, and you will enjoy a per- not for democracy. This year when manent steady trade from a happy Upton Sinclair launched his camprosperous elderly class, and also paign to end poverty in California. rom the younger men and women Creel was again on the job with his who are employed, under the Town- derailing and dividing propaganda



# Buzz Squeal Howl or



## HAPPINESS ON THE AIR TONIGHT

Is your radio standing in the corner-silent, dusty, unused-carrying memories to all the family of weird, disturbing noises-or, is it a musical instrument, a companion for all the family, to which you point with pride.

This year's radio will prove a revelation to those whose sets are four or five years old. All extraneous noises practically eliminated. Tone quality of such purity it must be heard to be believed. Naturalness of tone that thrills and beauty that inspires.

Half the money paid before will get a radio today that is a good one. Why not trade in your old set? It will prove the best investment in entertainment and companionship for the entire family you have ever made.

We do not sell radios, but your local radio dealer will be proud to show you the latest instruments. A new radio for Christmas would prove a revelation to the entire family. Ask your dealer about radios today.

### The California Oregon Power Company