

The American

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ARTHUR EDWARD POWELL
Editor and Proprietor



EDITORIALS

WHISKEY TAKES THE STEERING WHEEL

In a recent series of graphic bulletins, the National Safety Council points to a tremendous increase in drunken driving during the past year—and to a substantial gain in the number of deaths and injuries due to mixing alcohol and gasoline. The first twelve months of repeal may have been beneficial in some respects—but it left a devastating trail of death behind it. Severe as the drunken driving problem was during prohibition, it has become doubly severe now.

The best obtainable statistics indicate that five to ten per cent of both drivers and pedestrians involved in traffic accidents are under the influence of liquor. These statistics, however, in the belief of the Council, understate matters, inasmuch as a multitude of accidents occur in which drinking is a factor but is not reported for one reason or another. A short time ago a thorough survey was made of 119 accidents involving 116 injuries and fatalities—and it showed that in 60 per cent of the accidents the alcohol factor was involved. According to the authority making this survey as little as one ounce of whiskey will cause a measurable loss of driving efficiency in the average person.

Reports from traffic departments throughout the nation thoroughly back up the fact that drunken driving is showing an astounding gain. Drunken driving arrests amount to from 20 to 100 per cent more than they did a year ago, and police authorities likewise state that a rising percentage of accidents can be ascribed to the "little black bottle."

Here is a problem that involves the health life and property of every citizen. It is a problem that must be fought by us all, drys and wets alike. Under the best conditions, highways and streets are potentially dangerous—and they become slaughterhouses when whiskey takes the steering wheel.

WHEN THE RAILROADS FOLD UP

On the first of the year, several branch lines of large railroads were abandoned in a middle western state. The abandonment was forced—as has been the case with thousands of miles of such line during the past few years—by publicly subsidized and inequitable competition and regulation that caused destruction of railroad revenues, which made it financially impossible to keep on operating.

To the outside world, the abandonment meant little—it was a rather dull item in a newspaper and nothing more. To the communities affected, it was tragedy. Men will lose their jobs. Others will be transferred to different places, and be forced to sell their homes and possessions at bankrupt prices—property in a town without a railroad is usually the next thing to worthless.

Businesses in these communities have announced liquidation of their assets. Grain elevators and lumber yards are closing down—and buildings and equipment worth many thousands are now a drug on a dead market.

The towns and their counties are losing a substantial part of their tax revenue, which came both from the railroads and the businesses which are liquidating. This must result in heavier taxes on all other property, every bit of which is worth less now than it was when the railroad served the community. The inevitable consequence of that will be retrogression—ghost towns will stand in the places that promised to be forward looking little cities.

Such a suicidal railroad policy, which penalizes the rails on one hand with taxes and iron-handed regulation and legislation, and hampers their competitors on the other, is responsible for these abandonments. No policy does more to promote depression.

GETTING DOWN TO EARTH

In his article, "The Future," in the Saturday Evening Post, General Johnson states some frightfully plain truths. The one outstanding point he made is that the confidence necessary to encourage the spending of savings, the development of industry and the employment of labor, is lacking.

"No amount of belaboring business and talking about timidity, by men who never conducted a business in their lives, is going to change these essential responsibilities," said General Johnson. Many thoughtful and sincere students of present day problems have pointed out this fact continuously.

The government cannot discourage private enterprise by going into business in competition with it with tax-exempt plants financed by public funds, and expect private industry to go ahead. It simply cannot be done. It cannot increase expenses of industry by heavier taxes, NRA requirements and extreme regulation which drastically limits or destroys earnings or opportunities, and expect the investor to pour his savings into labor producing projects.

Industry wants to go ahead, it wants to employ labor, but it cannot draw upon the tax-payer to meet deficits as can government operated industries. It has to see a chance to make a profit before it can risk its savings.

Private business cannot compete with government business, and threats cannot change that situation. Regardless of whether one agrees with General Johnson, many of his statements have for the first time presented in plain language some of the underlying causes that are retarding or preventing recovery.

Government Can't Do It All

During the past few years, the Federal government has been working to develop and perfect farm cooperative organizations. This work has produced excellent results—probably no other federal farm relief activity has been so successful.

Unfortunately, this has led to a danger that seems to be an inescapable part of all government ventures of this kind. A certain percentage of farmers have come to look upon government as their economic savior—to believe that it, and it alone, will iron out their troubles, solve their problems and bring them prosperity. Farmers who hold to this belief are obviously going to do little in their own behalf.

The fallacy of this attitude was well expressed recently by F. W. Peck, cooperative bank commissioner of the Farm Credit Administration, who said: "It is fundamental that those responsible for the operation of business cooperatives consider that their success depends upon them and their supporting membership and not upon the government." In other words, government is the ally of cooperatives—but it is not and should not be their administrator. It will do what it can to advance their interests—but it will not attempt to take over a cooperative organization and make it succeed. That is the province of management and the farmer membership.

Farmers who look to government as a financial father deserve to fail. Farmers who determine to work out their own destinies deserve to succeed—and they will.

Agate School Notes

By Agate School Children
Mr. and Mrs. O. O. Chambers and family moved to Gold Hill Thursday of this week. They were assisted in moving by Mr. and Mrs. Holmes of Ashland. Earla Ivan and Hazel will be greatly missed at school.

Jane Marie Mann was absent from school last week on account of sickness.

Jean Storm was absent from school Monday of this week on account of illness.

Monday, January the 28th was Mrs. Atkins and Rosie Hatler's birthdays. Mrs. Atkins was pleasantly surprised by being showered with several very nice gifts.

Irene, little daughter of Mr. and Mrs. Arthur Sellers has been quite ill.

John Morava who is working in the CCC camp at Elk Creek went cougar hunting over the week end.

Ray Millard went to Roseburg Wednesday on a combined business and pleasure trip. He returned Saturday.

Mr. and Mrs. Morava and family went to the airport and attended the show in Medford on Sunday afternoon.

Mr. Frazier who has been quite ill with the flu is improving fast.

Mr. Perry Waddle recently purchased a new Chevrolet truck.

Mr. and Mrs. O. P. Jones and family, Mr. Beebe and the Atkins boys attended the play "Nancy Orr's Day" at Central Point recently.

Economic Highlights

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

Ask any recognized business observer when the depression will be over. He won't be able to give you the exact date—but there is a good chance that he will say, "When Big Steel (United States Steel Company) resumes its preferred dividend."

Big Steel has been the bell-wether of industry every since its creation in 1901. When its operations are down, all other major businesses are down; when its operations are up all other major businesses are usually doing well. In every business activity index, steel operations are given more weight than any other indicator.

Steel's regular preferred dividend is \$7. It paid it regularly year after year, with few exceptions, until depression stepped in. First decline was a cut to \$2. Then the dividend was dropped entirely and is now \$36,000,000 in arrears.

Big Steel hasn't resumed its dividend yet, but demand for steel from all sources is growing with the automobile industry in the lead. Production, according to General Dawes, keen steel student, is at about 60 per cent of the industry's real capacity. Black figures are taking the place of red. Big Steel recently returned to a six day week for its white collar workers, thus restoring the ten per cent pay cut they had taken. It is a policy of steel to always restore pay to former levels before resuming dividends.

That is the best business news of the week—but other good news is not lacking. As 1934 earnings reports drift in, it is evident that a large number of important concerns are finding the going easier, profits greater. Improvement was registered in the earnings of such potent corporations as American Telephone and Telegraph, Chesapeake and Ohio Railroad, J. C. Penney (whose 1934 sales established an all-time high for the chain), and Montgomery Ward. Coal and textiles, two basic heavy industries which were hit especially hard by depression, seem to be on the mend.

The National business map looks very different today than it did even two or three months ago. The number of states where business is not as good as a year ago has dwindled—only Texas, Alabama, Utah, New York, Vermont and New Jersey fall into this classification. California, Oklahoma, Maryland, Connecticut and New Hampshire show little or no change. All the rest of the states are in a better position.

So much for the credit side of the ledger. On the debit side is the unchallenged fact that unemployment is approximately as great as it was a year ago.—according to some, it is greater—while 20-odd million people still depend on relief for subsistence. It is likely, however, that a

dent will be made in these figures as the gain in heavy industry is reflected in the employment statistics.

Also on the debit side is uncertainty as to the trend of national legislation—business and investors fear laws that would take potential profit out of private endeavors. Proof of this attitude is found in the recent heavy rise in the prices of good municipal bonds—people are anxious to put savings into tax-free government securities rather than private securities whose worth may be depreciated by governmental action. It is a safe bet that many hearts will beat easier next summer when Congress adjourns—that act alone will give a spur to recovery.

"The Administration is preparing to pay more public attention to what business wants," writes Thomas W. Phelps, Washington Correspondent of the anti-New Deal Wall Street Journal. "Whether this means that business will get what it asks for depends on how far it attempts to go, but Administration experience with 50 leading businessmen on the Business and Advisory Planning Council over the last year has encouraged it to turn its well-oiled publicity spotlight on businessmen's recommendations, with the idea that these can be followed often enough to Scotch the idea that the Administration is anti-business."

That, coming from so conservative a newspaper as the Journal, is highly significant. It has become increasingly evident of late that the Administration does not want to be classified as radical—that it is planning to eliminate some of its left-wingers in favor of right-wingers. The Administration has lately even gone so far as to hold out the palm of peace to the industry which it has attacked most aggressively in the past—electric utilities. Plans are now on foot which, if completed will lead to rate reductions on the part of leading private utilities, a let-up in the Administration's government electrical development campaign.

If the Administration actually takes serious notice of the opinions of businessmen, the inevitable result will be an increase in confidence on the part of those who have money to spend for developing industry and employing labor. It is no secret that the Administration's more or less left-wing recovery program has failed to do what its sponsors hoped—perhaps the President has decided that another and different tack must be tried now.

Cheap Molasses For Stock Food

Surplus molasses made from "over-quota" cane in the sugar producing sections, will be available for stock feeding during the late winter months at prices that make it a good buy in some instances compared with grain, drought relief officials

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Circulation Coverage

CIRCULATION COVERAGE means having as subscribers a large proportion of the homes in the field the newspaper is supposed to cover—the town and its trade area.

The newspaper that goes regularly into 90 per cent of the homes in its field is a 100 per cent advertising medium for its merchants, regardless of the number of its subscribers.

The newspaper that goes into not more than 50 per cent of the homes of the town and its trading area is a decidedly poor advertising medium for its merchants, regardless of the number of subscribers that 50 per cent may represent.

An advertisement in this paper is sure to be read by at least 90 per cent of the people of the community.

A trial will convince you.

The AMERICAN

at Oregon State college have been notified from Washington.

The molasses would be imported from American possessions in some instances and then shipped to community in tank cars. It is supposed to have a feeding value ton for ton about equal to corn. OSC livestock men say it can be used to advantage on low grade roughage such as straw or poor hay where better feeds are not available. Livestock owners desiring to obtain some of the molasses are advised to get in touch with the county drouth relief administrator, or in other counties with the agricultural agent, who will arrange shipments if enough demand develops.

LEGAL NOTICE

SUMMONS IN THE CIRCUIT COURT OF THE STATE OF OREGON FOR JACKSON COUNTY.

ESTELLA HOAGLAND, Plaintiff, vs. FRANK HOAGLAND and MRS. FRANK HOAGLAND, husband and wife; HOMER HOAGLAND and MRS. HOMER HOAGLAND, husband and wife; ARTHUR HOAGLAND and MRS. ARTHUR HOAGLAND, husband and wife; MRS. IDA ODELL and JOHN DOE ODELL, wife and husband; HENRY SALLERS and MRS. LILLIAN SALLERS, husband and wife; MRS. JESSIE LAMPLUGH and JOHN DOE LAMPLUGH, wife and husband; ALBERT HOAGLAND, RAYMOND HOAGLAND, GEORGE HOAGLAND, ELMER HOAGLAND, MRS. VERA DAURETY and JOHN DOE DAURETY, wife and husband; CHARLES RUSSELL and MRS. VIOLA RUSSELL, husband and wife; also all other persons or parties unknown claiming any right, title, estate, lien or interest in the real estate described in the Complaint herein, Defendants.

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<p>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. 567 Res. 1013</p>	<p>Dr. I. H. Gove DENTISTRY Medford, Oregon</p>
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