

The American

Re-established, September 13, 1928.
Devoted to the best interests of Central Point and vicinity.
Entered as second class matter at the post office, Central Point, Oregon, under the Act of March 8, 1879.

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One Year \$1.00
Six Months \$.75
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Office—Second Street, off Main.

ARTHUR EDWARD POWELL
Editor and Proprietor



EDITORIALS

TAXES COST MORE THAN FOOD

What is the largest item in your family's budget?

If you answer food, clothing, rent or similar expenses, on which you spend the bulk of your income directly, you'll be wrong. Taxes are the largest item of expense carried by the American people—and they lead their nearest competitor by a wide margin.

Food, the most vital of all necessities, costs the nation \$7,600,000,000 a year. Clothing takes \$3,600,000,000. Rent also takes \$3,600,000,000, and automobiles dent the national pocketbook to the extent of \$2,900,000,000. Electric service costs United States' families only \$650,000,000.

The national tax bill, by comparison, is \$9,000,000,000—a billion and a half greater than the national food bill. That being the case, where is the most important place to start in to reduce the cost of living?

These figures will come as a surprise to the average citizen, who thinks only of the sums of money he spends directly in the course of day by day living. What he should realize is that taxation now represents an exorbitant part of the cost of everything.

A cut in the cost of government would be directly and immediately reflected in a lower cost of living—and in stimulated employment, investment and industrial expansion. No other cost weighs so heavily on individuals and businesses alike—no other family living expense is rising so rapidly. It is a historical fact that extravagant government promotes depression and discord.

WILL OIL BE NEXT?

The politicians seem to have about worked themselves out in their attacks on railroads and public utilities. They have taxed and regulated those industries to death, and caused the investments of millions of stockholders to become valueless in many instances, and of little or no earning power in a majority of cases.

Now oil is to go on the rack. The demand has already been made in official circles that it be declared a public utility. If regulation of price could be kept on a business basis, it might be a good thing. But to illustrate how gasoline price-fixing is based on political expediency, several different states are simply demanding reductions of from one to five cents a gallon on the retail price of gasoline. These demands are not made as the result of any method of fact-finding, but are based on opinions of interested gas users, or vote-gatherers. In other words, the stage is being set to inflame the public against the oil industry, just as it has been set in the past to inflame it against other industries in order to gain public favor, irrespective of what the facts in the case may be.

It will be interesting to watch the crusade. The stock arguments against so-called "big business" will be used. The only change in the formula will be to substitute the word "oil" for the name of the last industry attacked. Countless candidates for the people's favor will float into office over oceans of oil. The fact that thousands of investors in the oil industry may suffer, or workmen lose jobs, will be lost sight of while the torch of destruction is being applied to the gasoline industry.

FOR THE AMATEUR ELECTRICIAN

The National Board of Fire Underwriters has issued a worth-while warning to "amateur electricians"—a classification that includes thousands of persons possessed of a mechanical bent.

It points out that certain standards of electrical safety have been established through laboratory tests, and that any work falling below these standards is actually hazardous.

ous. Accordingly, the recommendation is made that all wiring or electrical repair work be done by an experienced electrician, and that it comply with the requirements of the National Electrical Code.

One particularly good suggestion is to provide separate circuits for appliances and lights, when a house is built. In many instances, the circuits in existing dwellings can be utilized in this way. The reason for the separation is that appliances are the worst offenders when it comes to overloading circuits and blowing fuses. When a fuse does blow out, lights will remain on if the circuits are separate.

It is also recommended that ample baseboard outlets be provided so that there will be no need of stringing wires along floor or overhead.

The National Board's warning states that substandard wiring and tampering with fuses are the cause of numerous electrical fires. If you ever blow a fuse, don't even consider bridging it by putting a penny or a piece of wire in back of it—or, for that matter, don't think of replacing it with a new fuse of larger capacity. To do so interferes with the working of the safety valve of the electrical system, and may permit a dangerous overload of current, possibly resulting in fire.

These recommendations come from a high authority. Amateur electrical work is not worth its potential risk and cost in lives and dollars.

THE TVA HONEYMOON

In an article in the Wall Street Journal entitled "TVA's Honeymoon" Thomas F. Woodlock observes that "estimates are one thing and experience another."

Mr. Woodlock refers to the various forecasts of the success the Tennessee Valley Authority will have in providing its region with abundant electrical power at an extraordinarily cheap price. As he says, the TVA is today "operating highly, widely and handsomely in the field of estimates," and it is interesting to compare it to a similar venture—the famed Ontario hydro-electric enterprise.

In 1906, the Ontario hydro-commission estimated that the cost of current delivered to Hamilton, Ontario, 53 miles from the generating station at Niagara Falls, would be \$10.50 per horsepower per annum. In 1933 the actual cost was \$29.34. For the town of London 123 miles from the Falls, the estimate was \$16.00. The actual cost was \$30.15. A similar disparity between estimates and actual costs occurred for many other communities served by the system.

In 1906, it was estimated that the switchboard cost of power, at Niagara Falls, would be \$4.95 per horsepower a year. Yet, in 1933, the town of Niagara Falls right at the source of power, paid \$25.28.

In 1922, when a new 500,000 horsepower plant was under construction, the chairman of the power commission said the result of this additional power would be to give municipalities a constantly declining rate. Yet in 1930, a representative town paid \$19.50 per horsepower a year for its current—and paid \$25.00 in 1933.

Mr. Woodlock cites many other examples. All of them fit the TVA situation perfectly. Like the Ontario system, the TVA is government owned and supported, and is undertaking developments for which there are no accurate precedents. To quote Mr. Woodlock's conclusion, "The estimate stage of all such things is analogous to the honeymoon period when all is sunshine and roses—But honeymoons are unreliable yardsticks for measuring steady married life."

Table Rock Rockets

Mrs. Hazel Atkins and sons, Melbourne and Everett, of Agate, were visitors in Table Rock Sunday.

Miss Edith Sage, who is employed as secretary in the state legislature at Salem, spent the last week end with home folks here.

Table Rock Women's club meets at the home of Mrs. Violet Schafer Wednesday of this week.

Kenneth Hensley is absent from high school with an attack of chicken pox.

Mr. and Mrs. Charles Moon, Doren Mose and Leola Neighbors of Antloch, attended Sunday School here Sunday.

Miss Achas Chase of Bend, who is a student at Ashland Normal, visited here with her aunt, Mrs. Richard Hunsley, last week.

Mrs. C. W. Sage, who has been ill in Medford with pleurisy for some time, returned to her home last week.

Mr. and Mrs. John Nealon and daughters Janice and Donna were business visitors near Prospect Sunday.

Mr. and Mrs. Elmer Kyle have purchased a new Buick sedan. Ed

"Save Your Vision" Week Observed Here

In line with national "Save Your Vision" Week, which is being observed throughout the entire country February 10-16, Southern Oregon dealers are featuring a special sale of indirect type floor lamps during February. This is the new, reflector type floor lamp recently perfected by famous lighting engineers to correct the evils of improper and inadequate home lighting. It is claimed that there are no shadows, no glare and no eye-strain caused by this exceptional new lamp which will illuminate an entire room with a soft glow of perfect light.

It is only natural to assume that a newly developed light of this type would be expensive but in this case the cooperative efforts of manufacturers and dealers have made it possible to offer this new floor lamp in Southern Oregon at the lowest price in history. Several attractive styles and designs may be seen on display at local furniture dealers or the California Oregon Power Company.

Increased Power Of Foreign Stations To Aid Reception

"Improvements in design and increased power for foreign short-wave radio stations will result in much better reception of the stations in the Pacific Northwest," states Mr. Smith of Don's Radio Service in Medford. "Most European short wave stations use a directional antenna which acts to focus the waves sent out onto that portion of the globe where they are to be received. In most cases this means the colonies are greatly favored in reception from the mother countries. Oregon and most of the Northwest is out of the path of these beams and signals received here are therefore much weaker."

"Another point worth consideration is the fact that our Eastern United States short wave stations are farther away from than European stations are from Eastern listeners. It actually is easier for Eastern listeners to receive European stations than it is for us to receive

Vincent, our mail carrier, is sporting a new Studebaker.

Mr. and Mrs. John McBride have returned from a visit with their daughter, Mrs. Leroy Hubble, in San Francisco.

Rev. D. D. Randall conducted a religious meeting here last Thursday. Rev. Randall expects to be here for the next Thursday meeting also.

Mrs. O. T. Wilson and daughter, Mrs. Harry Tonn of Sams Valley, visited here Friday afternoon with Mrs. C. W. Sage and Mrs. R. E. Nealon.

Frank Meyers who has been "under the weather" with a lame back, is somewhat improved now.

Miss Jesse Seabrook and Arthur Strauss, our teachers, attended the teachers' conference at Sams Valley Friday afternoon.

Mrs. Margaret D. Lydiard has returned to her home here after spending several weeks in Medford.

Eastern United States stations. "However, with a large increase in power scheduled for short wave station FYA at Pontoise, France and the rapid development of Japanese, Australian and Russian stations to the west and southwest of us we should have reliable reception of many foreign short wave programs here."

LEGAL NOTICE

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

G. A. CODDING, Plaintiff,
vs.
MARJORIE S. HAMILL, MARJORIE S. HAMILL sometimes known as Peggy Hamill, JOHN S. HAMILL, PAUL D. ANGSTEAD and NELLIE ANGSTEAD, husband and wife, THEO. L. HEWITT and EDITH F. HEWITT, husband and wife, SOUTHERN OREGON SALES, INC., and JACKSON COUNTY, a political sub-division and municipal corporation of the State of Oregon, also all other persons unknown claiming any right, title, interest or estate in and to the property which is the subject of this suit, Defendants.

To Marjorie S. Hamill, Marjorie S. Hamill sometimes known as Peggy Hamill, John S. Hamill, Paul D. Angstead and Nellie Angstead, husband and wife, Theo. L. Hewitt and Edith F. Hewitt, husband and wife:
IN THE NAME OF THE STATE OF OREGON: You, and each of you are hereby required to appear and answer the Complaint of the Plaintiff on file herein against you or otherwise plead thereto within four weeks from the date of the first publication of this Summons, same being the 14th day of February, 1935.

And you will please take notice that if you fail to so appear and answer or otherwise plead to said Complaint, the Plaintiff will take decree against you for the relief demanded in said Complaint to-wit: For a judgment against the defendant Marjorie S. Hamill for the following sums of money: For the sum of \$7555.16 with interest thereon at the rate of 6% per annum from December 1st, 1932 to February 6th, 1935, and interest on \$7555.16 from February 6th, 1935 until paid at the rate of 8% per annum. And that Plaintiff also have judgment and decree against the defendant Marjorie S. Hamill for the sum of \$467.66 with interest thereon from the 20th day of October, 1932 at the rate of 8% per annum. And that Plaintiff have judgment for the further sum of \$1286.55 with interest thereon from the 29th day of May, 1934 at the rate of 8% per annum. And interest on the following sums at the rate of 8% per annum from the dates set opposite such sums to February 6th, 1935 to-wit: on \$346.08 from December 1, 1932; on \$346.08 from June 1, 1933; on \$346.08 from December 1, 1934 and on \$346.08 from June 1, 1934; and for the further sum of \$750.00 Attorney's Fees and costs and disbursements herein.

For a decree of the Court foreclosing Plaintiff's mortgage recorded in Volume 90 at Page 424 of the Mortgage Records of Jackson County Oregon, and decreeing that the following described property situated in Jackson County, Oregon, to-wit:

SPECIALS

Every Day at the
Chet & Ett Parker
HAMBURGER INN
Medford

Beginning at a point 11.68 chains North of the southwest corner of section 6 in Township 38 South of Range 1 West of W. M. Oregon, and running thence North 17.92 chains to the center of the present travelled county road; thence North 82 degrees East 30.88 chains; thence South 22.22 chains; thence West 30.53 chains to the point of beginning, and

decreasing that said mortgage is a valid, subsisting, property as security upon said real sums of money, and decreeing that the defendants and decreasing that they be forever barred and foreclosed of any right, title or interest in or to said real property.

This summons is published by Order of Honorable H. D. Norton, Judge of the above entitled Court, which Order was made on the 8th day of February, A. D. 1935.

W. E. Crews
Attorney for Plaintiff.
Address: Liberty Bldg.
Medford, Oregon

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, husband and wife; 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 R. 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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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 99 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