

# The American

Re-established, September 13, 1928.  
Devoted to the best interests of Central Point and vicinity.

Entered as second class matter at Post office, Central Point, Oregon, under the Act of March 3, 1879.

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ARTHUR EDWARD POWELL  
Editor and Proprietor

## EDITORIALS

### "INVESTIGATE" KANSAS!

It would be an excellent idea if the Congress of the United States were to adjourn for a month or two, and undertake an "investigation" of the fiscal policies of Kansas.

Kansas has no state debt. It has a fine road system developed on the "pay-as-you-go" plan, as were all other public improvements. It has a magnificent new capital building. It has first-class schools. And it has few of the special or "nuisance" taxes that afflict most other commonwealths.

Today American people of all occupations and all income levels are coming to realize that their greatest enemy is high taxes—and that their greatest problem is taxation. The federal government has been spending about twice its receipts for several years, and has added billions to the national debt, setting an all-time record. A large number of states have followed this suicidal example. The result has been frightened capital, discouraged investors, industrial retrogression, unemployment and foreclosures.

There isn't a person in this country who wouldn't benefit from tax reduction—and the persons of small and average means who are most interested in employment and industrial expansion and home-building, would benefit most of all.

Balance budgets and reduce taxation, should become a household slogan.

### NEWSPAPER ADVERTISING BUILDS INDUSTRY

A fine testimonial to the increasing value of newspaper advertising as a producer of business and industrial development was given in a recent public statement by L. A. Warren, President of Safeway Stores, Inc., a chain grocery system serving western America.

Citing his own company as a barometer indicative of the attitude of business in general toward advertising, Mr. Warren declared that he considered the growth of Safeway Stores and similar systems but a reflection of the power of newspapers to build and maintain public respect and public patronage. He added: "It is through advertising that people come to know and to understand the scope of any business concern's public service, and the commodities it offers for public consumption."

"It seems only natural that those concerns using newspaper advertising, uninterrupted year after year, do retain the highest confidence of the public that they serve. Their customers have found out that they can truthfully rely upon the advertised product, service and economy which so often feature the display advertising of the chain stores."

"We have repeatedly endeavored to help farmers dispose of surplus or distressed crops by conducting widespread advertising campaigns on certain products at various seasons of the year. These campaigns have been eminently successful, and their beneficial effects to agriculture are both a tribute to newspaper advertising and the advantages of chain-store distribution."

Any kind of merchandiser, chain or independent, will doubtless reflect Mr. Warren's views. Newspaper advertising is not only the best way to get business for a good product or service—it is also the best way to hold it.

## Economic Highlights

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

As was anticipated following the Supreme Court's adverse decision on the constitutionality of the Agricultural Adjustment Act, the air has been filled with new agricultural programs. It looks as if every person or group with a medium for reaching an audience has a plan to offer. Many plans are so obviously "screwed" that they die at birth. Others have insufficient backing to give them any chance at all to become law. At this writing, two plans, both emanating from important and powerful sources, are receiving the principal attention, and the difference between these plans is preparing the field for first-class political warfare which will grow in aggressiveness as election time approaches.

One of the two plans, created with astonishing speed following AAA's demise, bears the stamp of Administration approval, and came out of a

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EVERY NIGHT EXCEPT MONDAY and TUESDAY  
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We Specialize  
**Home Cooking**

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Reasonable Prices  
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### "THIS IS A GOOD COUNTRY"

Sometimes the malcontents make so much noise we forget about the people who are the thinking, frugal, working backbone of the country. Then something happens to wake us up, like this letter we just got from a Utah farmer:

"We are living in a very interesting time. I have never seen so much unrest. Anything goes at this time just so a certain element can get something for nothing. We are ruled by a class that don't know a hoe from a shovel. All they know is the school room. As long back as I can remember, I have heard the old story that the rich are getting richer and the poor are getting poorer."

"I have visited eleven nations and was born in a foreign country. I do know this is the best country in the world. Anyone who will work and save can climb the ladder to success."

"It will be 73 years next April that with my mother we sailed from Denmark for the U.S. We came from Omaha to Utah with an ox team. I walked all the way. With no education and as poor as anyone could be, I have made my way up the ladder to the \$150,000 mark, but it has taken hard work and some foresight. I have never had a dollar given to me, but have given thousands away. It makes me tired to hear a lot of pinheads get together and plot against the man who has the nerve to get out and do things."

"In my early manhood, 15 of us young men located on a stream in Utah. All any of us had was our teams. I bought some of my neighbors out through foresight. I worked hard. Today I own more land, more water, more horses, cattle and sheep than the 12 who are left all combined. Under the plan of some I should divide up. No. This is a good country for all who are on the square."

"If I had the power, I could cure this evil that is so prevalent through the land. I would send all the discontented to Europe, give them 50 dollars to start out on, and tell them 'Now root, hog, or die.' Give them three years abroad. They would then be willing to come back and be good Indians."

duct of a Democratic or a Republican Administration.

On the other hand, progressive farmers do know that they have been working toward permanent farm prosperity and stability through their own efforts in organizing and building sound cooperatives—efforts that must bring success in the long run, as they put farming on an economically sound business and production basis.

Some use their foot brake to keep their cars from rolling backward, put their engine in low gear and accelerate slowly with the hand throttle, gradually engaging their clutch and releasing the brake at the same time. Only they use the hand brake and the foot accelerator. But both groups tell us it doesn't make much difference... to use whichever method we happen to like the better.

Now there aren't many hills that cars must climb nowadays... and what goes up must come down. And that's where we have to look out for momentum. He may have been a friend in need when we were coming up hill, but going down he'll run away with us if we aren't careful.

And if there are any sharp curves or any bad bumps or loose gravel, we have to be careful or he'll pitch us right off the road.

Many drivers say that we should go down a hill in the same gear we would use to get up. In other words, if it's steep enough so we would have to go up in second or even low gear, then we'd better get into that same gear before we start down. If our car is in second or low gear, our engine works as a very effective brake, and besides it saves a lot of wear on our rear brakes.

Speaking of gears, experienced drivers say we should never, under any condition, disengage our clutch and coast down hill. That's just what momentum is waiting for. Just give momentum a free rein, without our engine to check it, and nobody can tell what's going to happen.

When we do get in country where people are used to driving on hills all the time, it may seem to us that they take those hills without the slightest concern. But if we were in their cars with them and could watch them closely, we would see that they take all these precautions we have mentioned, just as a matter of habit. And one thing is sure. They make it a rule never to pass other cars on hills, or get on the wrong side of the road, when they can't see far enough ahead to be sure whether anyone's coming.

# WE DRIVERS

A Series of Brief Discussions on Driving, Dedicated to the Safety, Comfort and Pleasure of the Motoring Public, Prepared by General Motors

### No. 5—DRIVING ON HILLS

In some parts of the country hills are taken for granted... and good steep ones, too. But for some of us who live in flatter country, hill driving is not so familiar.

As a matter of fact, there are several conditions peculiar to driving in very steep hills or mountains, especially if the altitude is high. For instance, a car that develops 100 horsepower at sea-level, has only 82 horsepower at an altitude of 5000 feet, and only 60 horsepower at the top of Pike's Peak.

Another thing is that sometimes grades are deceptive and we don't realize how steep they are, if there is no level ground to judge by.

So if we go on a road trip and happen to get into country where hills are hills, we often have no idea of what is in store for us. Like as not, we will come rolling up to a hill, taking it for granted that we'll make the grade. But before we've gone very far we find that our power seems to be giving out, and we're slowing down. Then we realize we must shift to second gear, but we're lucky if we haven't found out so late that there we are, stalled on a hill!

Now people who drive on hills all the time say one thing to remember is that there's nothing like a good start. Of course, this is true because the minute we start up, gravity starts to work and work fast. Yard-by-yard it uses up our momentum till by and-by that momentum is just about gone. Then we have to shift to a lower gear to increase our power.

Experts tell us that by far the most common fault in hill-climbing is failure to shift to a lower gear soon enough. So just to be sure, some drivers set a definite point at which to change gears. The consensus of opinion seems to be that we should always go into second gear as soon as our speed gets down to 20 miles an hour.

There are times, however, when we want to stop on a hill. So it's important to know how to start again, with our car on an upgrade. And there seem to be two methods used by experienced drivers.

Some use their foot brake to keep their cars from rolling backward, put their engine in low gear and accelerate slowly with the hand throttle, gradually engaging their clutch and releasing the brake at the same time. Only they use the hand brake and the foot accelerator. But both groups tell us it doesn't make much difference... to use whichever method we happen to like the better.

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conference of government officials and farm leaders. The other plan is the product of the titular head of the Republican Party, ex-President Herbert Hoover.

The Administration's new plan, in purpose, is little different from the old AAA. If it becomes law, it will be used to accomplish almost the precise aims that were established for the AAA. Difference between the new plan and the AAA is largely legal—it is based on the little known Soil Conservation Act of 1935, passed by the last Congress, which is believed to give the Administration a constitutionally-sound power to effect crop reduction.

Under the plan, payments to farmers would be continued—but the checks would not, theoretically at least, be given to producers in return for agreements not to produce. Instead, the government would lease land from farmers, paying them for it, and retire the land from production. Also the government would put into effect a diversified planting program designed to increase soil

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vernment would have as complete control over production as it did when the AAA was alive.

Mr. Hoover's program was put forward in one of the best-phrased, best-delivered speeches he has ever made, at Lincoln, Nebraska. The ex-President heartily assailed the New Deal's "economy of scarcity", commented scathingly on the fact that from a nation which used to be a great exporter of farm products, we have become a nation which must import farm crops. He pointed to a decrease in food consumption in 1935 as compared with 1932, the last year preceding the New Deal. On one point he praised the Roosevelt Administration, saying it had improved machinery started by the Republican administrations to better farm credit sources, and added that further improvement should be effected.

He then gave his program, which he bases on these three fundamentals:

1. Increased consumption of food through increased employment.
2. Retirement of submarginal lands, and retardation of new reclamation projects until the time comes when more farm land is needed.
3. Encouragement of cooperative marketing and marketing agreements, which will help prevent overproduction.

Mr. Hoover and the New Deal are largely in accord on farm credits, cooperative marketing and submarginal lands. The great difference between them is that Mr. Hoover believes that forced crop reduction is dangerous and unnecessary; the New Deal believes it is essential to a farm program that will succeed. It is on this point that Republican and Democratic farm relief spokesmen will fight many hard battles in the next few months.

Interesting issue now is, What about the money paid by processors to the AAA—money paid under the terms of a law that was illegal? About \$200,000,000 of this money was held in escrow, when concerns paid it under protest awaiting the

Supreme Court decision, and a lower court has held it must be returned to the firms in question. Whether this decision will be appealed by the Government is not yet known. And no one knows whether the Government would be liable for the hundreds of millions in processing taxes which have been collected and spent, though there is no dearth of conflicting legal opinions on the matter.

Business was much better in 1935 than in 1934—but did profits follow the trend? Answer to that depends on what business you are interested in.

A Business Week tabulation shows that some industries made remarkable profit records, measured by the dividends they paid. Steel dividends rose 100 per cent; mail order houses, 165 per cent; copper, 148 per cent. Only two industries showed drops: Tobaccos and railroad equipment, which went back 3 per cent and 40 per cent respectively.

Utilities' dividends rose 1 per cent; banks and insurance, 7 per cent; railroads, 3 per cent; foods, 2 per cent; chain stores, 1 per cent; motors, 42 per cent; oils, 8 per cent. Average increase in industrial dividends was 10 per cent.

### Try an Ad in The American

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### Farmers Attention

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This Classified Directory Will be found useful When in Medford

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