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The American

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Editor and Proprietor

EDITORIALS

"INVESTIGATE" KANSAS!

just so a certain element can get It would be an excellent idea if something for nothing. We are rulthe Congress of the United States ed by a class that don't know a hoe were to adjourn for a month or two, from a shovel. All they know is the and undertake an "investigation" of school room. As long back as I can the fiscal policies of Kansas. remember, I have heard the old story

Kansas has no state debt. It has that the rich are getting richer and a fine road system developed on the the poor are getting poorer. "pay-as-you-go" plan, as were all

"I have visited eleven nations and other public improvements. It has was born in a foreign country. I do a magnificent new capital building. know this is the best country in the It has first-class schools. And it world. Anyone who will work and has few of the special or "nuisance" save can climb the ladder to success. taxes that afflict most other commonwealths. with my mother we sailed from Den-

Today American people of all ocmark for the U.S. We came from cupations and all income levels are Omaha to Utah with an ox team. I coming to realize that their greatest walked all the way. With no educaenemy is high taxes-and that their tion and as poor as anyone could be greatest problem is taxation. The I have made my way up the ladder federal government has been spend- to the \$150,000 mark, but it has ing about twice its receipts for setaken hard work and some foresight. veral years, and has added billions I have never had a dollar given to to the national debt, setting an allme, but have given thousands away. time record. A large number of It makes me tired to hear a lot of states have followed this suicidal expinheads get together and plot ample. The result has been frightenagainst the man who has the nerve ed capital, discouraged investors, to get out and do things. industrial retrogression, unemploymant and foreclosures. oung men located on a stream in

There isn't a person in this coun-Utah All any of us had was our ry who wouldn't benefit from tax teams. I bought some of my neighreduction-and the persons of small bors out through foresight. I workand average means who are most ined hard. Today I own more land, terested in employment and indusmore water, more horses, cattle and trial expansion and home-building. sheep than the 12 who are left all would benefit most of all, combined. Under the plan of some I

Balance budgets and reduce taxashould divide up. No. This is a good tion, should become a household slocountry for all who are on the square. gan. "If I had the power, I could cure

NEWSPAPER ADVERTISING BUILDS INDUSTRY

A fine testimonial to the increasing value of newspaper advertising 'Now root, hog, or die.' Give them as a producer of business and indus- three years abroad. They would trial development was given in a then be willing to come back and be recent public statement by L. A. Wargood Indians." ren, President of Safeway Stores,

The AMERICAN, CENTRAL POINT, OREGON



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 1.1 that develops 100 horsepower at sea-level, has only 82 horsepower at an altitude of 5000 feet, and only 60

horsepower on 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 nute we start up, gravity starts to work and work fast. Yard-by-yard it uses up our momentum till byand-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 n hill-climbing is failure to shift to a lower gear oon enough. So just to be sure, some drivers set a lefinite point at which to change gears The con-ensus of opinion secures to be that we should always to into second gear as soon as cur speed gets down o 20 miles an hour.

There are times, however, when we want to stop on a hill So it's important to row how to start again, with our cat 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



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in low gear and accelerate slowly with the hand throttle, gradually engaging their clutch and releasing the brake at the same time. Other good drivers do exactly the same thing, only they use the hand brake and the foot accelerator. But both groups tell us it doesn't make much difference . . . to use better.

to be careful or he'll pitch us right off the road.

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 real brakes.

eaking 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. vithout our engine to check it, and nobody can tell hat's going to happen.

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 pre-They make it a rule never to pass other cars on hills, or get on the wrong side ... the road, when they can't see far enough ahead to be sure whether anyone's coming.



THURSDAY, JANUARY 30 1936

vernment would have as complete Supreme Court decision, and a lower control over production as it did court has held it must be returned to the firms in question. Whether when the AAA was alive.

Mr. Hoover's program was put this decision will be appealed by the forward in one of the best-phrased, Government is not yet known. And best-delivered speeches he has ever no one knows whether the Governmade, at Lincoln, Nebraska. The ment would be liable for the hunex-President heartily assailed the dreds of millions in processing taxes New Deal's "economy of scarity", which have been collected and spent, commented scathingly on the fact though there is no dearth of conthat from a nation which used to be flicting legal opinions on the mata great exporter of farm products, ter.

we have become a nation which must

import farm crops. He pointed to Business was much better in 1935 a decrease in food consumption in than in 1934-but did profits fol-1935 as compared with 1932, the low the trend? Answer to that delast year preceding the New Deal. On pends on what business you are inone point he praised the Roosevelt terested in.

A Business Week tabulation shows Administration, saying it had improved machinery started by the Re- that some industries made remarkpublican administrations to better able profit records, measured by the farm credit sources, and added that dividends they paid. Steel dividends further improvement should be ef- rose 100 per cent; mail order houses. 165 per cent; copper, 148 per cent. fected.

He then gave his program, which Only two industries showed drops: he bases on these three fundamen- Tobaccos and railroad equipment, which went back 3 per cent and 40 tals:

1. Increased consumption of food per cent respectively. through increased employment,

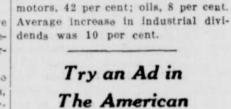
2. Retirement of submarginal cent; banks and insurance, 7 per lands, and retardation of new recla- cent; railroads, 3 per cent; foods, 2 mation projects until the time comes per cent; chain stores, 1 per cent; when more farm land is needed.

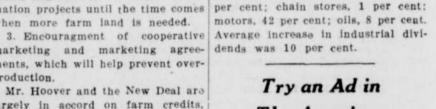
marketing and marketing agree- dends was 10 per cent. ments, which will help prevent overproduction.

Mr. Hoover and the New Deal are largely in accord on farm credits, cooperative marketing and submarginal lands. The great difference betwen 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

terms of a law that was illegal? paid it under protest awaiting the







Farmers Attention Second Hand Rebuilt FARM IMPLEMENTS At Bargain Prices

Utilities' dividends rose 1 per

Call and see us at Medford

Inc., a chain grocery system serving western America.

Citing his own company as a bare m ter indicative of the attitude of business in general toward advertis ing, Mr. Werren declared that he considered the growth of Safeway Stores and similar systems but a re flection of the power of newspapers to build and maintain public re spect 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 advertis ing, 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 a preparing the field for first-class widepread advertising campaigns or political warfare which will grow in certain products at various seasons iggressiveness as election time apof the year. Thees campaigns have proaches.

h en eminently successful, and their One of the two plans, created with beneficial effects to agriculture are astonishing speed following AAA's both a tribute to newspaper adverdemise, bears the stamp of Adminitising and the advantages of chainstration approval, and came out of a 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.

COOPERATIVES, THE ROCK FOUNDATION

The action of the Supreme Court of the United States in holding the Agricultural Adjustment Act unconstitutional in its entirety, followed the traditional theory of our government as outlined by the Constitution. which aimed to keep the federal government from usurping states" rights, either directly or by indirection.

American farmers, in spite of readjustments that will be necessary in some cases, will respect the decision. They know that nothing is more uncertain than governmental subsidies. The fate of the AAA is ample proof of this statement. Whatever their label, they are often dictated by purely partisan and political considerations, whether they are the proEconomic Highlights of the Republican P. dent Herbert Hoover.

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

PASTIME ROLLER

RINK

Will be Open for the Winter Season

5 Nights a Week

EVERY NIGHT EXCEPT

MONDAY and TUESDAY Latest Music AUDITORIUM of ARMORY

Doors Open, 7:3

YOUNG SCHEPERS, Manager

Top Notch Eats.

G. J. Merris, Prop.

We Specialize

Home Cooking

Reasonable Prices

14 South Central

Medford

187 N. Central.

duct of a Democratic or a Republi-

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 build-

ing sound cooperatives-efforts that

must bring success in the long run.

as they put farming on an economi-

cally sound business and production

"THIS IS A GOOD COUNTRY "

Sometimes the malcontents make

o 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

"We are living in a very interest-

ing time. I have never seen so much

unrest. Anything goes at this time

"It will be 73 years next April that

"In my early manhood, 15 of us

this evil that is so prevalent through

the land. I would send all the dis-

contented to Europe, give them 50

follars to start out on, and tell them

can Administration.

basis.

a Utah farmed:

As was anticipated following the legal-it is based on the little known Supreme Court's adverse decision on the constitutionality of the Agricul- ed by the last Congress, which is beural Adjustment Act, the air has been filled with new agricultural constitutionally-sound power to ef-

programs. It looks as if every per- fect crop reduction. son or group with a medium for

reaching an audience has a plan to mers would be continued-but the offer. Many plans are so obviously checks would not, theoretically at 'screwy" that they die at birth. least, be given to producers in re-Others have insufficient backing to turn for agreements not to produce. give them any chance at all to be- Instead, the government would lease come law. At this writing, two land from farmers, paying them for plans, both emanating from impor- it, and retire the land from productant and powerful sources, are re- tion. Also the government would

the difference between these plans program designed to increase soil,

Medford. Phone 1059

Expert Photography Stones' Drug Fine Portraits a Specialty Medford Bldg. Store Central Point

210 Medford Bldg