

RIALTO
—NOW PLAYING—
South of Monterey
—Plus—
El Paso Kid
SUNSET CARSON
MARIE HARMON
—SUN—MON—TUE—
Year Night
PAUL KELLY
RAY SCOTT
—Plus—
Rondo Hutton
in
THE BRUTE MAN
JANE ADAMS
TOM NEAL
WED • THURS
August 13-14
Passkey to Danger
KANE RICHMOND
STEPHANIE BACHELOR
—Plus—
I RING DOORBELLS
ANNE GWYNNE • ROBERT SHAYNE

ESQUIRE
—NOW PLAYING—
Wallace Beery, George Raft
and Jackie Cooper in
"The Bowery"
—Plus—
**"Tunderhead,
Son of Flicka"**
SUN—MON—TUE—WED
BEYOND ALL WONDER!
DAVID NIVEN
RAYMOND MASSEY
ROGER LIVESY
**Stairway
TO HEAVEN**
IN TECHNICOLOR!

CRATERIAN
—NOW PLAYING—
Randolph Scott in
"LAST OF THE MOHICANS"
Dana Andrews in
"KIT CARSON"
SUN—MON—TUE—

Gene KELLY
LIVING IN A BIG WAY
with Marie McDONALD

HOLLY
—NOW PLAYING—
TROUBLE with WOMEN
RAY MILLAND
TERRA WRIGHT
DONLEVY
SUNDAY-WEDNESDAY
Humphrey BOGART
Barbara STANWYCK • SMITH
THE TWO MRS. CARROLLS
with NIGEL BRUCE

The American Way

By George Peck

SHEDDING LIGHT

As a nation we seem to be all of a dither, hopelessly mixed up about most everything. Should we reduce taxes? Should we adopt peace-time universal military training? What attitude should we take toward Russia? How can we cope with labor leader dictatorship? How to abolish monopolies, either business or union labor? Are we headed for disastrous inflation? Should we put the government more into business or stick to private, competitive enterprise that made us the prosperous nation that we are? How can strikes be avoided that bring economic loss to all segments of our population?

These are but a few of a long list of problems that perplex us. Contributing greatly to the general confusion is a lack of understanding on the part of all too many of us as to the meaning of certain words—words that roll glibly off our tongues on the slightest provocation.

The editor of the *LOUDSPEAKER*, employee magazine, published by the Operadio Manufacturing Co., St. Charles, Illinois, has recognized this dangerous maltreatment of words. He has made an excellent effort to shed light on a number of words that are so grossly misused. In a recent issue of his publication, he carried a "New Industrial Dictionary," with the following preamble thereto:

Words are being misused to confuse important issues. It is illegal to be untruthful on a food label; it should be illegal to be untruthful in a written article or a speech, whether made by a politician, business man or labor leader. Here are true definitions of some words that have been misused:

COMMUNIST—One who puts loyalty to a foreign idea ahead of loyalty to his country.
COMMUNISM—Dictatorship; loss of personal freedom; bringing all down to level of least competent.
COOPERATION—American trait

of give-and-take; team-work; understanding that the other fellow has rights, too.
CUSTOMER—The real boss. If what you and I make is low in quality or high in price, customer stops buying. you and I stop earning.
FASCIST—Same as Communist.
FASCISM—Same as Communism.
JOB—The opportunity to produce and so earn an honest living; something which must be earned, not doled out as a political plum.

PRICE—Sum of labor, plus materials, plus taxes, plus the profit which keeps business going. If too high, buying stops and so jobs stop.
PRODUCTION—The goods or service a workman turns out in a day, out of which he must be paid and out of which must also be paid the items which make his job possible.

PROFIT—Wages paid to the savings of millions of people who make factories, machines, jobs possible. Average one-seventh as much as wages to workers.

STRIKE—The argument everyone loses. Last resort of the wise; first resort of the dangerous. (Synonyms: waste, irritant, tragedy, defeat.)

There you have in simple, understandable, forthright language, snappy definitions of some terms that today are being so badly manhandled by so many. An understanding of the real meaning of the names attending our problems will go far toward helping us solve those problems. We must first know just exactly what it is we have to solve.

This employee magazine editor is to be congratulated on giving the "low-down" to his readers, thus, "shedding light" into the fog of bewildered and erroneous utterance.

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Buying Power Farm Products Less for 1947

The nation's farmers had gross receipts the first half of 1947 nearly 30 percent greater than in the same period of 1946, according to an analysis to USDA data by extension agricultural economists at OSC. The increase was due to high prices and an unusual volume of farm products available for sale during the last half of the 1946-47 marketing season.

Gross farm receipts from marketings during the six-month period were estimated at 11.7 billion dollars. Owing to high prices for meat, especially, the total from animal products was 40 percent greater than in the same period last year. Total receipts from crop products were up 20 percent.

Considering that government payments were smaller, the overall increase in the national cash farm receipts was about 25 percent, rather than 30 percent as from marketings only. The increase in cash receipts was largely offset by higher costs of farming and living, however.

The index of prices paid was unchanged from mid-June to mid-July this year, but the index of prices received by farmers advanced 5 points or nearly 2 percent.

With prices received at 276 percent of 1910-1914, and prices paid at 231, the parity ratio stood at 119 at mid-July. That is 2 points higher than a month before but 4 points

lower than a year ago.

Thus farm products on the whole have less buying power than last year at this time, although prices for some are much higher. The increase in prices for such items as meat and wheat was offset considerably by lower prices for other items, particularly fruit. Fruit prices averaged 12 percent lower than a year ago, with citrus down markedly.

On the whole, however, the decline in the overall exchange value of farm products must be attributed to the sharp rise in costs since a year ago. The costs index has advanced 16 percent against 13 percent increase in the general level of prices received by farmers. Farm costs indexes stand at a record high point.

Mr. Jim Lees has been appointed to a position in the State Police Department and will start work as soon as he completes the necessary training.

C. L. Perkins

Doctor of Optometry

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