

The Central Point AMERICAN

Kenneth D. Powell and Virginia E. Powell, Owners

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

Published weekly at Central Point, Jackson County, Oregon and devoted to the best interests of the city and vicinity.

SUBSCRIPTION RATES
Six Months \$1.50
One Year \$2.50

Payable in advance
Advertising rates on application
Office—North Second Street

CLASSIFIED ADV. RATES
10 cents a line.
Minimum charge 30c.
Figure six average words to the line.

KENNETH POWELL — Publisher
KENNETH HUBBART — Associate

EDITORIALS

WILL YOU HELP SAVE 38,500 LIVES?

Will you help save 38,500 lives in 1954 and help stop needless injury to 2,140,000 persons?

If the above strikes you as an unusual challenge you need to read a booklet we just received from The Travelers Insurance Companies, entitled, "The Passing Scene," it is their annual publication of traffic accident data in which statisticians have analyzed the traffic safety picture in 1953.

You would learn that 38,500 people were killed and 2,140,000 were injured by motor vehicle accidents last year. Leafing through the booklet you would find out why 1953 made tragic history as the most disastrous year for traffic accidents ever experienced.

The report makes it clear that most of last year's accidents need not have happened. Most of them were caused by drivers and pedestrians who could have prevented the circumstances which led them to disaster.

The conclusion is clear and the

challenge is unavoidable. Only those who do the driving and walking can keep the traffic problem under control.

Yes, you can help save 38,500 lives in 1954 and can help stop needless injury to 2,140,000 persons. Will you?

THE COMMON ENEMY

By Oscar Hammerstein, II

EDITOR'S NOTE: Oscar Hammerstein, II, poet, musical comedy librettist, song writer and producer, who has had three hits running on Broadway at one time, wrote the following editorial as a contribution to the American Cancer Society's 1954 Crusade.

"It is a safe guess that there is no one reading these words who has not lost a friend or relative through cancer. You are not therefore being asked to fight a remote evil. You are not being asked to help people whom you will never meet, people who are beset with a misfortune that cannot touch you. If ever there was an enemy common

to all the people on earth, it is this worst of all premature killers. The American Cancer Society carries on a year-round and unceasing campaign of education, research and service. Through efforts like these cancer will one day be conquered. A sudden light of discovery will bless some research laboratory. Meanwhile, the Society is saving lives that can be saved and alleviating the suffering of victims who are beyond saving.

Whatever money you may give to this cause will be used not merely to help those already afflicted. The more important objective is eventually to wipe out cancer as other diseases have been wiped out, to save many lives in the future—perhaps your own. Please give every dollar you can afford."

One or Two Glasses Of Milk Recommended
By Ezra Taft Benson,
Secretary of Agriculture

One of agriculture's biggest problems is also one of the easiest to solve.

The solution lies not with government or its officials but with millions of Americans who can and should drink an extra glass or two of milk each week and eat a few additional pieces of butter.

At present the dairy industry is confronted with production and marketing problems that stem from increasing output, declining exports and a reduction in per capita

consumption. It is important to see that these troubles are not perpetuated.

The government now has more than 1,320,000,000 pounds of dairy products in storage. These surpluses were acquired by supporting dairy prices at 90 per cent of parity. They are products that should have gone to consumers but instead went into government warehouses.

To make dairying a strong and independent part of our agricultural economy these surpluses must be disposed of and a proper adjustment made between production and consumption. The easiest way to do this is to increase consumption.

Since 1945 the annual per capita consumption of fluid milk and cream has declined 47 pounds. For the same period consumption of butter dropped the equivalent of an additional 45 pounds of milk.

Our people need to eat more dairy products. If the full dietary needs of the nation were being met, there would actually be a shortage of these products. Milk is good. It is the most nearly perfect of all foods for children, young people and adults. Milk is cheap. A recent study shows that the nutrients contained in a quart of milk would cost 42 cents if obtained from other sources.

In an effort to encourage the use of dairy products and in compliance with the law, I recently reduced the dairy price support level from 90 to 75 per cent of parity. It is my belief that more realistic prices, coupled with a vigorous educational and promotion program stressing the value of dairy products, will go a long way toward reestablishing the industry on a firm and profitable basis.

I am required by law to fix dairy supports at a point between 75 and 90 percent of parity that will assure an adequate supply. In view of both the large surpluses and a production rate exceeding consumption, the Solicitor of the Department of Agriculture ruled I would have to set the supports for the coming year at 75 percent.

There has been some complaint that under the President's new farm program, the reduction in dairy supports should have been gradual. Actually the President proposed changes in moving basic commodities from a rigid to flexible support program and from old to modernized parity. There was no such recommendation on dairy products, which were already on a flexible basis.

There is considerable difference between the basic commodities and dairy products. The basins are

storable and they are subject to production control. Dairy products are perishable. In fact they are the only perishable commodity on which price supports are mandatory. In addition, there is no control of production.

While it would appear that the dairy supports were cut 15 points, the actual reduction is 12 and 9 points. Because of wider marketing margins last year, 90 percent supports reflected 87 percent of parity to the farmer on butterfat and only 84 percent on manufactured milk.

As I understand the law, the full 75 percent of parity must now be passed on to the farmer. I will see that this is done.

Cub Pack News

Cub pack 40 will hold its monthly pack meeting Monday, April 26.

This meeting will be at the Central Point Grade School library at 7:30 p.m. This meeting will feature awards to the cub scouts and a film feature on oil and selected short feature for the scouts.

This will be the last pack meeting for the summer. All parents are urged to attend this meeting. Refreshments will be served after the meeting.

The number of those saved from cancer could be doubled by early detection and prompt adequate treatment, the American Cancer Society says.

IDEA



It's a good idea to talk to us about your insurance. We'll show you how little it costs to have the best protection, tailored to your own needs. Remember, we stand between you and loss! See us soon, won't you?



WE STAND BETWEEN YOU AND LOSS

FABER-STRATTON

Insurance

PHONE 1671
Central Point, Oregon



CHAPEL MORTUARY

FUNERAL DIRECTORS
Across from Courthouse

Frank Morgan PHONE 2-8030 Harold Snodgrass
MEDFORD, OREGON

Medford Concrete Construction Co.

SAND, GRAVEL, CEMENT
SEPTIC TANKS
Sewer Pipe & Irrigation Pipe
Phone 2-6469
N. Riverside Medford



It Costs No More to Get The Best FIRE - AUTO - TRUCK SURETY BOND
INLAND MARINE CASUALTY
T. J. HIGHT AGENCY
Medford 2-5223 C.P. 277
221 N. Central - Medford

Return of Natural Fibers Brings Wool to the Fore

by Betty Hudson, Key Features Fashion Editor

NEW YORK, N. Y.—Fashion authorities everywhere point to 1953 as the year in which the tide of consumer interest in synthetic fibers began to turn. And, already, they are proclaiming 1954 as the year in which the natural fibers enjoyed widespread resurgence.

It's only natural, they say—intending no pun—that the ballyhoo surrounding the synthetics should make the consumer re-examine the performance qualities of wool, silk and cotton—qualities which have been taken for granted for centuries.

For example, take wool, they say. It, of all fibers, has stood the test of time and human use. Its unique ability to meet the consumer's demands is the result not of one or two basic characteristics, but of a combination of perfectly balanced service qualities, among them resilience, absorbency, dye affinity, warmth without weight, wrinkle-resistance and non-inflammability.

This is a formidable list of service factors which no "substitute fiber" can pretend to duplicate.

But it's only part of the story, as the current promotion efforts for wool emphasize. No other fiber is more versatile, more serviceable, or easier to tailor and care for. And wool

retains all its valuable characteristics, whether it is used in durable heavy outerwear or cool breeze-weight Summer wear.

Because of its proven performance, the consumer has come to accept wool as the standard of fashion in suits, coats, sweaters and other apparel. While firmly established as a luxury fiber, wool has traditionally been within the reach of all consumers.

The clamor of promotion may draw the consumer's attention momentarily from wool, but no fiber which seeks only to initiate wool can present a lasting challenge to its superiority. In the inevitable end, of course, a fiber which offers but one or two basic characteristics—even in abundance—merely serves to point up its own short-comings.

And so, the fashion experts tell us we are seeing a pronounced return to the natural fibers, with every indication that consumers will be a little more reluctant in the future to stray from the time-tested standards of wool, cotton and silk.

"Hot Flashes Stopped" or strikingly relieved

in 63-80% of cases in doctors' tests

• If you're miserable from the "hot flashes," and accompanying irritable, restless feelings of "change of life"—you may be suffering unnecessarily!

For... in tests by doctors... Lydia Pinkham's Compound and Tablets brought relief from such functionally-caused suffering to 63% and 80% (respectively) of the women tested! Complete or striking relief!

Yes! Research has proved these medicines thoroughly modern in action... has shown you where to look for relief from those distressing, nervous, "out of sorts" feelings of mid-life "change"!

So... get Lydia E. Pinkham's Vegetable Compound—or new, improved Tablets with added iron! (Wonderful, too, for the functional pains of menstrual periods.)

It acts through a woman's sympathetic nervous system to relieve distress of those awful "hot waves"!



For that "In-Between" Growing Stage TRIANGLE DEVELOPING FEED

Successful poultrymen of the Northwest have proven that Triangle Developing Feed pays big dividends. That period of growth between the chick and the layer stage is all-important—the time when your future good layers are actually developing. Triangle Developing Feed has a two-fold purpose. It gives young pullets a full nutrient balance for present growth. It also furnishes an important body reserve for future maximum egg production. Build future profits NOW—with this successful feed—in mash or pellet form.



F. E. SAMSON CO.
Medford, Oregon

603-605 N. Tillamook
PORTLAND 12, OREGON

WHICH ONE DO YOU WANT?



You can have your dream house—this easy way!

A dream? Not at all. Thousands of people with modest incomes have been able to save the down payment, or the whole price, of the home of their dreams—because they invested in U. S. Savings Bonds on the Payroll Savings Plan where they work.

You, too, can accumulate enough money for the down payment on a home. Or enough for your children's college education or a retirement income. And by saving only a few dollars a week, too.

The answer is that you save systematically on the Payroll Savings Plan. All you have to do is tell your pay office how much you've decided to save each payday (it

can be as little as a couple of dollars). After that your money is saved for you, before you get your salary. Then each time enough has accumulated, it is invested in a Bond, and the Bond turned over to you.

And remember—your U. S. Savings Bonds now will bring you an average of 3% interest, compounded semiannually, for 19 years and 8 months. That's why the money you put into Bonds now grows to such a surprisingly big sum.

Why don't you start—today? Sign, where you work, for the Payroll Savings Plan. Or, if you're self-employed, join the Bond-A-Month Plan, at your bank.



The U. S. Government does not pay for this advertisement. The Treasury Department thanks, for their patriotic donation, the Advertising Council and

This Space Sponsored by

Central Point American