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The Badge of Wealth

Nowhere else in the world, they say, is practically everybody willing to admit that he is out for all the money he can make; yet nowhere else is money once gained, treated with such disrespect by its possessors. In fact a very rich American who does not give away a large part of his possessions is regarded as rather a dubious fellow.

We are all after money and yet we do not object to parting with money as soon as we get it. What is the answer? It is that we do not really care any more about money than do other peoples, but that we go after it in America simply because there is nothing else for a man to go after. It is human to crave distinction and the easiest way to win distinction is to acquire great riches.

The esteem of worthy men is of course, the only real distinction attainable by any man anywhere; and it is the only distinction a truly great American desires. But the truly great are such rare birds that they may be disregarded in any calculation involving the masses of the population. Most people are less concerned about being actually superior than about securing somehow a badge of superiority.

Spending is Saving Now

True economy is that which obtains the largest possible return for a dollar spent. Truer economy is to spend that dollar at a time when it will bring the most.

We have had a number of years of extreme depression. Prices have dropped to un-imaginably low levels. Buying power has been close to non-existent. There was money in the country—but persons who had surpluses were afraid to spend. They went without needed articles in order to keep their savings intact. They permitted property to fall into costly disrepair.

If they pursue that timid policy any longer, they are going to be literally out of luck. That hoarded money is going down in value now. The worth of the dollar depends entirely on what it will buy. Six months from now it will buy much less than it will buy today. In other words, if you keep money in a non-productive state at present it amounts to throwing a certain percentage of it away.

You can get maximum value from your money only by putting it to use. There was never a better time to install a new heating plant to repair or replace a roof, to build or paint or to do a thousand similar things. Every dollar so spent will appreciate in value—what it buys will in a very short time have a market value much in excess of what you paid.

Think it over! True saving now is through wise spending.

Summer Siesta Ends

Another vacation season has been ushered out. Class rooms have been put in order. The annual trek from shore and mountain has been staged. Office and industrial routine is rapidly assuming a state of normalcy. Even the political tempo is picking up.

Local merchants are getting ready for an anticipated increase in the volume of business. There is a general disposition to face the future optimistically.

Pupils by the thousands, albeit somewhat reluctantly, have shaken off summer lethargy and answered the first day's roll call.

There's zest in the very atmosphere. As the machinery of commerce and education is on the verge of functioning once more at full capacity, one concludes that the yearly siesta is worth while if for no other reason than that of demonstrating the value of active living in our work-a-day world.

A week-end used to mean the end of the week instead of the week-enders.

If you don't believe there are 23,000,000 automobiles in the United States take a week-end drive.

The best joke of the week, in the opinion of the bald-pates was the code boosting the price of hair-cuts.

UNIVERSITY OF OREGON READY FOR OPENING

Activities in preparation for the opening of the fall term are in progress in all departments of the University of Oregon, and new and returning students will find not only improvements and repairs in many campus buildings, but adjustments and refinements in curricula offerings.

Pre-registrations of first year students are now coming in rapidly. Indications are that return of old students will be normal, and may even exceed that of last year, due to better economic conditions in many parts of the state. Registration of graduate and special students already exceeds that of last year.

Plans have been completed for "freshman week" six busy days during which new students will be "oriented" or neatly fitted into the scheme of things there. This week, which opens Monday, September 18, will precede the regular opening of classes, which is set for Monday, September 25.

Into freshman week will be crammed

med conferences, physical and psychological examinations, English placement tests, and all the hustle and bustle of "rush week" that period when fraternities and sororities invite the new student in to look them over for "pledge" material. Careful planning by those in charge, however, will make it possible for every student to get careful attention to individual as well as general problems.

Added opportunity will be offered students in nearly every major department of the university. This has been accomplished through reorganization, elimination of some of the more highly specialized courses and expansion of courses which serve a large portion of the student body to make them more thorough and adequate.

The quality of instruction, due to careful reorganization, will be equivalent to any period in the history of the institution, officials declare. This is attributed to the loyalty and interest of faculty members. Few changes in faculty personnel have occurred this year.

FIGHTING THE RECKLESS DRIVER

This year the month of September has been dedicated to the most intensive campaign in the interest of automobile accident prevention ever carried on in this country.

The governors of 34 states and the commissioners of the District of Columbia have issued proclamations and messages. More than 90,000,000 persons—74 per cent of our total population live in their areas. Seventy-five per cent of all automobiles in the country are registered within them, and last year about 76 per cent of the 29,000 deaths occurred in the participating territory.

In 1932 there was a decrease in automobile accidents and fatalities, as compared with 1931. This year the trend has been reversed, and the toll is again on the upgrade. The reckless, the discourteous and the incompetent still rule the highways. The public streets and roads are still shambles both for persons and for property.

Only the individual motorist can conquer this organized destruction. There are few such things as unavoidable accidents. And it has been proven that raising the safety factors of roads and vehicles does no good—the driver simply trusts to the engineers, and operates his car even more recklessly.

During the September campaign, facts and figures detailing the havoc wreaked by excessive speeds, by violation of right-of-way laws, by passing on curves and hills, by that most common of all motoring ills, discourtesy, will be brought to our attention. And all of us should consider it both a duty and a privilege to cooperate.

COVER CROP TIME AT HAND PRACTICE AID TO ORCHARDISTS

To save plant food, add humus to the soil and prevent erosion in Oregon orchards, nothing equals the fall-sown cover crop, says O. T. McWhorter, horticultural specialist in the extension service at Oregon State college. With the early fall rains here already, such crops sown at once will come rapidly, he says.

"Continual cultivation of orchard soils liberates plant food which is soluble in water and which leaches away rapidly during the heavy fall and winter rains," says McWhorter. A cover crop takes up much of this soluble plant food and returns it to the soil when the crop is plowed under in the spring.

"Many Oregon soils become seriously deficient in humus unless organic matter is constantly returned. Annual cover crops assist greatly in maintaining this humus supply so necessary for the continued good health and production of orchard trees."

"Recent years have emphasized the need of protecting the orchard against erosion. Nearly every orchardist has experienced or seen erosion where the surface soil was washed away in spots down to plow depth. Cover crops or their equivalent in straw or other bulky material are the best protection against this loss of surface soil. Even weeds are better than nothing for such protection."

In discussing the possible cover crops for use, McWhorter mentions a long list that have proved satisfactory under varying conditions. East of the mountains the crop must be either an annual winter hardy crop or a perennial crop such as is used in some of the irrigated orchards.

A relatively new idea in some parts of western Oregon is the use of turnips. Sown in the fall, white globe turnips make a heavy growth that has proved satisfactory for use at least part of the time. They are sown at the rate of 1½ pounds of seed per acre, broadcasted and harrowed or drilled in.

Other possibilities are winter grain, common or Hungarian vetch, Austrian peas, mustard, rye, or various combinations of these.

ALOHA NEWS

S. O. Laws and Johnnie Shilling spent the week end fishing. They report a successful catch totalling three salmon and a minnow.

Mrs. S. Bonlokke entertained with a birthday dinner Sunday, honoring her sister Mrs. J. H. Buck and N. H. Nielsen, of Longview, Wash., whose birthday anniversaries fall on the same day.

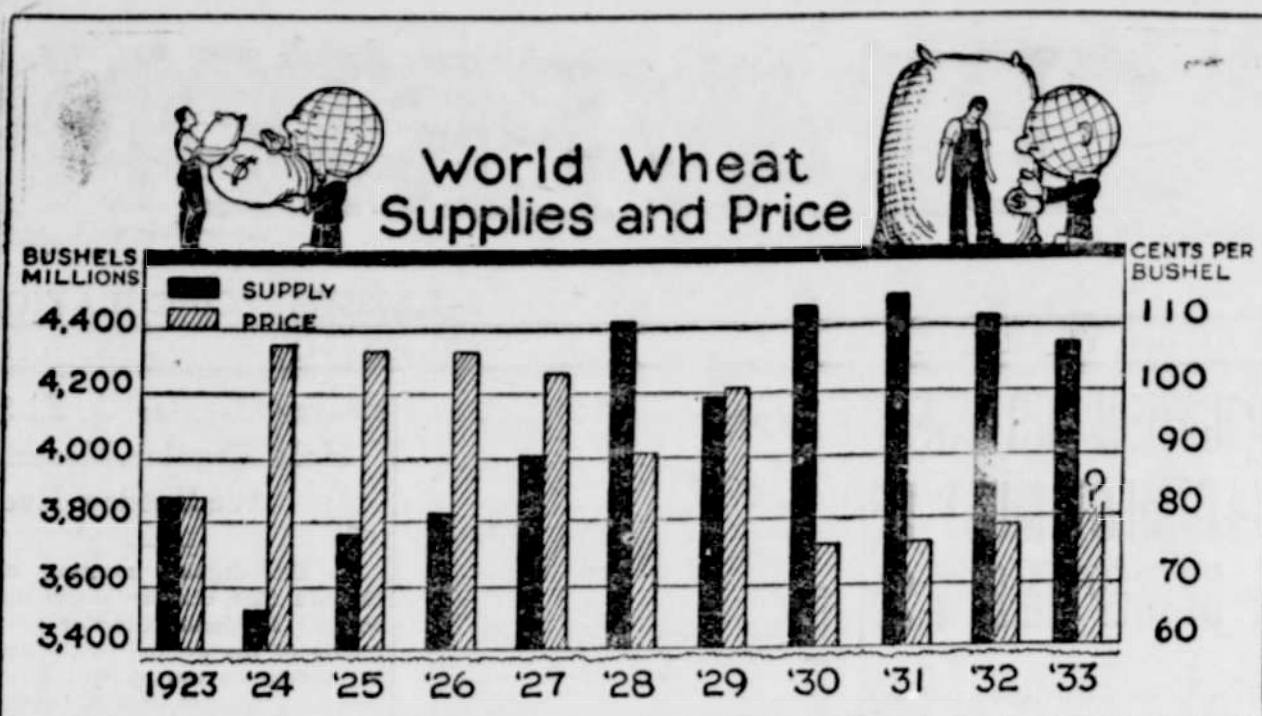
Kenneth Williams, of The Dalles, was an Aloha visitor Sunday. Mrs. Geo. Fish, Portland, was a Sunday guest at the Matt King home. Mrs. J. E. Harris and children, of Lincoln, Neb., are house guests of her sister Mrs. J. L. Turner.

Gordon Coward returned home this week after two and a half months at the coast where he has been employed.

The R. Montgomery property has been improved with a new cement sidewalk.

LOCAL PEACHES

at
Beach's Market
 Broadway at O. E. Tracks



THIS representation of what the world will offer the wheat farmer for his wheat shows clearly the relationship between supply and price. Since 1928, when the world supplies of wheat first became burdensome the price has been low for the most part. The pictures at the top of the

chart show that when the supply is low, the world will pay a good price for wheat, but when supplies are too big, the world won't pay as much. As the supplies (shown by the black bars) have climbed, the price (represented by the shaded parts) has sunk lower. The wheat administration seeks to bring the wheat supply of

the United States into line with demand by reducing acreage, and thus to make the price nearer parity, that is, the point at which the return from a bushel of wheat will buy as much as it did in the pre-war period, 1909-1914. The 1933 crop year is not far enough advanced to show definitely what prices will be.

Church Services

CHURCH OF CHRIST

Rev. Springer, Pastor

Vacation over we are looking forward expectantly to fall and winter months for an increased attendance and a spiritual enthusiasm.

Sunday School begins at 9:45. The morning worship is at 11 o'clock. In the morning the sermon topic will be "Christ's Earthly Career Foretold in Prophecy." Christian Endeavor is at 7 o'clock sharp and the evening service begins at 8 o'clock. The topic of the evening sermon is "Five Precious Things Mentioned in Old Testament."

CONGREGATIONAL CHURCH

Rev. Charles F. Clarke, Pastor

The church will observe Home Coming Sunday next Sunday, we are anxious to have a large attendance to start the fall activities with enthusiasm, we hope the choir will be able to be out in full force at both services. The pastors topic in the morning will be "The Church that Holds the Keys" and at 8 p. m. "The Boy who fell asleep during the Sermon" if you are interested in boys who enjoy a nap more than a sermon come. The Ladies Aid Society will resume their meetings Thursday, when plans for the winter will be discussed. 11 a. m. with basket luncheon.

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CHRISTIAN SCIENCE CHURCH

Morning Services Multnomah school

Sunday 11 a. m.
 Sunday School 11 a. m.

Wednesday evening meetings at 8 p. m.

"Matter" is the subject of the Lesson-Sermon in all Churches of Christ Scientist, on Sunday, Sept. 17.

The Golden Text is "In God I will praise his word, in God I have put my trust. I will not fear what flesh can do unto me" (Ps. 56: 4)

Among the citations which comprise the Lesson-Sermon is the following from the Bible: "My people have committed two evils; they have forsaken me the fountain of living waters, and hewed them out cisterns, broken cisterns, that hold can no water" (Jer. 2:13)

The Lesson-Sermon also includes the following correlative passages from the Christian Science textbook, "Science and Health with Key to the Scriptures," by Mary Baker Eddy: "Divine metaphysics explains away matter. . . That matter is substantial or has life and sensation, is one of the false beliefs of mortals, and exists only in suppositious mortal consciousness. Hence, as we approach Spirit and Truth, we lose the consciousness of matter (p. 278)

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