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# "Buy American!"

In the leading article in this week's Saturday Evening Post, Sam Blythe appeals to the people of this country to "Buy American."

This is followed up with an editorial appeal from George Horace Lorimer, the editor, to do the same thing.

Because of the depreciation of foreign currency which has reduced production costs abroad, our present tariff wall is insufficient to keep out a perfect flood of articles, and as a result more American factories are closing down, and our army of unemployed is being increased alarmingly every day.

The seriousness of the situation is demonstrated by an impressive array of facts and figures, showing how foreign countries, particularly Japan is profiting by this condition.

Mr. Blythe calls attention to the fact that when England faced a similar crisis, the British Empire was saved by a "Buy-British" campaign. He declares America can only be saved by a "Buy-American" campaign.

Here is his conclusion:

Christmas is coming. Help American industry, the American working man, the American merchant by buying American goods. Do your Christmas shopping early and confine it to American goods and gifts! Take none of this foreign stuff. Are you an American? Then buy American!

Editor Lorimer, after declaring that this nation is so simple that it has permitted alien propagandists to lead it by the nose and take over a large part of its business while it dozes, makes his point in the following fashion:

"As it is the first duty of a nation in time of war to defend itself against invasion; it is no less its duty in time of peace to protect its fields and factories from commercial invaders who would destroy them as surely as an armed and ruthless enemy. . . Right now we are beginning to think of Christmas and to buy our Christmas presents. With each one we can, if we will, make two gifts—one to our relatives and friends; the other to our unemployed by buying American, and so helping to put them back to work. And we can follow that up at New Year's with high resolution to think American, to buy American and to be American!"

So that's that!

There is no doubt about the general truth of the situation, as described, nor any doubt that the time to put a Buy-American policy into practice has arrived.

The Mail Tribune is glad to endorse such a program, and raise its voice in Southern Oregon to the same effect.

"If each before his own door swept the village would be clean." If each and every citizen, in this AND EVERY OTHER COMMUNITY, would refuse to purchase foreign goods and purchase only American made goods, there is no doubt that the greatest victory to date against the depression would be won.

## Don't Be Cheap!

The great obstacle to the success of such a campaign however, we do not regard, as either public apathy or what Editor Lorimer terms, "American snobbishness."

The great obstacle, as we see it, is the present overwhelming passion for something CHEAP,—quite regardless of intrinsic value.

"How much is it!" has become the national slogan, in our marts of trade.

We buy not on the basis of quality, but solely on the price tag.

As Sam Blythe points out, Germany, Czechoslovakia, and Japan, are flooding this country with cheap goods, and with inferior goods. In spite of the tariff they are underselling American manufacturers by ten and twenty percent.

If this price tag passion is allowed to go on unchecked, there is little likelihood of putting over a "Buy American" campaign, this year, or any other. The stampede for something cheap will sweep away all obstacles, all discrimination, all self-interested restraint.

ONE of the first steps in this "Buy American" campaign should be a campaign of education, along the line of what constitutes sound merchandise. The people must be TAUGHT not only to avoid the foreign label, but to avoid the shoddy snare,—to learn that there are two fundamental factors in real economy—what one PAYS and what one GETS.

PAYING 80 cents for a pair of Czechoslovakia gloves, which will fall to pieces after a month's wear, isn't economy for example but the greatest extravagance. Paying \$1.50 for a pair of real leather gloves, which will wear a year or more, isn't extravagance, but true economy.

Get this idea of what true economy IS into the heads of the people first, and then follow this up with the "Buy American" campaign, and great things can be accomplished,—but trying to take the second step without the first, we fear will lead only to disillusion and disappointment.

## SPECIAL SESSION DECISION SLATED IN COMING WEEK

(Continued from Page One)

A sales tax, either on a 1 per cent gross, or a greater per cent selective tax, has been proposed as the most logical revenue producing measure for passage by a special or regular session of the 1933 legislature.

Must Act Soon.

It was pointed out however that if the regular session passed the measure, the required 90-day period following adjournment before it becomes effective would be too late to offset the first half year's property tax. A special session, it was held, would speed it up sufficiently.

Governor Meier yesterday indicated that if an extra session were called

## GILMORE CO. FINDS NEWSPAPER BEST

A visitor in Medford Wednesday was George McMurry, representative of Chet Crank, Inc., advertising agency with main offices in Los Angeles. The firm is in charge of advertising for the Gilmore Oil Company, Ltd., and McMurry was here conferring with Chuck Ellis, local manager for Gilmore.

"Gilmore has spent nearly three-quarters of a million dollars in newspaper advertising on the Pacific coast alone," McMurry said. "This extensive trial of newspapers as media for advertising our products has convinced us that they are the best basic media available for our use. Our future plans call for a more constant and extensive use of newspapers than ever before."

The regular and wide-spread advertising activity of the Gilmore company is regarded by Gilmore executives as an important factor in the constant growth of the organization, McMurry said.

# Personal Health Service

By William Brady, M. D.

Signed letters pertaining to personal health and hygiene, not to disease diagnosis or treatment, will be answered by Dr. Brady if a stamped, self-addressed envelope is enclosed. Letters should be brief and written in ink. Owing to the large number of letters received only a few can be answered here. No reply can be made to queries not conforming to instructions. Address Dr. William Brady in care of The Mail Tribune.

**TAKING ALKALIS TO RELIEVE ACIDITY.**  
 Every one knows that in a healthy person the stomach is acid during the digestion of food.

Excessive acidity of the stomach is cholera, with or without gastroenteritis, and of sheer worry. A considerable share of those who complain of indigestion, "dyspepsia," "acidity," "heartburn," "gas" or "waterbrash" have gastric or duodenal ulcer.

There is no harm in the occasional use of such alkalis for the relief of acidity, but the constant or habitual use of them is objectionable for several reasons.

Sodium bicarbonate particularly produces an after-effect that stimulates greater secretion of the hydrochloric acid. When the sodium bicarbonate reacts with the hydrochloric acid sodium chloride (common salt) and carbon dioxide (carbonic acid gas) are formed; these irritate. Alkalis do not cure anything. Alkalis destroy vitamins in food.

Too much alkali tends to upset the normal acid-base balance of the blood. If any such remedy is necessary for the relief of excessive acidity prepared chalk (calcium carbonate) is preferable to soda, magnesia or the various concoctions containing these along with charcoal, aromatics and sedatives.

Ten grains of prepared chalk is usually sufficient to neutralize excessive acidity for several hours. Prepared chalk is less likely to disturb the acid-base balance of the blood.

Prepared chalk is officially called Creta Preparata and is native chalk purified for medicinal use. Its chemical name is calcium carbonate. Virtually the same substance constitutes egg shells and oyster shells. Either of these natural forms of calcium carbonate may be crushed to powder and used medicinally.

The salts formed when other alkalis are taken are rather laxative in effect. The salts formed when chalk reacts with the acid of the stomach

barrier to our economic recovery. Unemployment and the loss of homes are direct results.  
 If your board of directors have not yet done so, may I suggest that they immediately procure and study the J. C. Barnes plan for the solution of high taxes. When this is done, may I offer the further suggestion that our Chamber of Commerce sponsor this, or a similar plan of tax relief, in our approaching session of the legislature, to the exclusion of all other activities, if necessary, in the hope that we may place Oregon in the forefront in the solution of a national problem. If we can do this we will receive benefits which will save our people, and publicity which will bring new people to our state.  
 A. W. PIPES.  
 Medford, November 30.

## Gives Birth To Son



President-elect Roosevelt now has four grandchildren. A son was born to Mrs. Elliott Roosevelt, wife of the second son of the New York governor. (See Hill photo from Associated Press)

## ELECTION WROTE TRIO OF RECORDS CANVASS REVEALS

(Continued from Page One)

William H. (Coin) Harvey, Liberty, 45,045.  
 Verne L. Reynolds, Socialist-Labor, 21,858.  
 James S. Cooley, Farmer-Labor, 6,465.  
 James R. Cox, Jobless-Liberal, 219.

Populists Poll Four  
 Roosevelt's plurality of 6,738,584 over Hoover compares with the plurality of 6,423,612 given Hoover over Smith in 1928 and the 7,339,819 Coolidge plurality over Davis in 1924 when a third party ticket was in the field.

Six states gave Roosevelt more than a million votes: California, 1,276,423; Illinois, 1,282,304; Missouri, 1,006,613; New York, 2,294,616; Ohio, 1,301,998; Pennsylvania, 278,425.

Hoover polled more than a million in four states: Illinois, 1,432,756; New York, 1,930,678; Ohio, 1,227,978; Pennsylvania, 1,442,393.

No change in Electoral College  
 The figures to date indicate there will be no change in the electoral vote in the final returns from the totals recently compiled, which showed Hoover won only six states—Connecticut, Delaware, Maine, New Hampshire, Pennsylvania and Vermont—with a total electoral vote of 59 as against the other 42 states for Roosevelt with an electoral vote of 472.

The popular vote for Roosevelt and Hoover, by states, based on nearly complete returns, follows:  
 Roosevelt Hoover  
 Alabama 207,910 34,673  
 Arizona 79,254 36,104  
 Arkansas 189,602 28,467  
 California 1,276,423 823,069  
 Colorado 234,571 180,212  
 Connecticut 281,360 287,341  
 Delaware 54,319 57,073  
 Florida 206,307 69,170  
 Georgia 234,118 19,853  
 Idaho 109,208 71,122  
 Illinois 1,432,756 1,432,756  
 Indiana 890,626 671,179  
 Iowa 597,416 414,840  
 Kansas 424,204 349,498  
 Kentucky 580,574 394,716  
 Louisiana 190,925 18,216  
 Maine 126,005 163,500  
 Maryland 314,314 184,184  
 Massachusetts 850,027 775,663  
 Michigan 873,847 740,808  
 Minnesota 600,896 363,859  
 Mississippi 140,168 5,170  
 Missouri 1,006,613 531,128  
 Montana 127,465 78,064  
 Nebraska 395,082 201,177  
 Nevada 24,367 10,546  
 New Hampshire 100,608 108,929  
 New Jersey 806,603 775,663  
 New Mexico 88,465 59,920  
 New York 2,294,616 1,930,678  
 North Carolina 498,096 208,334  
 North Dakota 147,929 64,880  
 Ohio 1,301,998 1,227,978  
 Oklahoma 516,468 188,185  
 Oregon 210,313 132,326  
 Pennsylvania 1,278,425 1,442,393  
 Rhode Island 145,853 114,320  
 South Carolina 102,347 99,138  
 South Dakota 183,450 99,138  
 Tennessee 251,089 125,259  
 Texas 623,744 55,329  
 Utah 116,750 84,775  
 Vermont 84,751 77,665  
 Virginia 203,980 89,637  
 Washington 243,024 149,600  
 West Virginia 402,895 327,758  
 Wisconsin 676,417 332,601  
 Wyoming 54,702 59,310

Total 22,314,058 15,575,474

## Flight 'o Time

(Medford and Jackson County) History from the Files of The Mail Tribune of 44 and 10 Year Ago.)

TEN YEARS AGO TODAY  
 November 30, 1922  
 (It was Thursday)  
 Medford high defeats Forest Grove 41 to 2 in well played game. R. Singler, Beeny Donovan and Baughman star for Medford. The Forest Grove coach says: "We would rather be beaten by Medford than win from any other team."

Pop Gates sells Jesse Winburn of Ashland a Lincoln sedan.

The Salvation Army feeds three hungry strangers Thanksgiving day.

The hills are white with the first snow of the year.

French actress on visit to Montreal, Canada, kisses 114 callers.

Senator McNary of Oregon joins the Bull Moose wing of congress.

Three men die in Portland hotel blaze.

TWENTY YEARS AGO TODAY  
 November 30, 1912  
 (It was Saturday)  
 Mr. and Mrs. Orris Crawford entertain a group of friends at dinner.

"Weary Starts Things at Punkinville," uproarious comedy at the Ugo.

Grand jury to probe charges that Medford gang has hands in county vaults.

Fourteen days of peace to reign over Balkans—then war renewed.

Local weather service to be bettered.

Business fears Democratic congress which opens tomorrow.

## Band Box Sale Will Clear Way For New Goods

To make room for early spring merchandise, the Band Box and Shoe Box has announced a clearance sale of shoes, hats, dresses and coats, beginning tomorrow morning, Thursday, offering its customers exceptional bargains on the remainder of their fall stock.

Through consistent advertising in The Medford Mail Tribune and by selling moderately priced apparel this store has succeeded in weathering the depression and indications are that this past year will be one of the most successful in the history of the little shop at 228 East Sixth street, according to Mr. and Mrs. U. J. Carpenter.

## Worried Mother LEAPS IN CISTERN

TOLEDO, O., Nov. 30.—(AP)—Throwing two of her children into a cistern, Mrs. Rose Burger, 29, jumped in after them today and drowned. One of the children, the feet bound together, was rescued but the other drowned.

Floating in the water with the bodies was the will of Mrs. Burger's father, John Geckle, 78, over whose death and disputed provisions of the will she was reported to have been despondent.

Six-month-old Clarence Burger drowned with his mother, Virginia, 5, was rescued by the father, Fred Burger, who was aroused by a third child, Janet, 7.

## WHAT CAUSES STOMACH GAS

Doctors Find Most Cases Due to One Condition. Stomach Sufferers Find Relief.

Sufferers from gas bloating, indigestion, flatulence, and similar troubles will be interested to know that recent medical discoveries have found the cause of the commonest of ailments. The disease is called Intestinal Stasis. It is the result of the inactive life most of us lead today, and improper food that does not give our digestive organs enough exercise. It is one of the most common diseases known to mankind. Three out of four persons have it.

What is Intestinal Stasis? Intestinal Stasis is the too slow movement of waste matter through the bowels. It is not a new name for constipation, for you can have one, or possibly two, UNCOMPLETED bowel movements a day and still have Intestinal Stasis. Any waste food matter, from which the body has taken all nourishment, that stays in the bowel tract too long, will cause gas and poisons to accumulate.

This takes away your pep, gives you a lousy, listless feeling. It often results in dull headaches and even more serious trouble. This suffering is entirely unnecessary for you can get quick and complete relief by giving your system a REAL intestinal cleansing with Adierka.

Get Quick Positive Action. Laxative or pills seldom overcome Intestinal Stasis. Soda, magnesia, "gas tablets," or powders give only temporary relief. Intestinal Stasis and the diseases of which it is the result are relieved best by continued REAL intestinal cleansing, and by increasing the natural activity of the bowel tract. Adierka gets to the bottom of your trouble by removing the cause. Ordinary laxatives and physics act on the lower bowel only. But Adierka acts on BOTH upper and lower bowels. Adierka is thorough in action, yet acts without discomfort of any kind. It can be given to any member of the family with complete safety for you can have no harmful drugs. Adierka is quick in its action often giving relief in thirty minutes. Don't suffer another hour from indigestion, nervous dyspepsia, dull headaches, sleeplessness, sour stomach and gas bloating. Get Adierka today at your drug store and learn what complete relief really is. FREE SAMPLE will be mailed on request. Adierka is sold in Medford, St. Paul, Minn. Sold in Washington, D. C. Health Drug Store.

## WARBLING OF AL PROVES 'WOW' IN GOTHAM SINGFEST

(Continued from Page One)

leader. It was a good idea. He got volume.

An unfortunate phase of the affair was the failure of the critics to agree on the range of the artist's voice. The times called him "a promising tenor." The Herald-Tribune referred to him as the "brown derby baritone."

Critics on other papers had not quite made up their minds.

Some persons pretended to observe a nervousness as the tenor legged advanced to begin his first number. There was some misunderstanding between the singer and the orchestra as a result of which the orchestra was away to a flying start before the singer Smith was in his proper attitude.

But it did not seem to bother him. He merely turned to the orchestra and said: "One of us is wrong. Let's get together." The hint had its effect, for on the next attempt Mr. Smith and the orchestra got away to practically a simultaneous start. From there on it was Smith in a romp.

Before the recital was over Mr. Smith had sung the "Sidelwalks" thrice, and as he departed amid such "bravo" as Caruso might have envied, he twisted the cigar in his mouth, grinned happily, and said: "I'm glad you liked it."

## Sales Tax With Shelter Exemption Is Explained

In Series of Short Articles, J. C. Barnes Explains Details of His Proposal to Lighten Tax Burden on Workers

X.  
 Application of Shelter Tax Exemption.

If, in Jackson county, the state tax was 4.5 mills and the county tax for all expenses, including high schools, 11.8 mills, then the balance of the 40 mills, or 23.7 mills, would go to the school district, each school district receiving its pro rata amount of tax exemption in the district.

If the expense of the administration of our school system was made a part of our state expenses then the equalization between different districts would be unnecessary.

If this proposal was put into effect the tax receipt would be made out exactly as now and each property owner's taxes would be figured as it is now. Then there would be added to the present form of tax receipt three columns. In the first column would be placed the amount of millage tax exemption for state, county and school purposes. This millage exemption in the individual tax receipt would vary in each school district as it does now. In the next column would be carried forward the amount of the credit and the amount of taxes left to be paid would be placed in the third column, found by subtracting the amount in the second column from the amount shown on the original receipt. If the assessed value of a holding was \$1500 or more, then the credit would be found by multiplying the millage tax rate as shown in the first column by \$1500. If the assessed value was less than \$1500, says for example \$800, then the amount of credit to go into the second column would be found by multiplying the millage rate shown in the first column.

As an example, to show the amount of taxes saved, I will take a home in Medford Oregon, as assessed value of which is \$1800:

|  |              |
|--|--------------|
| State and county tax                   | 39.5 mills   |
| Special road levy                      | 2. mills     |
| Total                                  | 41.5 mills   |
| Assessed valuation on \$1800           | x 41.5 mills |
| Shelter tax exemption \$1500           | x 39.5 mills |
| Taxes remaining to be paid in the city | \$ 48.35     |

This \$48.35 is the amount of tax reduction on this home. In order to equalize the tax exemption between the county and the city taxes, or special assessments for road purposes in the county, or other special assessments, the voters might see fit to impose upon their property, would not be included in the exemption. Taxes for state, county and school purposes only would be exempted. If this property had been, we will say, in road district No. 3 in Jackson county, Oregon, where there is a two mill special road levy, the figures would have been as follows:

|  |            |
|--|------------|
| Total                                  | 60.3 mills |
| Assessed value \$1800 x 60.3 mills     | \$107.00   |
| Shelter exemption \$1500 x 39.5 mills  | \$ 59.25   |
| Taxes remaining to be paid in the city | \$ 47.75   |

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## Communications

Pipes Backs Tax Plan.

To the Editor:  
 Will you please reprint my letter to the Medford Chamber of Commerce, which follows:

Gentlemen:  
 In times of prosperity the celebration of anniversaries and the promotion of such functions by our Chamber of Commerce is oftentimes justifiable and serve a good purpose. Such activities, however, do not reach beyond the realm of publicity, and in my opinion they should be dispensed with while we are facing problems that are fundamental to our very existence, and our energies be devoted to some of these problems. This will mean more to our people in 1933 than the celebration of our statehood anniversary. The attendant publicity to our community which would follow in the wake of a leadership which might ultimately mean the solution of a state and national problem would be lasting and filled with reverberations which would reach to distant parts of our continent.

I refer especially to our problem of taxation which I believe is destroying more men and homes, directly and indirectly, than any other problem which confronts our nation. It has become so cancerous that it stands today, in my opinion, as the greatest