



That You May Know!



YOU, HERE IN THE Pacific Northwest, are the world's most particular coffee drinkers. For nearly a half century Golden West Coffee has helped to mold that taste...



ROTARIANS HEAR PERSONALITY TALK

"Personality is Business" was the subject of an address delivered to the Rotary club last Thursday at the Columbia Hotel by Edward Westfield of Hollister & Beckman, San Francisco business engineers.

Mr. Westfield told how one of the great and profitable distributing concerns is forging ahead of its competitors, because it teaches its employees the value of courtesy and the development of personality.

GOVERNOR PATTERSON ON INCOME TAX

Since the election of Oregon will vote on the income tax at the special election called for June 28, the views of Governor Patterson on the proposed measure will be read with interest by Hood River voters.

My examination of the system of raising public revenue in Oregon has led me to the conclusion that the bankers and the farmers are the two most heavily taxed classes in the state.

I am, therefore, particularly anxious to speak to this group of the two tax measures which are to be voted on at the special election on June 28th—the income tax measure and the constitutional amendment providing for the change in the tax base upon which the State Tax Commission determines its levy each succeeding year.

In 1923 the State Tax Commission was levying directly against property taxes which produced revenue in the sum of \$3,000,000. This was the general property tax, exclusive of the millage taxes which had been voted directly by the people and have been regarded as not being within the six per cent limitation provision of the constitution.

"THE FOOL" IS OPENING NIGHT ATTRACTION Chautauque Starts With Channing Pollock's Famous Drama.

In selecting plays for Chautauque presentation, it is necessary to keep in mind the likes and dislikes of the Chautauque patrons. "The Fool," which is the opening night attraction at this year's Chautauque, is not only a marvelous play from the dramatic standpoint and one of the most successful Broadway hits in recent years, but its theme is one of fundamental appeal to all of the millions of Americans who believe that the church and religion have a dominant place in modern life.

The cast which presents the program of one of our seasonal actors who give the production with all the feeling and fire that the gripping theme demands. The part of the preacher is taken by Davis Lindstrom, whose physique and looks fit him ideally for the part and whose long experience in the character makes him seem a part of it.

ed indebtedness or interest thereon, than the total amount levied by it in the year immediately preceding for purposes other than the payment of bonded indebtedness or interest thereon, plus five per cent thereof.

The legislative session of 1923, as you know, enacted an income tax measure which was sustained by vote of the people. It was enacted for the purpose of reducing the direct taxation against property. The revenue from the operation of this income tax resulted in a very much lower general property tax for the year 1924.

As a result of this reduction in the tax base, the State Tax Commission in December, 1925 found itself able to levy for the expenses of the year 1927, only \$2,100,000, or \$1,400,000 less than was levied in 1922.

Having in mind that the state required \$3,000,000 more than could be raised without direct vote of the people I suggested to the legislature the income tax and the titling bill, hoping that the income tax would produce about \$2,000,000 and the titling bill something less than \$1,000,000.

In order that we may not again face such a deficiency in this state and have to call upon the people to authorize an increase in levy, such as will be authorized if the income tax measure is endorsed, a constitutional amendment raising the tax base to \$3,500,000 after 1928 has been prepared for your approval at the special election on June 28th.

By the way, this proposed constitutional amendment will clear up the question of which state tax levies actually come within the six per cent limitation of the constitution and which do not. A reading of the constitutional amendment will disclose to you that the millage taxes voted by the people are not within the six per cent limitation.

As to the income tax, in the past the income tax measures which have been placed on the ballot in Oregon have met opposition because they aroused an element of antagonism of one class of property owner against another.

Exemptions provided by the law, other than for dependents, are fair and equitable. Deductions may be made from the gross income, in order to ascertain the taxable net income, as follows:

- (a) Expenses for doing business, including a fair compensation for personal services.
(b) Interest on indebtedness.
(c) Taxes accrued or paid within the income year except inheritance taxes or income taxes under this enactment.
(d)-(e) Losses sustained in trade or business.
(f) Loss by fire or other casualty not compensated for by insurance.
(g) Bad debts.
(h) Reasonable depreciation and obsolescence.
(i) Contributions to religious, charitable, scientific or educational organizations, up to 10% of the net income.
(j) Dividends from stock in corporations.

A very simple blank will be provided, and no person need fear legal charges for filing income tax returns. Senate Bill No. 362, enacted by the recent legislative session, provides for exemption from the general property tax of all stocks, bonds, notes and intangible property of similar character, if and when the income therefrom becomes subject to the proposed income tax, thus averting the possible unfairness of double taxation.

On large incomes the rate of tax is so heavy as to be burdensome because the tax is against net income, and will, with income tax payers of large amounts, as well as those of lower incomes, have a reflection in lower taxes on general property.

I cannot emphasize too strongly the point that the suggested income tax does not propose to superimpose itself on the present general property tax. It anticipates a distribution between general property and income of the quota of public revenue necessary for carrying on governmental activities.

I have always held to the theory that a very large majority of the people in the state will pass intelligently upon any governmental matter, when all the facts are fairly understood by the public. I believe, also, that a very large majority of the people are not only willing, but anxious to bear their just share of the burdens of government.

I have no desire to pose as an alarmist. It is with no wish to coerce any person into voting for the income tax that I put to you the question "If we do not stabilize the financial situation of Oregon by enacting the two revenue measures to be submitted to the people on June 28th, what are we to do?"

W. C. T. U. The regular monthly meeting covered that institution at the home of Mrs. C. E. ...

Modern dance at Rockford Friday night.

Advertisement for Pacific Power & Light Co. featuring 'JUST 3 More Days' and 'Washing Machine'.

Kelley Bros. Hardware advertisement featuring 'Here Comes the Limited' and 'When the neighborhood youngsters call for your children, you'll want them to be able to enjoy this healthful, happy exercise too.'

Advertisement for Coaster Wagons and For Tiny Tots, listing prices from \$6.50 to \$11.00 and \$3.25 to \$4.00.

ROLLER SKATE SPECIAL advertisement for 'The famous "Speed King" Ball bearing skates in both the boy's and girl's models, at this special price. \$1.95'

A Fly Time advertisement for 'The Crag Rats, Hood River Guides, K. P. Band and the Drum Corps are going to have a Fly time at the Portland Rose Show.'

Advertisement for 'and so are you' featuring 'If you do not replace that old screen door and get some screen windows. We have what you want'

C. C. Patrick & Co. advertisement for Diplomatic Linen, Collapsible Linen, and Louis 14th, with prices.

WATKIN'S advertisement for Germicide, Dip and Disinfectant, 'The cheapest livestock insurance'

Whiting & Cook Stationery advertisement for 'Just Received a Shipment of Whiting & Cook Pencil Stationery.'

HOOD RIVER DRUG CO. advertisement for 'SPECIAL THIS WEEK' featuring 'Iced tea and water glasses, 75c per doz.'

LOW FARES East advertisement for Union Pacific, 'Low fares slip to other points in Middle West, South and East.'

UNION PACIFIC advertisement for 'Low fares slip to other points in Middle West, South and East.'

PAUL'S Mister Quick advertisement for 'Add a cornice here and there. It will make your home more fair.'

PLUMBING HEATING advertisement for 'PAUL'S PLUMBING SHOP'

DO YOU WANT YOUR RUPTURE CURED? advertisement for 'If you would be interested in a new non-surgical method for the home treatment of ruptures...