

FARMERS GAIN A COOL BILLION OVER LAST YEAR

The farm income in the United States will be a cool billion dollars greater than in 1926, and the distributor of merchandise has a far better market awaiting him than he did a year ago, the Chicago Tribune finds as the result of a business survey it has just concluded.

"Throughout the summer of 1926 production and trade were on an unseasonably high plane," the report says. A collapse last Autumn was inevitable.

"Autumn in 1927 finds condition diametrically reversed. The summer production and distribution volumes have been moderate. Some have even said that commerce was exceptionally quiet. Certain it is that there has been no overproduction, no excessive out-of-season drive for business, no saturation of the consuming public. We have not used up the supply of fuel by overdriving the motor during the summer, and we therefore have enough in the tanks to run the machine at a natural rate of speed throughout the fall. There is certainly sound basis for believing that the distributor of merchandise in the concluding quarter of 1927 has a far better market awaiting him than he had a year ago.

HENRY FORD DONS OVERALLS DAILY

There is a strong belief prevailing in automobile circles that the public will not be kept waiting much longer for the long-looked-for announcement from Dearborn, which will give in detail a complete description of the new Ford car.

That the big plants are now in production of parts is a well established fact. These parts, to a certain extent are now being shipped to various assembly plants, but not the assembled cars, and everything possible is being done to get into quantity production of the completed car at the earliest possible moment.

Mr. Ford, however, refuses to be rushed. He is aware of the fact, better than anyone else, that a false start means considerable trouble, if not disaster. He is personally looking after every detail. He is daily working in overalls, with his small army of automobile engineers,

Governor Issues Proclamation

PROCLAMATION

At this season of the year, it is an American custom to devote a day to the giving of thanks to the Almighty for His bounties; to commemorate the first season of prosperity and plenty.

On this day it is fitting and proper that we review the manifold blessings of the year just past; that we offer true expressions of gratitude for peace and prosperity.

That this nation has been preserved through wars and strife, that it has developed in all the arts and sciences as well as in husbandry and commerce, that it has known no year or universal pestilence or famine, should be constant sources of joy to our people; we should be ever cognizant of our good fortune and pay homage to those first comers who so soundly founded and carefully builded the structure of our national life. That we today stand a leader among nations, supreme in the ways of modern civilization, is a tribute to those Pilgrim Fathers, whose first Thanksgiving give us inspiration today.

To help preserve the ideals of American simplicity and virtue and Christianity, the President of these United States has proclaimed that a day be set aside for the observance of Thanksgiving, and in conformity thereto, and by the authority in me, vested, I, I. L. Patterson, governor of the state of Oregon, do hereby proclaim and designate Thursday, November 24, 1927 as Thanksgiving Day, and do hereby set it aside as a public holiday. I earnestly ask the citizens of this great state to join together to observe in proper manner the season of Harvest, of Peace and Good will, that we turn our thoughts to the Almighty Father who in His graciousness has given us amply of His Bounties, and that we display the American flag as evidence of our patriotic devotion to the founders of our nation.

IN TESTIMONY WHEREOF I have hereunto set my hand and caused the seal of the state of Oregon to be hereto affixed this 9th day of November, A. D. 1927.

I. L. PATTERSON,
Governor.

In rooms having plain rugs and hangings monotony is avoided by having upholstery with a pattern in the weave. Rugs with very large patterns are used in halls, corridors or large offices.

In rooms subject to constant use,

rugs having considerable, though not contrasting pattern, are best used as they do not show footprints or wear as do plain ones.

Braid rugs, rag carpets and hand-woven rugs are used to best advantage in cottages or (old time) rooms.

Grenadine and marvulsette have locked threads one way and the threads can be pulled in one direction only. Net has locked threads both ways, making it stronger than scrim, volle, cotton etamine, grenadine or marquette.

Camel

keeps right on delivering enjoyment

Camel holds the leadership because it delivers complete smoking pleasure—that's Camel's platform.



If all cigarettes were as good as Camel you wouldn't hear anything about special treatments to make cigarettes good for the throat. Nothing takes the place of choice tobaccos.

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Entry Blank FOR Slogan Contest OF Palmer Music House Medford, Oregon

I SUBMIT THE FOLLOWING SLOGAN IN YOUR CONTEST: LIMIT 10 WORDS

NAME _____

Street _____

City _____

CONTEST DEPARTMENT

and if his new model is not all he says it will be, he alone will shoulder the responsibility.

No official statement has as yet seeped through the walls of the executive office that would indicate when the announcement will be forthcoming, and, considering the mammoth task of designing and building a complete line of new cars, the secret has been well kept. It is a case of making speed slowly. Mr. Ford announced several months ago that when the car is offered to the public for either approval or disapproval it will be the best he knows how to build in the low price field. Before the public will have an opportunity to buy, every dealer in the country must be supplied with a "copy." This in itself is a big order, not yet begun. The factories are ready and waiting for the whistle that will start production in quantity.

By Rail or Highway to Portland

—fast trains augmented by new silver-gray motor coaches.

New convenience for travelers to and from Portland and intermediate stations. Luxurious motor-coach service of Southern Pacific Motor Transport Co., in addition to improved schedules of Southern Pacific trains.

Get your copy of the new time folders. Note the faster time of the "Sbast" and "Oregonian." These trains southbound provide comfortable, convenient service to California points.

Silver-gray motor coaches from Ashland daily; additional service from Roseburg and Eugene north.

Southern Pacific rail tickets good on motor coaches of Southern Pacific Motor Transport Co.

Southern Pacific

E. H. RADTKE

Agent

You can always depend upon splendid baking results with Crescent—the Double Acting Baking Powder

"Electric Power!—A Consumer-Owned Industry"

Says Haley Fiske
President of the Metropolitan Life Insurance Company

"There can be no doubt that light and power distribution is a most important element in our life, in the community, in the neighborhood, in the household. The ownership of the electric light and power companies is now in the hands of more than 2,000,000 direct investors in public utility stocks, and indirectly, in the hands of millions more of bank depositors and holders of life insurance policies through their ownership of public utility bonds. This is people's ownership under public regulation."*

SINCE Mr. Fiske's statement was made, the number of investors in electric power companies has grown to over three million.

It is estimated that during 1926, nearly four hundred thousand customers bought over three million shares in the electric power companies serving them. All told, over thirteen and a half million shares of stock have been purchased by the customers of these companies. These owners are found in every walk of life. Two companies alone report nearly fourteen thousand customer stockholders, representing 269 separate occupations.

The movement toward customer ownership of industry finds its largest expression in the electric power companies because of the

high sense of responsibility developed by these companies in their dealings with the public.

Operated under the American principle of individual initiative, and directed by a personnel of tested integrity and public-mindedness, these companies have so definitely identified themselves with the interest of the public, that the structure of America's prosperity and progress rests to a large degree upon their service.

America's unequalled level of comfort and prosperity, made possible through cheap, abundant power, developed under the American principle of individual initiative, is the best of reasons why that principle should be preserved and perpetuated.

*The complete text of Mr. Fiske's statement will be furnished upon request.
THE CALIFORNIA OREGON POWER COMPANY



OFFICES:
Medford, Grants Pass, Roseburg, Klamath Falls—Oregon
Yreka, Dunsmuir—California

