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Money, Brains or Love?

By THOMAS ARKLE CLARK
Dean of Men, University of Illinois.

MARY CURTIS was acknowledged to be the prettiest girl in town, when I was a boy. I did not myself enjoy the privilege of urban life, living instead on a farm some distance out, and so viewing the town maiden with some degree of awe and admiration.

Mary was the popular citizen from the moment she entered high school. Her father was by no means affluent. He did, in fact, operate the village hardware store, but Mary was his only child and upon her he lavished the results of his limited gains from disposing of base burners and shingle nails, and garden tools. Mary had the clothes, and the curly locks, and the pleasant smile, and an eye out for the main chance. All the fellows were crazy about her.

She got through high school without any permanent emotional entanglements, and she was well on in college before she actually had to say yes or no to any matrimonial proposal. Whenever she had seen an offer of marriage coming her way she had always been able to duck or to sidestep the encounter. When she was a senior she had a dozen admirers at least, but there were three with whom she ultimately realized she would have to settle. They meant to have a decision.

Clayton was the brainiest man in college. If keenness of mind and an ability to solve a difficult problem when it presents itself count for anything, then Clayton would be heard from some day. But he was cold, he was self-centered, he was personally ambitious, and he had little more than future prospects. He was not an interesting lover.

Jordan loved her to distraction and unwisely let her know it. He was the most unselfish, the most popular, and the most likable man in college, but he was poor, desperately poor. Whoever married him would have to start humbly and be satisfied, at first at least, with hard work and love.

Martin was more or less of a non-entity, but he had money. He was uninteresting and stupid, but he dressed well, he sent her flowers and took her riding and she knew he could give her a beautiful home, good clothes, motor cars, and an easy, comfortable life.

Brains, money, love—which should she choose? She didn't hesitate long. Shortly after she got out of college she married Martin and he took her to the big ugly house which he had built for her.

I see her often, and I wonder sometimes if she ever regretted the choice she made. She has grown rather stout; the corners of her mouth droop; her face shows a rather dissatisfied, discontented mind. She's hard to get on with, the neighbors say. She has found Martin stupid, and she's discovered that money, after all, isn't everything. I wonder if she doesn't sometimes think regretfully of the day when Jordan told her that he loved her and when she refused him, for Jordan got on very well and he is said to have the happiest home in town.

DON'T BE A MISER

The Treasury Department estimates that there are 8,000 misers in America, who keep their hoardings merely to gloat over them. The estimate is that \$400,000,000 in cash is hidden away in mattresses, holes in the wall, in socks, in various clever or foolish places, instead of being deposited in safe banks.

Money hidden away and not used is essentially dead. Much of it is destroyed in fires, by rats, by the death and forgetfulness of the holders. It is an utterly foolish thing to do—to slave away to earn money, putting one's lifeblood into it, and then lay it away to mould or to be stolen or lost. The only money worth having is the money at work.

THE ELECTRIC AGE

An alarmist newspaper sees a great menace to the American people from what it calls a gigantic superpower electric combination in the United States.

This being an age of electricity the superpower menace can be juggled to alarm the public not yet familiar with the advantages of handling electricity in larger units.

When the handling of electricity in gigantic units is found to be the means of supplying the cheaper light and power to every farm home, the political scarecrow of superpower will disappear.

Better repairing and reconditioning for less at the Independent Garage.

LOCAL POWER COMPANY GETS NATIONAL PUBLICITY

Two items of particular local interest appear in the January issue of "Byllesby Management", a brand

Off-the-Side Trims Continue in Favor



Ribbons, flowers and plume continue to drop from the side of the hat shoulderward. Because the milliner has an eye for lines of beauty, this style of trimming has been revived with renewed interest for this spring. Then, too, the big argument in favor of these side-drop trimming effects is, that they are very becoming.

Many of the lovely pastel-colored beaming ribbon toques, which are a much-heralded vogue for this spring, feature the flattering off-the-side trim.

The hats in this picture present charming versions of the graceful to-the-shoulder-side-trims. In the one instance the toque is satin with uncut velvet ribbon looped to charming grace. The other model is one of those smart crochet straws. Its color is blond and the rosetted bow, with slash ends falling to the shoulder, are in a bright amber shade.

Gay colored felts with pendant trimmings of flowers in match shade, are greatly in evidence at southern resorts.

new publication issued by H. M. Byllesby and Company. These items concern the California Oregon Power Company, which is one of the latest public utilities to join hands with the Byllesby organization.

One of these articles features the new "Copco Two" Power Development recently completed by this company, and is illustrated by two excellent photographs of the new power plant and "the largest wood stove pipe in the world."

The other item covers the motion picture activities of the Copco organization and brings out the novel application of motion pictures to various public utility lines of endeavor as instituted by this company. An illustration showing one of the recent Copco County Fair exhibits, in which motion pictures proved one of the main attractions, was used in connection with the latter article.

"Byllesby Management" is an attractive new monthly publication devoted to the best interests of the many customers, stockholders and employees of the Byllesby properties throughout the United States. If the first issues to be considered a fitting criterion for what is to follow this publication will no doubt prove an invaluable aid toward promoting a nation-wide spirit of helpfulness and cooperation between the various companies which go to make up the Byllesby organization.

The following "Foreword" by President J. J. O'Brien strikes the keynote of this publication and presents ample proof of its reason for being:

"To the Members of the Byllesby Organization—

More than 200,000 persons, including ourselves, have supplied capital to provide the properties, worth not less than \$750,000,000, devoted to vital public service and represent a responsibility both to public and investors which every member of the organization should regard as sacred. The standards under which we have reached a high position in the business world are exacting and must not be lowered. Continued improvement is the price of continued success. Toward the proper fulfillment of our obligations Byllesby Management, it is hoped, will prove an instrument of great usefulness."

The purposes of Byllesby Management" are set forth in this initial issue by a comprehensive article written by Vice President, Halford Erickson, whose opening statements are as follows:

"The main purpose of this publication, Byllesby Management, is to endeavor to promote closer relations, not only between the operating department of the Byllesby Engineering and Management Corporation in its general offices throughout the country which it is operating, but between these local properties themselves.

"This step has been deemed advisable because many of these properties are located so far apart that it is only through some such means as a regularly issued periodical that they can be kept in closer touch with each other.

"The importance of bringing about the closest possible relations of this sort is indicated by the fact that it is the experience almost everywhere that the more closely the different plants, under the same management, can be kept in touch with each other, the more uniform their practices will become and the more efficient will also be their methods of operation.

"The plan is to publish and discuss facts and opinions that may be of interest to the managements and employees as well as to the customers or the public. It is of the most vital importance to both the plants on the one hand and the customers on the other that the service furnished should be as good as it can be made under the circumstances and that the conduct of the employees should be at all times courteous and considerate. As a matter of fact, the two

must go hand in hand, for good service consists not only of service that is fully up to the standards laid down but of the most sincere efforts on the part of the employees of the plants to please the public in other respects.

"Experience has often disclosed that the customer is much more willing to overlook occasional interruptions in the service than to forgive thoughtless and inconsiderate conduct on the part of the employees of the utility with whom he has to come in contact. It is also of the greatest importance that the service furnished should be produced and delivered so economically and efficiently that it can be sold for a comparatively low price or rate. Service of this kind cannot be furnished without an efficient, up-to-date, and well-maintained plant and equipment and without close attention to their duties on the part of the employees involved."

The entire issue is to replete with many excellent articles concerning the various properties which are scattered over eighteen states, and should prove of material assistance and benefit to each and every company within this nationwide organization. Future issues will not only cover items of interest regarding the Byllesby properties but will also include numerous articles upon the territory served by these companies in a manner somewhat the same as that adopted by Copco's monthly magazine, The Volt.

AN ERA OF GOODWILL

William Green, president of the American Federation of Labor, sends a statement to the American press, that in his opinion we have entered upon an era of goodwill in the relation of labor and capital.

During the past year great progress was made in learning how these great forces of society can live together; and organized labor, in his opinion, sees in the new year a hopeful outlook for industry.

For labor, he declares emphatically that the ultimate purposes which material benefits are to serve are essentially spiritual.

He says this end can only be accomplished in the highest degree, by keeping in mind that workers are humans seeking opportunity and enter-

prise worthy to engage their time and working to higher ideals.

To this end they seek cooperation and understanding, contending for justice and opportunity, without waste of energy and resources.

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Making Landscape in Florida



Whenever a Florida real estate man needs more "landscape" for his "development" he just goes out and makes it. This picture shows how full-grown palm trees are taken up, transported and transplanted.

SMILES BY MILES



AN OLD MAN LIVED BACK IN THE HILLS



WHO THOUGHT HE HAD FEVER AND CHILLS



BUT HE WAS MISTAKEN



HIS LIVER AND SHAKIN'



WERE ENDED BY MILES' LIVER PILLS

