

CENTRAL POINT AMERICAN

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EDITORIAL

The best man won.

Every loyal American will observe Armistice Day, November 11.

It is all over, and in some cases, was a dirty campaign.

Now Armenia seeks a \$50,000,000 loan from the United States. Personally, we haven't the money, and if we had it we would be afraid of the security.

The biggest thing in America—The Pacific International Livestock Exposition, has been drawing exceptionally large crowds all week in Portland, the metropolis of Oregon.

NAUGHTY, NAUGHTY QUEEN

Radio owners have heard the Queen, thousands of Oregonians have seen the Queen, Portland went wild, simply wild, over the Queen. Queen Marie of Rumania, with her son and daughter, has visited our wonderful state this week and, according to her own words she "fell in love with us." That's all well and good. Oregon takes great pleasure in entertaining visitors and a beautiful queen as a guest is received with much pride with the welcome. We like Her Majesty, Queen Marie and have read much about her democratic ways. We like her, we say, but our estimate of her high character fell just a tiny bit when we are informed that she smokes cigarettes.

Thanksgiving Day, November 25, Thursday, as usual. We never have experienced as much general prosperity as the country enjoys today. We fortunate few living in "The Land Where the Rogue River Flows," (as the Central Point American adopts for a slogan) are doubly blessed with the things bestowed by Nature. Why not be thankful, and on the day—proclaimed by our president as a day of general thanksgiving, we can eagerly join the populace of this wide land in giving thanks to our alwise and just Creator for the best to be found on the universe.

SHOP EARLY

With Christmas only a little more than eight weeks ahead, the merchants and the newspapers are commencing to push the annual "shop early" campaign. It is being pointed out that the autumn season already is well advanced and that the holiday shopping rush probably will be heavier than usual this year, for bumper crops and prosperity are supplying the people with ready money and making them feel both liberal and optimistic. As a result it is anticipated that the coming holiday trade will take on "bumper" proportions, to correspond with the bumper crops and the general good times that are gaining headway every day. And this will mean unusually busy times in shops and stores, with a prospective "rush" of trade just before the advent of the holiday season. Anticipating an unusually heavy holiday trade this year the merchants all over the country are planning to make an extra effort to induce early shopping and are earnestly advising the people not to put off their shopping until the last few weeks, or days, before Christmas.

THE ROMANCE OF ELECTRICITY

What would happen if a giant

switch could shut off electric current from world use today? E. B. Criddle of the Southern Sierras Power company, Riverside, California, shows the dependence of humanity on electricity. He says: "We are today living in what may well be termed the 'electric age'; the age of all others most replete with opportunity, action, romance. It has been called by some, and I think miscalled, the 'jazz age,' but, is not this very jazz a feeble if perchance a misdirected effort, to get into step, shall we say, into synchronism, with the spirit of the times; to keep up with the inevitably swift pace of this age of electricity which has linked together in intimate and immediate contact the uttermost ends of the earth.

- "E—Embodiment of mystery.
- "L—Lightener of burdens.
- "E—Energy; light heat, power.
- "C—Carrier of winged messages
- "T—Towering above all other.
- "R—Revolutionizing modern industry.
- "I—Irresistible, incomprehensible.
- "C—Chained lightning.
- "I—Incomparable, untiring servant.
- "T—The unknown and unknowable.
- "Y—Yielding prosperity and happiness.

"Without electricity today, the wheels of progress, and almost of existence, would be stilled until men could readjust themselves to the changed conditions, and revert to the candle, oil lamp and gas for lights; to fuel of some kind for all heat; to horses and steam for power and for transportation, and to the bicycle and the small boy for carrying messages. Many conveniences now deemed necessities, would be gone forever.

"America leads the world in electric development. In 50 years we have seen the fantasy of Alladin and his wonderful lamp surpassed a thousandfold. Can we, in our wildest dreams, imagine what the next half-century has in store?"

FOR A HIGHWAY TOURIST HOTEL

Central Point was visited one day last week by Walter E. Kelly, an architect from Portland, who was looking over the possibilities of erecting a large fireproof, modern tourist hotel in our city. He was especially impressed with the location on the corner, where the opera house recently burned, making the lot vacant. It is probably the best location in town for the hotel site. Mr. Kelly returned to Portland to make a report to the men financing the proposition and a decision will probably be made this fall as to whether the project will materialize or not. Here's hoping; and a prediction for its success.

RECKLESSNESS AND REGULATION

Only a relatively small per cent of automobile drivers are careless. But they are sufficient in number to make driving on the highways hazardous. On a Sunday or holiday many people refrain from driving because of the hazard. It is neither fair nor is it necessary that careless drivers should drive others off the highway, to which and on which everyone has an equal right. Automobiles are safe, highways are safe and driving practices must be made safe.

An oil company, operating several hundred trucks, has not had a collision or accident on the highways or at railroad grade crossings for a number of years although during that time its trucks crossed railroad tracks more than 31,000,000 times. It selects its drivers with proper care, instructs them in safe practices and gives them to understand that

failure to stop, look and listen before crossing a railroad track, or failure properly to observe traffic rules and safe practices on the highways, will result in dismissal from the service.

It logically follows that public regulation of the same character would accomplish a like result, and with automobiles increasing in number, with proportional increase in congestion and hazard of accident, the point has been reached and the time has arrived for affirmative legislative action in this regard.

But compulsory automobile insurance is not the solution; it will not reduce accidents; it will tend to increase them by removing the last vestige of personal responsibility from persons already careless.

IDAHO EDITOR WRITES PAPER

Cambridge, Idaho, Oct. 25, 1926

Mr. Paul Robinson, Central Point, Oregon

Dear Robinson:

I have received a couple of copies of your paper and as is usual with your papers, enjoy reading it very much. I wondered, when I heard about a month ago that you had left Vernonia, where you would locate next as I felt you would not long remain out of an editor's chair. I am sure the people there will profit by the work you will do to build up your community; I hope that they will appreciate your efforts.

I visited Central Point twenty-six years ago this fall. It was not much of a place then but, judging from your newspaper, and that is the way most towns are judged, it must be quite a progressive little city now. I do remember the beautiful country around it and I know that you have located in a very desirable region in which to live.

With best wishes for your continued success and with kindest regards to yourself and Mrs. Robinson, I am Sincerely yours, R. M. Seofield.

Central Point American,

Dear Sirs:

I too, want to take advantage of your "bargain month subscription" and I am enclosing check for \$1.00 for renewal to your much appreciated

paper. Yours very truly,

Mrs. Robt Kyle, Medford, Ore.

J. E. Vincent came in as the paper was out last week, and renewed his subscription a year in advance.

We Will Welcome You As A Shareholder



You Can Share In the Wages of Capital

Capital, like labor, earns wages. The wages of capital are interest and dividends.

You can share in the wages of capital by investing in Preferred Shares of this company.

You will receive your capital's wages regularly—a dividend check by mail—every three months.

A large sum of money is not needed—you can start investing with as little as \$5.

You Should Know the Facts About Investment In Our Preferred Shares

THE CALIFORNIA OREGON POWER COMPANY

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

Christmas Greetings

For Every Family, Firm and Individual

For all the County

Christmas Cards of many shades and designs now at the Central Point American office for your inspection. Every one gets Xmas greeting cards. Order some now, so you will sure have them when you really wish you had them.

We have very attractive cards with envelopes to match, and we print in up-to-date type, your name or your family or your firm name. All for prices ranging from 10 cents up to 40 cents each.

THE BEST AND MOST ECONOMICAL CHRISTMAS GIFTS YOU Can make

We sell them and print on them in lots as low as 25 cards to a customer, or for stores, professional offices and firms who care to remember their patrons and friends, we can furnish any amount at most any price.

All grade and high school students will want Xmas cards this year for their fellow students—call at the American office to see samples now.

DON'T BUY CHEAP CARDS AND TRY TO SCRIBBLE YOUR NAMES ON THEM.

It costs no more for a good job of printed cards that we furnish.

Christmas Card Headquarters. Order now to be sure.

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