

THE CENTRAL POINT AMERICAN

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Devoted to the best interests of Central Point and vicinity.
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Office—Second Street, off Main
ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS

PUBLIC AWARENESS

Public awareness of the need for safe driving was given by the National Safety Council as the probable reason for the marked decline in traffic fatalities that has occurred since November, 1937. The council gives the press of the nation a large measure of credit for creating this "awareness."

Newspapers and magazines have joined wholeheartedly in the efforts of public safety agencies and organizations such as the American Legion and Parent-Teacher groups, to cut down highway slaughter. Tales of gore and horror, of mangled bodies and broken homes have confronted the potential drunken and reckless driver at every turn. Apparently these "messages from the dead" have had the desired effect. In addition to this form of "education," automobiles and highways have been made safer from an engineering standpoint, better laws have been adopted and enforcement has been more rigid.

If the present downward trend of automobile fatalities continues, those who have died in automobile accidents will not have died entirely in vain. Their sacrifice will have served toward putting an end to needless slaughter of human life on the highway. But, in the months and years to come, there must be no relenting, no let-up in the drive to make our highways safe. The automobile must be "broken," as a domesticated animal, and made to serve man—not destroy him.

A LIBERAL RECOVERY PROGRAM

Oswald Garrison Villard, former editor of The Nation and one of America's most distinguished liberals, has made a number of specific suggestions that he believes this government must follow if the depression is to be ended. Chief among his proposals are: A suspension of "reforms" in order that business may know where it stands and not be continually battered from pillar to post by unstable policies; the establishment of a fixed and definite policy toward the public utilities, so that this great industry may unleash the billions in spending power that have been dammed up because

of fear of confiscation and unmeetable government competition; tax revision, and the assurance that thereafter there will be no more tax tinkering so long as the present Administration remains in power.

There can be hardly any question of the results of such a program. The doubts that have been so greatly responsible for the slackening of industrial expansion would be largely dispelled. Business and industry would feel a new surge of confidence that would be immediately reflected in reemployment. The investor, driven into financial hiding by well-justified fears of mad tax policies and a vacillating general policy on the part of government in its relation with business, would reappear with funds for progress.

Mr. Villard's program, in brief, is a recovery program, which calls for a return to fundamentals essential to prosperity in any nation.

HOW MUCH DOES POWER COST?

The political "high cost of electricity" myth is shattered by cold statistics. The power industry's record in reducing costs to the public in the face of rising costs for everything it must buy, is certainly not excelled, in the annals of industry.

In December, 1913, the average homeowner used 264 kilowatt hours of current each year, and paid \$22.97 for it. In 1923, he used 368 kilowatt hours, at a cost of \$26.50. In 1933, he used 595 kilowatt hours, for \$32.56. And in 1937, he paid \$34.81 for 793 kilowatt hours. In other words, in that year, he paid an electric bill that was about 59 per cent greater than his 1913 bill—and got in return over 200 per cent more electricity.

Putting it another way, the 1937 cost of living, based on U. S. Bureau of Labor Statistics figures, was nearly 50 per cent greater than in 1913. Yet the cost of residential electric service was almost 50 per cent less!

To make still another comparison, the total paid by the American people for all their home electric service is little more than they paid the Federal government in taxes on liquor alone! And the taxes paid on both liquor and tobacco amount to about \$400,000,000 a year more than we pay for all home electric service, on the basis of 1937 totals.

These are facts—you can verify them for yourself. They make the best possible answer to the old politically inspired fallacy of "high priced power." Nothing we buy gives more for the money than electricity—one of the smallest items in living costs. No industry has done more to better its service and cheapen its selling price. The record of the power industry is a record of unbroken progress in the public interest.

In the face of such a record the politicians who are promoting socialistic doctrines in the United States are using hundreds of millions of tax funds to build government owned, tax-exempt power plants to compete with or destroy highly-taxed private electric companies—for what? You try to answer.

Probable Letter By "Her Dad" 10 Years Later

EDITOR'S NOTE—A few weeks ago we printed a letter signed "HER DAD" asking drivers to help him take care of his little girl by being careful not to run over her on the streets and highways. Now for our part, we do not propose to wait, breathless, to find out what "Dear Dad" may write, say, ten years from now, if his soulful appeal to driver is heeded and his little girl keeps out of their way. If little girls do not change much in the decade we imagine it will be something like this:)

"Dear Pedestrian:
"Today my daughter, who is seventeen years old, is out with my car. What she is wearing I do not know, but it is not much, and is designed to catch the attention of one or more boys slightly older than she and who may be in the car with her.

"Before she took the car out, we talked about several things, but not about where she was going, with whom, or what they would be doing. She is reticent about such matters, and also she seemed to pay scant attention to several suggestions of mine about the care of the car, or to her mother's admonition to be careful.

"My daughter is a nice kid, and not addicted to worry. If I have taken precautions to have the car in good mechanical condition, properly lubricated, the tires safe, and the gas tank filled, she will have no trouble, barring accidents. She knows enough about the car to start it, steer it and stop it, and has heard that there are men who make a business of fixing automobiles when the things go wrong. She probably thinks that such persons inhabit filling stations, but she will be set right when she inquires.

"But she knows that when she steps on a certain knob with her right foot, the car will whizz along at 60 to 80 miles per hour, and she believes that the knob is placed there to make it do so. That is the only way she knows how to drive it, and that is as fast as it will go.

"So please, Mr. Pedestrian, do not let my little girl run over you. You will know her by her happy look, her blonde hair and her red hat. She may be smoking a cigarette and the boy beside her may be hugging her, so that she may not give you her attention if you are in her line of driving. You had better wait until she gets by, or dodge.

"If you get in her way and she runs over you, you may cause her to lose control of the car, she may go through the windshield and scar her pretty face, or she may get tangled up in the steering wheel and need to go to the hospital. Even though she escapes and you don't, she will come home and cry.

"So please, Mr. Pedestrian, do not get run over by my little girl."
"HER DAD"
—Publishers Auxiliary

Legal Notices

SUMMONS FOR PUBLICATION IN THE CIRCUIT COURT OF THE STATE OF OREGON, FOR JACKSON COUNTY
JACKSON COUNTY FEDERAL SAVINGS AND LOAN ASSOCIATION, a Corporation, Plaintiff.

vs.
MARGARET H. SEYLER; MRS. M. H. SEYLER, as Administratrix with the Will Annexed of the Estate of C. H. HOWELL, also known as CHENEY H. HOWELL, Deceased; HARRY HAMILTON HOWELL and MRS. HARRY HAMILTON HOWELL, his wife; the unknown heirs of C. H. HOWELL, also known as CHENEY H. HOWELL, Deceased; also all other persons or parties unknown, claiming any right, title, estate, lien or interest in the real property described in the Complaint herein.

To each and all of the above named defendants:

IN THE NAME OF THE STATE OF OREGON, you, and each of you, are hereby required to appear and answer the complaint filed against you in the above entitled suit, on or before four (4) weeks from the date of the first publication of this summons; and if you fail so to appear and answer said Complaint, for want thereof the Plaintiff will apply to the Court for the relief demanded in the Complaint, succinctly stated as follows:

That a decree be entered adjudicating any and all right, title, estate, lien or claim which you, or any of you, have or claim to have in, to or upon the following described real property, situated in Jackson County, Oregon, to-wit:

Commencing 18.67 chains South and 19.28 chains East of the Northwest corner of Donation Land Claim No. 60 in Township 37, South Range 2, West of the Willamette Meridian, and running thence East 5.70 chains to the center of the County road; thence South 21' 30 minutes East along the center of said County road 4.46 chains; thence West 7.34 chains; thence North 4.15 chains to the place of beginning, containing 2.70 acres excepting therefrom .20 of acre for road purposes;

And also the East one-half of the following described real property: beginning at a point 13.91 chains South and 12.05 chains East of the Northwest corner of Donation Land Claim No. 60 in Township 37, South Range 2, West of the Willamette Meridian, and from said beginning point running thence East 4.82 chains; thence South 4.15 chains; thence West 4.82

chains; thence North 4.15 chains to the place of beginning;

All subject to the liens of the Rogue River Valley Irrigation District; also subject to the liens of the Midway Water District;

and decreeing any and all such claims to be null and void, and decreeing that the Plaintiff is the owner in fee simple of said premises and of the whole thereof, free and clear of any and all right, title, estate, lien or interest of said Defendants, or any of them; and that each and all of the Defendants herein and each and all persons claiming or to claim by, through or under them, or any of them, be forever enjoined, restrained and barred from asserting, or attempting to assert, or claiming any right, title, estate, lien or interest in or to said real property, or any portion thereof; and that Plaintiff's title to said premises be forever quieted and set at rest.

This summons is published in accordance with an order of the Honorable H. D. Norton, Judge of the above entitled Court, dated April 27th, 1938; the time prescribed for publication of this summons is once each week for four (4) consecutive weeks; the date of first publication of this Summons is April 28th, 1938.

GLENN O. TAYLOR
O. H. BENGTSON
Attorneys for Plaintiff
Post Office Address:
126 East Main Street
Medford, Oregon
118—April 28, May 5, 12, 19.

SUMMONS
IN THE CIRCUIT COURT OF THE STATE OF OREGON, FOR JACKSON COUNTY

DOLLIE MAY RUBERTS, Plaintiff,
vs.
CLARENCE ARTHUR RUBERTS, Defendant.

To Clarence Arthur Ruberts, the above named Defendant:

IN THE NAME OF THE STATE OF OREGON, you are hereby required to appear and answer the

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You can always find Bargains at the
Medford Bargain House
27 North Grape Street.

Complaint filed against you in the above entitled Court and cause within four (4) weeks from the date of the first publication of this Summons upon you, and if you fail so to appear and answer said Complaint, Plaintiff will apply to the Court for the relief prayed for in her Complaint, to-wit:

For the dissolution of the marriage contract now and heretofore existing between Plaintiff and Defendant.

That Plaintiff be decreed to be the owner in her own name of the rooming house situated on South Front Street, Medford, Oregon.

That Defendant be enjoined and restrained from in any manner interfering with Plaintiff's freedom or the peaceful occupation of her said business.

This Summons is served upon you by order of the Hon. H. D. Norton, Judge of the Circuit Court of Jackson County, Oregon.

Done and dated April 26, 1938.
Date of first publication is on the 28th day of April, 1938.

W. G. TRILL
Attorney for Plaintiff
Post Office Address is:
Suite 9, Palm Building
Medford, Oregon.
47—April 28, May 5, 12, 19

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TEST, TEST AND TEST



AMERICAN industry, according to Consumers Information, surpasses that of any other country in its exact methods of testing products and so assuring maximum performance before passing them on to the user. One company reports, for instance, that 25% of its labor and cost of production goes into testing. Above are shown tests of

two of the 600 different operations which go into the manufacture of their vacuum cleaners. The young lady is balancing the fan, an intricate job in which she puts tiny drops of solder on the light side until the balance is perfect. Inset, operator testing air passage, suction power and wattage, on a government test-block.

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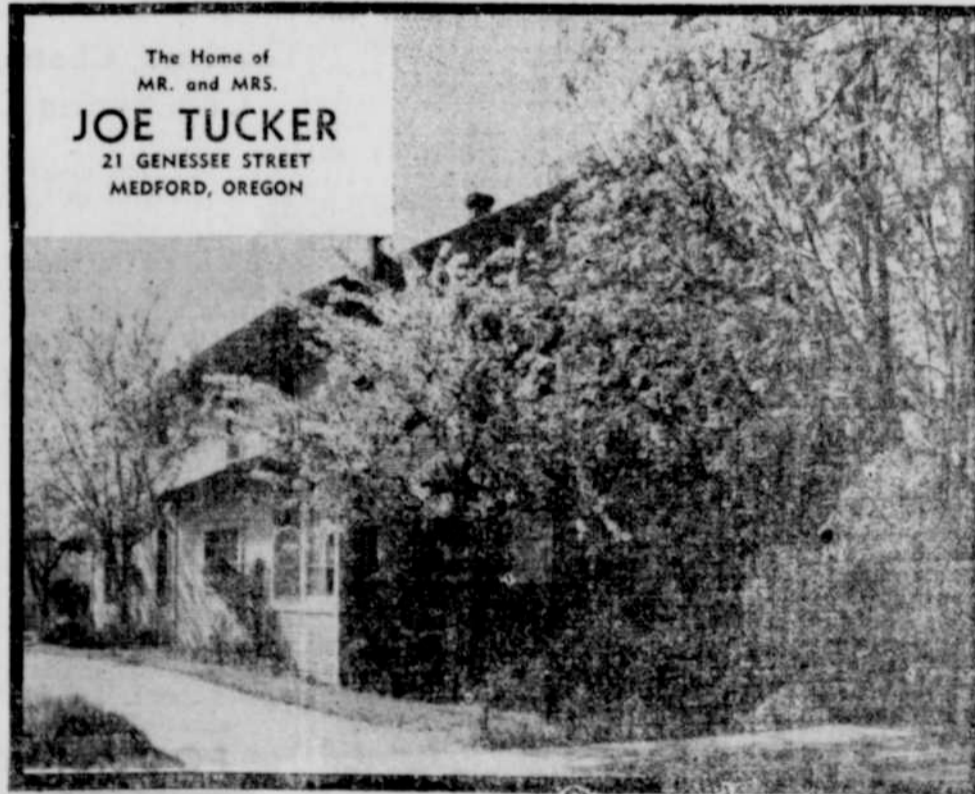
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The Home of
MR. and MRS.
JOE TUCKER
21 GENESSEE STREET
MEDFORD, OREGON

Reddy Kilowatt checks up

When he called to inquire how Mrs. Tucker liked her new automatic electric water heater, he was met with the usual enthusiastic response. And no wonder. Not only do Mr. and Mrs. Tucker receive perfect, continuous, hot water service night and day for themselves, but in addition eight others in the house also have access to hot water at all hours. With the automatic, electric heater supplying hot water for ten people, Mrs. Tucker's electric water heating bill last month (April billing) was only \$2.48.

The new water heater is like a giant thermos bottle. It uses less electricity because none of the heat is lost through radiation. It provides an abundance of hot water at exactly the right temperature as constantly as the cold water supply. Also, the new off peak water heater rate, is only 8 mills! Four-fifths of one cent per kilowatt hour.

For complete details about the new water heaters and the special off peak metered rate, see your electrical dealer or plumber, or call this office.



The California Oregon Power Company