

THE CENTRAL POINT AMERICAN

Re-established, September 13, 1928

Entered as second class matter at the post office, Central Point, Oregon, under the Act of March 8, 1879.

Published weekly at Central Point, Jackson County, Oregon and devoted to the best interests of the city and vicinity.

SUBSCRIPTION RATES
Six Months \$1.25
One Year \$2.00

Payable in advance
Advertising rates on application
Office—Second Street, off Main

ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS

THE INDIVIDUAL IS SUPREME

One of the most positive challenges to public action in the United States today is the need to reduce traffic accidents. The number of traffic casualties on our streets and highways each year, momentarily lessened by the restrictions of our participation in a World conflict, is racing back toward its prewar level. At the present rate, 35,000 people will be killed and 1,300,000 injured during 1946, a total comparable to the entire population of one of our major cities. This toll would mean that scarcely any individual in the United States could escape the tragedy of having one or more of his relatives, friends, or associates killed or injured in a traffic accident. With increasing use of the highways in the years ahead the problem will be magnified.

An approach to the problem of highway safety must be positive and constructive. Defeatism has no place in our thinking when we consider a basic element of our existence. Motor vehicle transportation is an integral part of the social and economic life of our country, and highway safety is inseparable from efficient highway transportation. There is no more tragic waste of human lives, no more unnecessary background to human suffering, no more needless source of economic

loss than traffic accidents. Needless because a completely adequate traffic safety program of State and local governments, fully supported by the people both through organizations and as individuals, can bring down and hold down the highway casualty list. Experience proves that such a purposeful, allinclusive program of traffic safety will lower the accident rate.

The American Legion in its rendition of service to the community, State, and Nation through its Americanism program, has conducted many safety campaigns, distributing millions of pieces of safety literature, promoting the erection of safety billboards and safety signs and using every possible channel to bring home the importance of traffic safety. Presently the Legion is showing throughout the country its film "Teach Them To Drive" which has won national film awards. The veterans also are promoting a driver training program in our high schools which gets to the very roots of the driving public.

Many organizations throughout the country, like the Legion, have instituted and promoted programs to further traffic safety and all have been successful to a certain degree in accomplishing the purpose sought by them. However, without the cooperation of the individual these works are in vain. In traffic safety, the individual is supreme. He can, by his act in the fraction of a second, either fulfill the mandate to be a safe highway user or nullify the effort which has been expended to safeguard lives and property. There is no substitute for individual caution, and no excuse for individual carelessness.

VICTORY DAY DREAMS

August 14, 1946 is the first anniversary of Victory Day. One year ago with the firing of the last shot in the far Pacific the great and tragic drama of World War II ended. America, together with her Allies, were on the brink of a new and shining era, an era in which the common man would once again be able to forge his own destiny in the constructive, free atmosphere of peace.

The last shackle of tyranny which the unholy alliance of Nazism, Fascism and Nipponism had visited upon the World for almost a decade was completely and finally broken that August 14. More than 300,000 Americans had given their lives to break it. The signs in the sky pointed to unparalleled opportunity, prosperity and achievement. Hadn't America pioneered the building of a World organization which would prohibit the resurgence of such tyranny for now and for all time?

Twelve crucial months have passed. They were months of admirable effort, here at home and abroad, to save the promise of peace while effecting a recovery from the dislocation of war. They were also

months of major frustration in which the ancient enemies of man, greed, selfishness and pride, released from their wartime impotence, emerged to pose an alarming peril to peace. In the pell-mell race for the fruits of victory and the blessings of peace in which the black market operator and the imperialistic Nation have been co-sinners man has jeopardized his chances of attaining either goal.

It is this fact that has prompted The American Legion to call for the establishment of August 14 as an annual national holiday when Americans commemorating the memory of our World War II hero dead and the spirit that motivated their sacrifice, may re-dedicate themselves to persevere for peace in the same spirit. American Legion posts throughout the Nation are observ-

ing Victory Day with appropriate public ceremonies. It behooves the people of the community to contribute to the success of these programs.

As yet the very words, Victory Day, ring hollow. Therein lies a challenge to every American to help realize the promise of the first Victory Day. This is no time to quit. August 14 is the time to shake off the effects of the disappointments and frustrations, to get up and start swinging anew for that shining "peace and good will" era we envisioned a year ago. Dreams never come true in sleep.

A fool and his money are soon parted. The forests of Oregon represent many millions of dollars to the Oregon taxpayers. Don't be foolish. Use extreme caution with fire. KEEP OREGON GREEN.

Building a Greater Southern Oregon

SNIDER'S

Phone 2168 28 N. Bartlett Medford, Oregon

METAL WORK IS OUR BUSINESS

WE HAVE SECURED THE SERVICES OF A MAN WITH 20 YEARS EXPERIENCE IN BODY AND FENDER REBUILDING AND PAINTING.

ALL WORKS GUARANTEED FREE ESTIMATES

Welding and Metal Work

NILLS BODY & FENDER SHOP ON THE 99 HIGHWAY Central Point

PERL'S Funeral Home

Established in your community 25 years Dial 2075 428 W. 6th St. Medford, Oregon

KEM-TONE FULLER PAINTS

1-in. BOARDS DOORS & SASH HARDWARE

CENTRAL POINT LUMBER CO.

Now Hear Better



THE AMAZING NEW Bellone WAY COMPLETE IN ONE POCKET SIZE UNIT (with cord and plug)

Bellone Mono-Pac is such a sensational advance that already tens of thousands of hard-of-hearing people have been delighted with how splendidly they hear with this tiny but powerful device. No clumsy, separate battery pack or wire!

Call or phone our new Medford office at 214 Liberty Bldg., phone 4262, which has recently been opened by S. C. Mitchell of 214 Miner Bldg., Eugene, for the purpose of rendering a better service to the hard of hearing in this area. Mr. Mitchell is associated with James N. Taft & Associates of 754 Am. Bank Bldg., Portland, who have been serving the hard of hearing since 1934 and are well recognized in this work throughout the state.

C. L. PERKINS Doctor of Optometry Successor to Dr. E. D. Elwood BETTERMENT OF HUMAN VISION. LENSES PRESCRIBED. Phone 3881 214 Fluhrer Bldg. Cor. of Main & Central Medford

Automobile Liability AND Fire Insurance
LELAND CLARK
Phone 4646 7 N. Bartlett Medford, Oregon



Lawrence's Jewelry & Gift Shop
25 Years in Medford. Specializing in Fine Diamonds Only. Ask the Diamond.



Here's How Things Stand

UNTIL production hits its stride there will continue to be an acute shortage of transformers and other materials needed to provide new electric service. The situation is general throughout the country — conditions beyond our control. Frankly, we want you to know just how things stand today, so...

Here is a brief report on some of the more important materials needed to bring electric service to our Home, Farm or Factory—

- **High Tension Porcelain Insulators**
All stocks critically short—factories' production filled into late 1947. Orders being accepted on basis shipment 12 to 15 months and upon availability of associated steel forgings which are brought out.
- **Distribution Insulators**
Very limited stocks available—some sub-standard materials and war surplus available.
- **Copper Wire**
Due to strikes which have just been concluded, the industry is far behind consumer demands. Orders are presently being taken on basis of 7 to 10 months shipment.
- **Transformer**
No improvement—small sized distribution transformers are almost completely unobtainable. Manufacturers are not even quoting delivery time, but anticipate upwards from 18 to 20 months. Large distribution and high tension equipment is being quoted 12 to 15 months. Such used equipment as is available is usually found to be 30 to 35 years old and is being held at impossible prices.
- **Poles**
Standard butt treated cedar pole production nationally is running several millions below demands. Improvement in labor, prices and development of new access facilities to the more remote interior stands are required before any relief can be expected. Nominal quantities of sub-standard substitutes are available for deliveries in 2 or 3

- months, or even longer, but in their desire to apportion that which is available producers are reticent to accept substantial orders to any one consumer. Native species are obtainable; however, inability to secure proportionate quantities of treated stubs on which to mount them precludes their popular acceptance.
- **Pole Line Hardware**
Following settlement of the steel and soft coal strikes, straight steel items have ceased off materially; however, due to porcelain shortage, any item made up in combination is very difficult to secure, with many specialty items completely unobtainable.
- **Crossarms**
Inability of Pacific Northwest crossarm mills to cope with demands has forced the development of new sources. A satisfactory local arrangement has been worked out, assuring adequate quantities in the immediate future.
- **Fuse Switches, Cutouts, Disconnecting Switches**
All are largely combination copper-porcelain products and are directly affected by the acute porcelain shortage. We are not always able, despite our best efforts, to provide sufficient to meet current demand.
- **Pipe & Pipe Fittings**
Unprecedented demands for small steel pipes have exhausted stocks; mill deliveries are on allocated basis with sporadic deliveries. Cast iron pipe is likewise slow, deliveries often running 5 to 7 months, depending on size. Most C. I. fittings are reasonably available from independent foundries in the metropolitan areas.

We hope that production will soon hit its stride—that you won't have to wait too long for the convenience of electric service. We assure you that service will be provided just as soon as materials are available.

The California Oregon Power Company

A. W. WALKER
Real Estate
Farms—City Property
Stock Ranches—Rentals
Next to Bear Creek Bridge
Telephone 2721
427 E. Main Medford

MOVING---
PADDED VAN MOVING
For Oregon, Washington, California. Regular Service.
Eads Transfer & Storage Co.
16 S. Fir Dial 7121
Medford, Oregon

Kyle's Restaurant
FRIED CHICKEN—STEAKS
FRIED RABBIT—CHOPS
FRIED OYSTERS
OYSTER STEW
CRAB SALAD
CRAB LOUIE
OPEN 6 P.M. to 2 A.M.
CLOSES TUESDAY

SALE
35
USED CARS
LARGEST STOCK IN SOUTHERN OREGON TO CHOOSE FROM. W. N. SHULTS, NORTH RIVERSIDE MEDFORD, OREGON.

MEDFORD ROLLER RINK
THURS.—FRI.—SATURDAY & SUNDAY NIGHTS
From 7:30 to 10:30 p.m.
SKATING PARTIES BY SPECIAL ARRANGEMENT
HOURS—7:30 to 10:30 P.M.
Medford Armory

Jiffy Quick Foods FOR **COOL-AS-ICE MEALS**

Crisp, delicious salad—tasty cold-cuts—tangy, juicy melons—and thirst-quenching beverages can be yours in a jiffy. Simply come here to get your cool-as-ice foods, where freshness, flavor, and economy are buy-words.

We Feature Sunshine Crispy Crackers
Thrift Market
Phone 741 Central Point

Conger-Morris
AMBULANCE SERVICE

Under New Management
Central Point
Dry Cleaning Service
3 Day Service
Located on Pine Street Across from Kincaid Implement Co.
MEDFORD PRICES—FREE PICKUP & DELIVERY SERVICE
Drop Box for Your Convenience—Open Daily 9:30 to 12; 1 to 5 P.M.
PHONE 901 CENTRAL POINT

NOTICE!
CABINET WORKS, SASH, DOORS AND SCREENS
Made to Your Order
BOX SHOOK
CUSTOM PLANING
Central Point Cabinet & Mill Works
Wm. CRABB, Proprietor On Highway at North City Limits

Stamper & Goff Bros.
HARDWARE
JACUZZI WATER PUMPS—WELL DRILLING—PUMP SERV.
GENERAL PAINT—HARDWARE—HOUSEWARE
QUALITY TOOLS—SPORTING GOODS
Phone 3959 225 West Main Medford, Oregon