

CENTRAL POINT AMERICAN

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EDITORIAL

The splendid rain last week-end put the ground in excellent shape and helped the green lawns immensely. True—as the old saying, it rains on the just and unjust alike.

For success, the business man, above all things, cuts out jealously. Co-operation, a good word for competitor and our encouraging welcome for newcomers will always win and make one feel better.

We have remarked that one can do as well, if not better, trading in Central Point as he can in any other city, large or small. This fact seems to be generally recognized, as we know of one Central Point business man who has regular customers from as far north as the county line and south to a few miles beyond the California line.

NATURE IN ALL HER GLORY

Many of the town folks out riding for the week-end in these beautiful autumn days have been indelibly impressed with the inspiring and almost incomparable beauty of the varied colored foliage that line the highways following the light frosts that have gently kissed the mellowing mantle that adds so much to the splendor and beauty of all the Oregon country. Nature has rarely, if ever, been better exemplified than in these parts, and when we pause for a moment and harken to the reports of our distressed members in the East and Middle West with their endless storms, floods and hurricanes, we can but faintly realize how truly fortunate we are to be so well blessed as we are here, nestled in this garden spot with unlimited resources and abundance of everything. While death and desolation reigns supreme elsewhere and while the tempest and fury is being spent in other sections, we are enjoying nature in one of her gentlest and kindest moods.—St. Helens Sentinel.

Queen Marie of Rumania is on her way to the United States. Queen Marie is considered the most beautiful of all living queens and one of the best enlightened on world affairs of modern women. On the arrival of the queen "society" will rush to the front—the females of the 400 scrambling to bow before the queen. In some respects we will not mourn if American girls hasten to patern after this beloved queen. She absolutely refuses to wear short dresses. She is coming fully dressed even if her hair is bobbed. We don't believe any true American man is going to be disappointed in being denied the privilege of gazing on the dimpled knees of her majesty. The knees he sees every day should be sufficient.

Both Oregon and California will vote at the November election on measures which provide money for state development of hydroelectric power. Oregon is asked for \$50,000,000, California for \$500,000,000.

In Oregon, the amount demanded would nearly double the bonded indebtedness of the state, while in California, the amount sought would increase the bonded indebtedness of the state, cities and counties

combined. Neither measure would increase taxable assets because publicly owned property is not taxable. But each measure would add enormously to the liability of taxpayers, farm owners, home owners and all taxable property which would be responsible for payment of interest and principal on the bonds issued.

Aside from all other reasons which could be advanced against this political ownership and operation of industry, the foregoing is in itself sufficient to cause any thoughtful person to refrain from further increasing the bonded debt burden of his state, and especially for an undertaking which is in the field of private enterprise and entirely outside the function of the government.

The logger out in the woods, the fisherman on the river, the brakeman on the train, the agent writing insurance and the clerk selling a necktie may think that schemes for state ownership of industry have no effect on their jobs or their cost of living. They are sadly mistaken. Any measure which doubles the bonded debt burden, increases direct taxes and discourages the investment of private capital and labor, affects every man, woman and child, from day laborer to railroad president.

As November approaches politics are getting brisk in Oregon. The jobs of governor of our great state and U. S. Senator from Oregon are probably causing more attention and argument than all the other offices, because they are the most important. Walter Pierce and Ike Patterson are in the race for the governor's chair. Both strictly Oregon men—one from eastern Oregon and one from western Oregon. Both farmers and both successful. Senator Patterson is a republican and Governor Pierce is a democrat. Oregon has long been rated as a republican state, we await the result of the governor election, knowing the race will be very close and the fight a hard one.

For senator it is a three-cornered race, Steiwer, Stanfield and Haney. Two republicans and a democrat. Stanfield is running as an Independent as he lost out in the primaries. Steiwer and Stanfield are both east Oregon men. Haney is a democrat. Stanfield with his R. R. tax refund bill has done more for southern Oregon than any of them. There are three of them running—take your choice.

The importance of metals.—Two important beach-sand mining operations are under way along the Pacific coast. One on Monterey Bay, California, recovering iron with a number of important alloys—for a superfine process steel. The other is near Bandon, Oregon, where gold, platinum, iridium and other of the related precious metals are especially sought.

Until now, these sand-mountains have tempted and defied man ever since their discovery. But cumulative scientific knowledge is finding ways to utilize them, and they are added nearly double the bonded indebtedness to the national assets.

More and more, the use of metals

becomes an imperative demand. The miner and metallurgist was never as important as he is today. Mining of every sort becomes a more vital part of life. Copper, steel, lead, zinc, aluminum are essential parts of every telephone, every automobile, every radio, every phonograph. Gold and silver still have their universal hold on business life. Tin is the very life of the fruit-canning industry that makes the world's dining table worth while. Chromium and nickel promise to check the present loss of millions a year through rusting of steel.

The boy who is interested in chemistry has a dazzling future before him in mining and the extracting and utilization of metals. Jackson county has all this mineral.

We do not wonder that many are mystified over the item in the press a week ago that the county court of Jackson county had sanctioned the paying of one percent of the amount received by all the counties over the tax refund bill introduced by Senator Stanfield and recently passed by Congress and signed by the President. We are inclined to believe that more opposition and dissatisfaction will arise as time goes by.

People at large are apt to think that much of Banker Gore's work was done on account of his loyalty and love for his county. Especially after he has already received some \$15,000.00, according to press reports.

The question will oft be asked as to why the court favors allowing him an additional \$150,000.00, or whatever the amount will add up. Of course \$150,000 wouldn't be much if it were divided among several, but we wouldn't even hint that such a thing could be possible.

We elect senators to work for us and they receive a certain salary, which is large enough to make side money unnecessary. True, Mr. Gore went to Washington, D. C., to lobby for the passage of this bill, but his expense to the tune of about ten to fifteen thousand dollars were paid. Suppose he remained there three months, \$150,000 would be mighty good pay.

If this big tax refund money we hear so much about is going to do Jackson and the others of the 18 counties much real good we must watch out for committees, appointees, boards and all other ways and means that might be hatched to reap the benefit.

It was supposed that the counties and tax payers were to be benefitted. That is supposed to be what all the big men were working for. Then, again, suppose Jackson county gives Mr. Gore \$150,000, it is the tax payers who will have to dig up the big amount. Then wonder if everybody won't tare out their shoes running to the poles to vote for a new court house costing another \$150,000. Suppose the people at large would vote on giving some of this commission money out, the result might not be pleasing to some. But, if he has it coming, pay him.

Wednesday

County Judge W. J. Hartzell today issued the following signed statement:

It has become very evident that my attitude concerning the payment to Mr. W. H. Gore for the services of the O. & C. land grant matter is not in accord with the desire of the majority of the citizens of Jackson county.

As I make it my first duty to serve them, I have decided to notify the other members of the County Court that I recall my vote on that question and will enter the recall on the record awaiting further development of the desire of the citizens.

(Signed) W. J. HARTZELL,
County Judge

FORTY YEARS AGO—AND NOW

There is no teacher like a clear-minded editor who drives home fundamental facts in simple-worded editorials. Such an editor seems to be at the helm of "The Insurance Field," published at Louisville, Kentucky. He sees the point of public interest in a "want ad" published forty years ago, and comments as follows:

"Times have changed. In a 'Forty Years Ago' column in a Kentucky newspaper, we find this 'ad' lifted from its old files for the instruction of readers today.

"Wanted—A woman to cook, wash and iron for a family of four; \$2 per week."

"Today in the same state, as elsewhere, a good ordinary cook alone costs such a family ten dollars a week. The laundry work is also extra, and will cost on the average five dollars a week—or \$15 for what in 1886 cost \$2. This is an increase of 750 per cent—seven and a half times the cost of household service in forty years."

THE COUNTRY WEEKLY

Not long ago, the Argus-Leader quoted editorially from a story by O. O. McIntyre, about a well-known New York clubman who had traveled around the world, knew all the latest plays, had read all the "high brow" books, was familiar with all the select eating places—in brief, was a genuine man of the world. He was asked what gave him the greatest pleasure in his round of diversified activity.

"The most fun I get," he answered, "is reading the weekly newspaper from my home town."

How many other men and women, holding responsible and lucrative positions in the larger cities, look forward eagerly each week to reading the home town weekly! The little "personals" are read line by line by these people who can't quite forget—and don't want to forget—where their pleasantest memories lie. The modest weekly may not have a staff of high-priced special writers in all parts of the world, but it has an editor who keeps in touch with what is being done by Harry and Grace and the rest of the folks we call by their first names. Next to a letter from the family or one of the old "bunch" it's about the most welcome thing that comes in a bedlam of running for elevated trains and dodging taxi drivers.

Nor is its appeal solely to the person away from home. The daily paper now goes into virtually every town, no matter how small, and onto around the nation and around the world. It has its comics, its health answers, its serial stories, its crossword puzzles, bedtime stories, and a host of other interesting material. Most people have found a daily paper indispensable. But, necessary and desirable though it is, it can never fill the place of the home-town paper. Each has its sphere and neither can supplant the other.

The Argus-Leader proposes a toast to the weekly paper: May its subscribers read it and appreciate it; and may its advertisers give it the support it deserves.—Sioux Falls (S. D.) Daily Argus-Leader.

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By E. R. Waite, Secretary
Shawnee, Okla., Board of Commerce
No. 1

THAT you should never let your advertising take a rest. Advertising should never rest. It is tireless and willing to work all the while bringing in new business.

THAT when you let your advertising take a vacation you lose sales, prestige and money.

THAT continuous advertising indicates that the concerns advertising give better quality and better service.

THAT you cannot expect customers to continue to arrive if you discontinue inviting them.

THAT advertising is a service due the public. People have an honest prejudice against business concerns who do not give them this service.

THAT the more you advertise the more you sell. Advertising is the magnet that attracts customers.

THAT merchandise, well advertised, makes selling easier and helps the public to buy more intelligently.

EVERYBODY KNOWS ANYTHING WORTH HAVING IS WORTH ADVERTISING.

ADVERTISING TAKES THE GUESS OUT OF WHAT AND WHERE TO BUY. ADVERTISING MAKES A CERTAINTY OUT OF AN UNCERTAINTY.

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