

NO ARGUMENT PRACTICAL HERE

Opinions May Differ But Users Will More Than Benefit From Space That Is Used.

It probably seems ridiculous to many that a paper or editor would take the time and space to remark that "advertising pays." It may be considered that everyone knows it, but still some have doubts even in this age of successful advertised goods.

Probably in Central Point there may be found one or more who wonder if it pays them to advertise, when they are getting results every week from some sort of advertising and don't realize it. All national advertised goods have received their popularity through advertising. Why did General gas give \$1000 for a name? Not because they wanted a name so bad, but for the advertising the talk brought them. It is everlastingly bringing ones name before the buying public until your store or firm becomes a household word. So well known that your firm is the first thought of when something in your line is wanted. Then too, take a city the size of Central Point with a weekly paper. Let an outsider see the paper. His first impression is gained by his glance of the advertising columns. He at once forms his opinion whether or not the town is a live one.

The big catalogue houses pick towns with light advertising in their home papers and flood those towns with advertising catalogues. It pays the mail order houses to publish prices. It pays them to spend many millions each year. Still the home merchant may have the same article at the same price.

But the homes want to know those prices and naturally they look every week for some word in the ads. The readers want prices, bargains, sales, and are desirous of knowing if a store has in any new or late arrivals. It doesn't pay Lipman-Wolf, of Portland, to carry sixteen full pages in one issue of their paper any more than it would pay a Central Point merchant to carry a page in his paper Continuous advertising every issue is the best and surest kind according to opinions of advertising experts.

Where does the trade go? To advertising firms in most every instance. The successful business houses depend on appropriating three per cent of their receipts in advertising. John Wanamaker started business with two-thirds of his capital spent in advertising. Truthful and persistent advertising has never failed. There never was a successful drive without the direct cause being the advertising. Every customer thinks their business is worth asking for and it is the advertising that makes newspapers, and newspapers make towns. There is no argument against good and sound advertising. That is why papers advise their readers to patronize the advertisers in its columns. There are many ways of advertising and many ways of spreading propoganda, but the best and surest is admitted to be the newspaper.

Advertising rates are based on circulation. And all honest papers have honest rates on this circulation scale. It surely pays to keep one's name before the public. What have you got and how do you sell it? What is there new today and do you want to invite your customers in? Railroads advertise, merchants advertise, corporations advertise, most all successful firms advertise. Towns and states advertise.

Look over the local advertisements of your home paper and patronize the advertisers. That is one way of having a good town.

"BY THEIR NEWSPAPER SHALL YE KNOW THEM"

The above truth is one that many citizens give far too little attention and thought, and yet it is one that vitally concerns the progress and prosperity of the community, its institutions and its citizens.

The newspaper is the window through which the world may look and see the community and learn of its advantages, attractions, ambitions and accomplishments.

A bright, snappy paper imparts the community confidence in itself

to one another and keeps its eyes and thoughts on the ideals that mean progress individually and collectively

A newspaper is a public service institution on a par with the church and the school if it is properly functioning and its service cannot be measured in dollars and cents, nor can it be sold, yet it is compelled to fight as well for its very existence against the tides of grenzied finance and the deceitfulness of politicians and the plotting of the selfish whose god is gold.

That the newspaper is the index for the town is the definite statement of John D. Paxton who has just returned from a tour of the Western slope of Colorado that took him into every town in that section of the state as a representative of Rocky Mountain Motorists, Inc. Mr. Paxton says they soon learned they could tell exactly what kind of a community they were about to enter by scanning a copy of the paper published in that town and be 100 per cent correct in their deductions. In other words, a live town supports a live paper, but a dead town cannot expect to have a live paper.—Estes

We want YOU!

If you are living anyplace in Jackson county we want you to read the Central Point American each week whether you have the cash convenient today or not.

Send in your name and address now and if not handy to enclose the two dollars—send it along a few weeks later, months if necessary. The subscription is \$2.00 a year in advance, but we are not afraid to trust you.

When you mail in your name and address for the paper enclose some little news items should you happen to think of some.

We want everyone to read the Central Point American.

IT'S YOUR PAPER!

SHROPSHIRE

THE BEST DUEL-PURPOSE SHEEP
Wool and Mutton

It will pay you to have a pure-bred ram for your flock.

L. A. SALADE, Jr.

Central Point

Oregon

Central Point Feed Store

JESSE L. RICHARDSON

HAY — GRAIN — SEED — WOOD

Phone 41 Store

Phone 54 Residence

—Local and Long Distance Hauling—

WE BUY POULTRY MOVING
Central Point Oregon

"YOUR FACE IS GOOD, BUT IT WON'T GO IN THE CASH REGISTER"

GETTING ACQUAINTED BARGAIN OFFER

---FOR---

JACKSON COUNTY Month of October Only

WE WANT EVERYBODY IN JACKSON COUNTY—EVERYBODY ON THE RURAL MAIL ROUTES, TO READ THE CENTRAL POINT AMERICAN, A JACKSON COUNTY BOOSTER WEEKLY PAPER, GETTING TO YOU EVERY FRIDAY. THE PRICE IS \$2.00 PER YEAR. ALWAYS WILL BE THAT PRICE, BUT, TO GET BETTER ACQUAINTED, WE WILL FOR THIS MONTH OF OCTOBER MAKE THE EXCEPTIONAL LOW BARGAIN PRICE OF—

\$1 \$1 \$1 \$1 \$1 \$1

We will split the regular price into halves
Bring, send or mail your name, address and only \$1.00 for a whole year's subscription to The Central Point American

this Month Only!

This is for new subscribers, but we'll let old ones in too

AMERICAN
Central Point, Oregon

READ "AMERICAN" ADVERTISEMENTS