

CENTRAL POINT AMERICAN

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JACKSON COUNTY'S WEEKLY PAPER

EDITORIAL

"Getting business," says a local advertiser, "is just like courting. You have to offer inducements and keep on calling."—H. M. Butler in the Hartshorne (Okla.) Sun.

Our neighbor paper up in the north end of the county is showing signs of prosperity and is greatly improved of late. The Gold Hill News is ably supported and the editor giving them a good paper.

Ashland has more school buildings and church buildings than any city its size in America. The assertion is a guess, on our part, based on our pleasant observation of the beautiful structures in a recent drive around the "Normal City" and the "Mineral Springs City."

Without trying to offer any criticism or being a least bit dictative, we will venture to remark in a low and modest tone, our opinion that Central Point might possibly be a little more peppy, might secure a few more needed enterprises and a few more people, if the city had a good, sound, hard working Commercial Club composed of business men, citizens and farmers.

A newly established weekly paper is The Port Orford News, edited by Geo. W. Saranson. The first issue of The News, last week, was an excellent little paper with all the business houses advertising. The paper is boosting the great southwest Oregon country and broadcasting the lumber industry, mining industry, fishing, agriculture and stockraising industry. We gladly exchange with The Port Orford News.

WORTH OF PUBLICITY

Publicity isn't acknowledged pro-

fitable alone in Central Point or Joplin, Mo., but all cities depend upon it above all other civic endeavor. In Medford some of the business and professional men have, this week, listened to Mr. Hass, who has given them "Write ups" in the Gold Hill paper and in Jackson county's widest circulated weekly—The Central Point American. Mr. Hass has written descriptive articles of various firms and individuals which they have ordered printed in this paper. Like goods on the shelves of a mercantile store, the space in a newspaper is for sale, and space in the American is valuable at the price often quoted. Along this line we would advise some extensive, good sized, descriptive, honest Christmas advertising, right now—if you have any offerings for Christmas, tell the many readers about it. No one is refused.

SOME EDITOR!

Editor's note in Iowa paper: "Owing to lack of space and the rush of editing this issue several births and deaths will be postponed until next week." The editor has more than ordinary influence in his home community.—Viola (Ill.) Enterprise.

FEAST NOT COMPLETE WITHOUT THE PUMPKIN

To the ringing chorus of praise to corn and wheat, to dairy cow and beef steer, to fattening sheep, we desire here and now to add our piping voice in a word of praise to the punkin. Not pumpkin—punkin. Nestling in yellow, globular beauty amidst the corn rows, the glorious pie punkin gives promise of gustatory delights in the immediate future. Gazing upon the punkin's golden rotundity one may almost catch the incense of spice and cinn-

DID YOU EVER STOP TO THINK

By E. R. Waite, Secretary Shawnee, Okla., Board of Commerce No. 4

THAT the stores of your city are in a position to supply your every want.

THAT they sell at reasonable prices the highest quality of merchandise, and at them you will always receive courteous treatment. It is not necessary for you to go or send away to buy anything.

THAT along with the growth of your city, your home merchants are always making improvements and adding to their stocks to take care of increasing business; always keeping in stock the best merchandise at a price that can't be beat elsewhere.

THAT your business men do not sob and moan and wring their hands on account of the peddlers and mail order houses. They just go ahead and offer you better quality for the price.

THAT local merchants aim to retain trade by furnishing better service and better quality at better terms and prices.

If you don't read local advertisements and buy from your local merchants, you are a loser—not your city—because you are not a loyal citizen and should not be considered a citizen.

People who earn money in one city and spend it in another should move to the other city. They will be no loss to the home city and will be no gain to the city they move to. They never will make good citizens anywhere.

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amon, and taste the richness that is soon to be. Flecking the brown and sere fields with specks of gold, even as the auriferous metal flecks the quartz wrested from Mother Earth by the pick of the miner, the pie punkin adds to human comfort while contributing to human delight.

Of humble station, with few to sing its praises, it has been the standby of succeeding generations. Demanding little, it gives much. Without it Thanksgiving would be a hollow mockery. It graces alike the table of the rich aristocrat, and the table of the toiler in humble place. It has all season for its own, for it may be dried in festoons from the rafters of the humble cottage, or canned for storage in the cellars of the well-to-do.—Omaha Bee.

FIRST OBSERVATIONS

The Pilgrims celebrated Thanksgiving on December 13, 1621. This was the first celebration of this occasion. It is not a regularly observed festival until after the Revolution and the adoption of the Constitution. After the year 1789 it was customary to observe it. Thanksgiving day is a peculiarly American institution and it not observed elsewhere, except in Canada. Of course, days when the thanks of the nation are offered to God are observed from time to time in foreign countries, but this is done with no regularity.

NO CRIME WAVE

It isn't a "crime wave," as reported for Jackson county, that accounts for a few recent burglars—most of them now in safe keeping behind the bars. "Behind the Bars," will ring in their years from now until the end of time, and for why? Local people, following a criminal inclined leader; young men with too much idle time and the result—"behind the bars."

Millions of dollars are spent of tax payers money in American schools for play grounds, athletic quarters, games, stunts, football, baseball, anything for sport, play a good time. The Devil finds plenty for idle hands to do. Of course "all work and no play, makes Jack a dull boy, but let's balance it a little in favor of work and a learning and ambition for honest labor.

Young men sometimes forget the meaning of "manhood" or "good citizenship."

The best jazz stepper may not mean much to the financial world or to the later title of "substantial citizen." Business ability is not acquired by putting all one's thoughts to sports, card playing, pool games, dancing or eventually robbing stores. Our recent robberies are not a "crime wave," rather some good young men gone wrong. Result of "boys thinking they are smart" A manly, dependable, polite boy is a prince, and the smart or uncouth youth with a desire to loaf is pitiable.

THE SMALL CITY ARRIVES

perts of various kinds the era of the According to the municipal small city can actually grow bigger than is good for it, and some authorities are claiming that the great metropolis will in time arrive at the stage where it will be impossible physically to grow, in extent of territory at least.

There are perhaps many reasons why the smaller community is coming into its own. Perhaps the most potent of these is that the smaller community is no longer what it used to be—is in fact a great deal better.

The city or town with muddy streets is rarely found in this day of good roads and automobiles. Civic pride has grown in the smaller as well as the larger cities. Ramshackle buildings are being eliminated everywhere, and the smaller communities now have fine public buildings including adequate schools and libraries, up-to-date hospitals and so on. They are all coming to have fine parks too, parks that would do credit to some of the larger cities of the country.

But the improvement has not all been along inanimate lines. The people have improved too. Out in what was once the broad, open space they dress just as well, if not better,

ride in as good automobiles, eat better food, and have the same books and general entertainment that they do in bigger cities. The time was when they could spot a stranger on Broadway or Michigan Avenue or Broad Street by his general appearance. Try and do it today and see how easily you can be fooled.

We hear a lot of talk about how the radio, the telephone and the moving picture have lessened the distance between the big city, the smaller town and the rural community. The greatest single factor in this development of the smaller city and town is not given proper credit, and that factor is the home newspaper.

Just stop for a moment and compare our home newspapers with what they were a dozen years or so ago. You will find that the change is astounding. Even in the very small cities the home newspaper is now generally a thriving, up-to-date institution with metropolitan airs. Through its outside news connections it keeps the people in touch with the very latest thought and the latest customs throughout the nation. And by its local efforts it encourages progress and good citizenship at home. Give, therefore, the home newspaper its share of credit for lessening the gap between the home town and the metropolis.

Yes, the era of the smaller city has arrived. Ours is one of them. It's one of the best places in America to live. Why not pull together to make it even better? If it's good enough to raise our children in, it's good enough to boost.

Read home merchant ads, if they advertise. The bigger the ad the bigger the business.—Oregon Observer

"INFORMATION" TIRED OF OLD MAN'S STALE JOKE

The new sales clerk who was "learning all about the store" had

been placed by her scitno manager next to an information booth with instructions to "stay there and hear the questions customers asked."

They ranged all the way from the sensible to the insane.

The prize query came from a little elderly gentleman with a white beard.

"What floor's the basement on, eh?"

The new sales clerk stared. He didn't seem to be kidding; anyhow, one could never tell, and it was best to abide by the rule. The customer is always right even if occasionally crazy. So she said, "Over there," pointing to the stairs.

The little man walked away muttering, "What floor's the basement on, ha, ha." Then the information clerk, who had ignored all this, turned and said: "Didya see I didn't notice him? He comes around every month or so and asks that pet joke of his. Asked me the first time I was here; he always picks a new girl to spring it on."—New York Sun.

SOMETHING WASHABLE.

"Eliza," said a friend of the family to the old colored washerwoman, "have you seen Miss Edith's fiancée?"

Eliza pondered a moment, then bent over the laundry to bounce more. "No, ma'am," she said, "ain't been in the wash yet."

Next month is Christmas.

Notify the driver and Riverside Dairy Will deliver milk at your door

CITY CLEANING & DYEING CO.
WERE NOT SATISFIED UNLESS YOU ARE
Phone 474 624 RIVERSIDE ST.

What would you do without electricity?

Interesting essays have been written—pages long—describing the calamities that would happen if the world ran out of electricity.

Interesting—but idle.

The practical question is—what do you do *with* electricity?

Few homes have as many convenience outlets as every housewife wants—but they are easily and cheaply installed.

A vacuum cleaner—an electric sewing machine—a washing machine—an electric range—these take most of the drudgery out of housework.

Would you—if you could—do without electricity?

Electricity is the cheapest service you can buy.

THE CALIFORNIA OREGON POWER COMPANY



Offices:

- Medford, Oregon
- Roseburg, Oregon
- Grants Pass, Oregon
- Klamath Falls, Oregon
- Yreka, California
- Dunsmuir, California