

CENTRAL POINT AMERICAN

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JACKSON COUNTY'S WEEKLY PAPER

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EDITORIAL

Plenty of time to have a little winter weather yet.

The live turkey today may be thankful he didn't gain in weight.

It was a good dinner even if it did cost forty-five cents a pound.

With the big building program in Portland, an outsider is lost every time he goes to the city if his visits are no oftener than six months apart.

Business is sure increasing in Central Point. Better come in Saturday and join the crowd.

Oregon's 2,000,000 sheep produced 18,000,000 pounds of wool bringing \$11,000,000 annually.

We never heard of any one being harmed by attending church once a week.

And the question is asked whether the next election of Coolidge will be his second term or third term.

Look over the Christmas stock of Central Point various stores. Useful gifts can be selected here at moderate expense. The displays are tempting and a little shopping and ad reading demonstrates the good policy of trading in Central Point.

Grants Pass, without making much fuss about it, is experiencing building and business activities bordering on a boom. Not an exciting, new-town boom, but beyond the average town's energy. Grants Pass is deserving and we don't care how much she grows.

Much meanness and discontent of the present day, including considerable domestic trouble, is from a mistaken expectation for "something to happen," a love for some big adventure that never arrives, yearning for something out of the ordinary, a sensation that never comes to the average life. Contentment is a great blessing if one will entertain it.

An unruly radio on a bad night when good programs are being broadcast will make one stutter about as quick as running out of gas three miles from a service station.

If "Pop" Gates will accept and can take the time to serve, we see no reason or know no person who would object to his appointment as a member of the highway commission. Southern Oregon surely needs a member of this important commission. We feel that Governor Patterson knows his business, as we have oft remarked and should he appoint Mr. Gates on the highway commission the voters will gladly sanction with approval.

The Hall-Mills murder case wore

itself out with readers before half of them found out why they called one of the witnesses a "pig woman." Even radio fans are getting tired of listening in on the Aimee McPherson talks over the air and have lost interest in her recent experiences. Queen Marie has gone back home and elections are over for another two years. Today marks the last of the seasons really big football games and Christmas only a month away. Then what will we do for big headlines.

OUR METROPOLIS, NICE RESIDENCE TOWN

Crater Lake avenue going out of Medford, is one of the prettiest and most fashionable residence streets in that city. It is a street that will always be selective and better homes will continue to be built on Crater Lake avenue.

The one big improvement, however, to this wonderful street annually viewed by thousands of tourists and visitors is another way to get to it besides the Main street drive. There is Jackson street, the best long and straight street in that city and the only way to get to the East side resident part besides Main. Hence our kick is that Jackson street on the east side is badly in need of a street bridge and pave the east portion of the street. It will greatly aid the east side as well as the desirable Jackson street to Crater Lake avenue.

CENTRAL POINT GROWS

Central Point is growing. A new photo gallery the past week has located; a new wood yard has recently been established; three new families have already arrived on account of the re-starting of the brick and tile plant, with several more to come; eastern people have bought adjacent farm land within the past ten days; our business houses are busy, two families from Gold Hill have moved in; and now two new business blocks are being talked of for the near future.

Yes, Central Point is growing and the trade territory gradually expanding—many coming from Medford to trade occasionally. No better spot in Jackson county to build a home.

THANKSGIVING

Of the many blessings and numerous good things of this world to be thankful for, among the first mentioned should be our thankfulness that we are permitted to live in southern Oregon and enjoy the wonderful climate, experience the effects of the health and energy given it's citizens and be permitted to view the magnificent scenery photographed by nature—all in Jackson county, the county of many resources.

FOR BUSINESS STIMULENT

Business men learn daily from Trade Journals, magazines, press associations and journalistic schools, that for the small investment the weekly home paper is more than an important advertising medium. Not only the headlines but every article and every ad, is read in the weekly paper. Every member of the family waits for it. Every home reads it at leisure and don't hurry through it to throw it aside. In Jackson county it is the Central Point American, read in more homes outside of Medford, than any other weekly paper in Jackson county. We are proud of the large subscription list of the Central Point American—three thousand readers, 6,000 eyes.

A GREAT NEW BUSINESS

One of the newest sciences which we have with us is the science of advertising. And advertising has really come to be a science. It is no longer conducted in a haphazard way. Men of brains and ability have studied it and have evolved plans which bring about the greatest amount of good through advertising, benefit to the public as well as to the advertiser.

It is pleasing to know that men everywhere are beginning to appreciate the great part of power which advertising plays in our everyday life. That we do not yet fully appreciate this good, however, is evidenced the fact that only a small percentage of the potential advertisers avail themselves of its assistance.

In a recent address, President Coolidge pointed to the fact that we are apt to place too low, an estimate on the subject of advertising. Mammoth factories and great transportation systems impress us when we come in personal contact with them, the president said, but we have not yet come to appreciate the great business which greets us through the advertising pages in the newspapers and periodicals of the country. Yet even the most casual examination must point out to us, the president added, that advertising has now become a great business.

Then to show why this is true he continued:

"When we stop to consider the part which advertising plays in the modern life of production and trade we see that basically it is that of education. It informs its readers of the existence and nature of commodities by explaining the advantages to be derived from their use and creates for the wider demand. It makes new thoughts, new desires and new actions. By changing the attitude of mind it changes the material condition of the people. Somewhere I have seen ascribed to Abraham Lincoln the statement that 'in this and like communities public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed; consequently he who molds public sentiment goes deeper than he who enacts statutes or pronounces decisions. He makes statutes and decisions possible or impossible to be executed.'

"Advertising creates and changes this foundation of all popular action public sentiment or public opinion. It is the most potent influence in adopting and changing the habits and modes of life affecting what we eat, what we wear and the work and play of the whole nation. Formerly it was an axiom that competition was the life of trade. Under the methods of the present day, it would seem to be more appropriate to say that advertising is the life of trade."

RUNNING DOWN THE TOWN

If you had a horse that you wanted to sell, you would not go about town talking constantly about its bad points. If you did, you wouldn't be likely to sell it. What would you think of a merchant who made a practice of standing out in front of his store telling all passers that his goods were shoddy and not worth much? You would probably say he is a fool and you would be right. Now, the town which you live in is your own; your business is here, your job is here, your property is here. Do you think you are going to make your business any better or add to the value of your property by standing around and roaring about what a rotten town it is? If you do, you'd better see an alienist about your mental condition.

As a matter of fact, every time

you "run down" your town, you are hurting your own business, and detracting from the value of your property. Even though you may have no pride in your community, you ought to have sense enough not to injure your own interests.

Every business concern in addition to a stock of goods and plant, has intangible assets of the greatest value. Among the assets is its good name, its reputation for square dealing. When you hurt the good name of such a concern, you injure it more than you would if you should burn down its plant.

Besides its business and industrial institutions, its homes, schools and all other kinds of property, every town has intangible assets which must be protected. When you talk down your town, you are injuring its good name and thereby giving it a blow of the most serious kind.

If you want your business to be better, if you want your property to increase in value, if you want to live in a better town, forget your grouch and begin to talk for your town instead of running it down.

Good roads are the product of good heads, broad minds and liberal pocketbooks.

GIVING THANKS

This is a big country and a great one. The year fast drawing to a close has brought much sorrow and mental suffering to many sections. Floods and hurricanes and mine disasters have been chronicled as a part of the year's history. Many sad chapters have been written into the story of the twelve months.

But the fact that it is a great country is shown by the optimism of its people as they reach the season of Thanksgiving. They have gathered the year's harvest and it has been bountiful. Here and there crops failed, but other channels of activity made up for financial losses. Nature strikes a pretty even balance the world over, and the law of averages still prevails. Today the people of this country show their greatness by their willingness to accept with patient resignation the sorrow that have come to the end of the harvest and to look to the blessings which, after all, far outweigh them. They have come to the end of the harvest season with thankful hearts. They know enough of conditions in other lands to realize that even the deplorable natural events of the year are but little consequence when measured with the unrest and unhappiness prevailing in other parts of the world. It is to return thanks for the blessings that are ours and to hope for improved conditions in other parts of the world that we approach the annual day of Thanksgiving.

Only the pessimist finds reason for ignoring this day. Let us add to the things for which we are thankful the absence of pessimism in Central Point. Our people appreciate the manifold blessings that have come to them, of that we are quite sure. Good health, the greatest of all blessings, has been ours. Peace and contentment, the power to work and honest tasks to do, will not be lost sight of. We speak for the community as a whole when we say that in every heart there is much to be thankful for and that sincere tributes to the One who has guided and directed them in the path of happiness and prosperity are not going to be withheld.

May the prayers of thankfulness of the people of this entire community be heard. And may their pathways on through the years to come be brightened by the sunshine of Peace and Happiness and Prosperity.

THIS MORAL QUESTION

Several years ago many people and a few worthy, well-meaning organizations, advocated the teaching of the then called "sex problem," involving bodily care, sex equality, and various subjects heretofore called delicate. Oft was the assertion made that younger girls should learn these things early at home, in school or from books, rather than boy friends with criminal intent—neglecting at that time the fact that nine out of ten "boy friends" were too bashful in those days to call a limb a "leg." They are not so bashful now, and the girls have graduated in the instructions suggested, knowing more now than the elders who made the suggestions did then. Then the war, and the mothers leading their daughters to grab a soldier—no matter who the soldier was. Old maids, young silly school girls, grass widows and sometimes married women thought they

had to "entertain a soldier." We knew one woman who was arrested for "entertaining" two soldiers.

Most every soldier secured a book on health, care of the body, directions for certain treatment, etc which was at that time, classed by those moral advocates as necessary.

Well, the "youth of the land" got the sex information all right, have been getting it ever since, and today we find the evil flourishing from coast to coast in a shockingly, horrible manner, as testified by all city police records, divorce courts, desertions, murdered husbands, White Shield homes, street walkers, fake doctors, etc.

Since the war and since the drifting from "old-fashioned" ideas the population seems to have gone on a jazz spree crazy with the dance and excitement, trying to mentally digest the wisdom they so rapidly acquired and which had been so long denied them. No more does the maiden object to smoking in her presence, rather she puffs her own cigarettes. The stocking flask and hip pocket bottle have even been unearthed in school and colleges. It didn't use to be thus, regardless of what some may say in favor of "we moderns."

Getting to present times the riot is spreading instead of dying out. Main causes or excuses are the public dance halls, the female mode of dress and lack of any head to the modern homes.

Congress or state legislatures can pass laws telling what not to drink or what not to smoke or how fast to drive his car but no member yet has had the nerve to enter a bill telling women how not to dress. It will have to be done before the doomes day arrives.

In Cleopatra's time the parties were tame as compared to some of the twentieth century, and Nero's fiddling didn't compare with present jazz orchestras or the late Charleston wiggles. Yes, say those moderns, copying from the reading of slush books and McFadden ideas, when we get use to modern ways, stylish clothes we won't pay any attention. Such advocates are dead ones and nature doesn't work with forgetful minds. Yes, they say savages don't wear clothes. Well, as a race are not savages, although they seem to be heading that way fast.

Cut out the show of legs, hip forms, low dresses, modern dances where ninety per cent of the sentiment and atmosphere is on one subject—then, and not until then, will this wild age cease. It is time to get back to normal. Time to again have well regulated homes, time to interfere with so much boldness. Time to teach morality, modesty and if you please, a little of the "old-time religion," before it is everlasting too late.

Ask the first dozen "shicks" or dozen "flappers" you meet to recite one psalm or a dozen quotations from the Bible and they will tell you you are crazy.

A big per cent of the young men today are old and worn out before middle age. Too big a percent of the young women today are not capable of raising children. Cause—too much liberty. Reverse the present fast drifting degenerating costume of the younger race dictating to parents and bluffing them with their threat to leave home, and their feeble excuse of "modern ideas." The average boy cares not for home, the average girl must dress and act, to some extent, like the crowd. Isn't it time, at least for the older women to refuse to copy styles of dress from the public women of Paris. If morals are neglected, as they are, much of the cause is the styles and lack of home discipline and free advice at dance halls, joy rides and late hours; the learning of "freedom" with the KNOWLEDGE the younger set has.

If in trouble, every girl knows a doctor. The only safe guard offered today, is not parent, teacher or police, but the fear of disease; and the knowledge the advocates of a dozen years ago advocated, is now so thorough that many a young person's pocket carries "preventatives." As a sound Nation with a thought of home and a future generation, it will be necessary to curb the dance halls and regulate the style of dress. Every adult reader knows this as a fact, but dislikes to acknowledge it. The world today has arrived at the amusement hell, the same free life and disgraceful acting as history says prevailed in the time of Anthony and Nero.

DID YOU EVER STOP TO THINK

By E. R. Waite, Secretary
Shawnee, Okla., Board of Commerce
No. 5

THAT the business man who reads this newspaper and does not advertise in it should stop and think and do it now.

BECAUSE it is a wonderfully complete newspaper.

BECAUSE in it can be found all the news up to the minute.

BECAUSE it is boldly assertive of the good things about your city.

BECAUSE it is entertaining as well as informative.

BECAUSE you read it shows you like it.

You know this newspaper reaches and is read by the people you want to reach, so why not advertise in it continuously?

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