

Central Point AMERICAN

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Advertising rates on Application

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editorially speaking

BE OUR GUEST

How would you like to pay 30 cents for this paper? The extra 20 cents isn't a great deal, but over the period of a year it would mount up.

How many evenings a week could you afford to spend three or four dollars for a heater or concert ticket? How many magazines would you buy if they all cost 50 cents and up?

But this paper costs you a dime. You can watch a show or hear a concert every evening in your own home for the cost of the electricity to run your television and radio set. The average price of the ten largest magazines is only 21 cents.

Advertising makes the difference. Advertising pays two-thirds of the cost of running this paper, three-fourths of the cost of putting out magazines. Advertising brings you television and radio productions costing thousands of dollars—for free.

So when you read newspapers and magazines, watch television and listen to radio, you're the guest of its advertisers. What do they ask in return? Only that you consider their products and services.

This is to your advantage. For advertising gives you essential information about what is available, where and at what price, to meet almost every need you have. Advertising helps you buy for less money, because it helps create the mass markets and to spur the competition that keep prices down. Advertising helps raise your standard of living because mass markets and competition mean more jobs for everyone.

This week is "Advertising Recognition week." The advertising men who sponsor it have adopted "Advertising helps you live better for less" as its theme. That's a pretty good thought for this week—and every week.

Book Briefs

From Central Point
Public Library

Avis Van Hoy



Last Monday, February 20, the new library was open for the first time, and as is always the case when such things are accomplished, it is not done by the efforts of any one person.

So, on behalf of the patrons of the library, I wish to take this opportunity to thank everyone who helped in any way to make it possible to have a new library.

To the people who foresaw need for such an improvement to the town, to the voters who were willing to accept the added taxes, the men who assisted in the actual moving of the books and shelves, to Paulsen's Thrift Market for furnishing some of the boxes for packing books and also hot water for cleaning shelves in preparation for painting, to Fluhrers Bakery for loaning us several big boxes for packing, to my family for helping to move books and in shelving books, and to the patrons, who for the last few weeks have had to select books amid the confusion of the moving.

A lot of time and work was spent by many people to get things ready for the opening day. Although the list of names would be too long for this article to list, please take our sincere thanks for your assistance.

School Earns \$100 With Dimes Games

GOLD HILL SCHOOL—The March of Dimes benefit basketball games given by the Gold Hill Elementary school and the cake walk brought in \$100.90 for the dimes campaign.

The Gold Hill A squad defeated the representatives of the Gold Hill freshmen. The high school teams from Gold Hill and

Sams Valley had an interesting tussle with Sams Valley coming out victorious.

February 14 saw a lot of hearts around Gold Hill school with parties going on in the last hour and a half of school. Valentine's Day and spring just around the corner lent an air of excitement not all suppressed.

Home, Flue Fires Call Rural Lads

A serious house fire and four flue fires called out volunteers of Central Point rural fire department during the past week.

At 3:30 a.m. February 16, the E. E. Finnell home at 150 Wine-ma avenue suffered extensive roof and ceiling damage. Cause was unknown, Chief Richard Krupp reported. Freezing weather and a late report hampered efforts of firemen.

The Finnells were away on

vacation at the time of the fire, which was reported by a neighbor.

The four flue fires answered were: Feb. 16, 9:44 a.m. at the Art Johnson home, Route 1, Central Point; Feb. 19, at the M. D. Reed home on Beall Lane; Feb. 20, 9:28 a.m. a home on Wilson road, and the afternoon of Feb. 20 the R. J. Wolf home at 2383 Howard avenue.

A call was made to the Harry Elden home on Route 1 February 19 to check on a home fire alarm device which was found to be faulty. No fire was discovered.

SIX WEEKS CARDS

Report cards will go out to grade school students in Central Point on Thursday, March 8, Principal C. A. Meyer reported. Cards, normally issued on Wednesday, will be delayed because of the scheduled school open house on March 6.



WHAT'S DOING

J. H. Creager, your Telephone Manager for Central Point



New cables have built-in "raincoats"

Inside the telephone cables that carry your calls are many tiny wires. They're the "voiceways". Now, in the picture above, these wires are getting a good dunking under the faucet, as you see. But they're still dry. For each pair of wires is covered with a plastic "raincoat". Paper was once used for this job in all cables. But now we have a new and economical way to put on plastic covers. Result: Even if harmful water should get into one of the new cables, there's an added safeguard to protect your calls. The men and women of Pacific Telephone work to make your telephone more useful every day.

Now you can send flowers out of town by telephone



Here's a new, faster way to send flowers out of town. Just ask your florist to telephone your order. He will call the distant city and arrange for delivery of your flowers before you leave his shop. If the flowers you want don't happen to be in stock, it's easy, by telephone, to change the order.

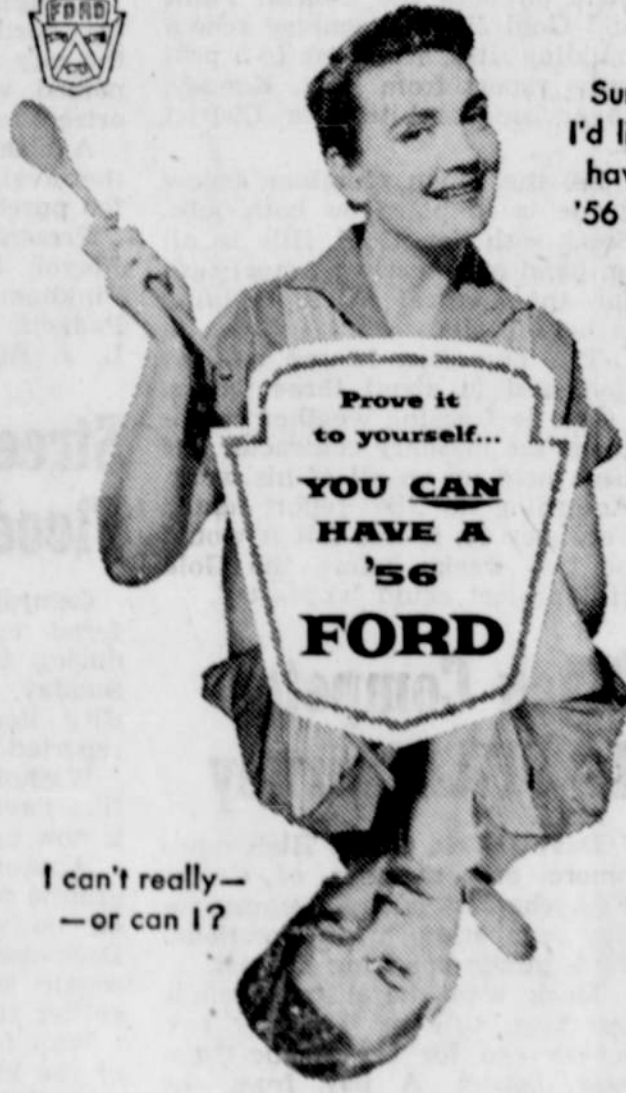
You'll know the flowers you send will arrive on time, too. Florists who offer this new service display an emblem with the words "We speed flowers by telephone" on their window. We think you'll enjoy patronizing them.

Strobel Advance In Army Reserves

John A. Strobel, installer repairman for Pacific Telephone in the Medford-Central Point area, has been promoted to warrant officer in the Army Reserve according to Lt. Col. Jack M. Hartley, commanding officer of the 382nd Quartermaster battalion.

Strobel, who has lived in Medford since 1948, is employed by the Pacific Telephone and Telegraph company here.

During World War II, he served with an anti-aircraft battalion of the coast artillery corps in New Guinea and Luzon, Philippine Islands. He has been a member of the 283rd Quartermaster battalion since 1949, joining the unit as private first class. Prior to his advancement, he studied advanced military courses.



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