

Central Point AMERICAN

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editorially speaking . . .

"MUD IS MIGHTIER THAN THE SWORD"

Your editor got quite a bang out of the "newsletter" sent out by Oregon's junior senator this week.

The sheet, sent out under his congressional mailing frank (without paid postage), is strictly political in nature and he is taking a few healthy swings at the opposition.

One particular part in the "newsletter" gave us quite a laugh. The junior "statesman" tried to take a cut at Governor Elmo Smith, and, in our opinion, did nothing more than make himself look like a darned fool.

We quote from the sheet: "In his talk to the annual Grange convention at Pendleton, Governor Elmo Smith urged a "sell-Oregon" campaign and spoke in favor of more appealing containers, good marketing and reasonable prices. He also proposed that specialists be used to find out what the customer wants."

From our point of view, with a background in advertising and marketing, the governor's remarks indicated a basic understanding of merchandising problems facing the farmer and suggested, in a general way, a solution to the problem.

The governor's suggestions are basic in merchandising and follow the old axiom of "offering the people what they want, when they want it and at a price they want to pay."

Every advertising agency in the nation would recognize the governor's remarks as basic steps in a merchandising promotion.

However, Oregon's junior senator, evidently at his wit's end to find some way to dig Governor Smith, attempted to turn these basic statements into "say nothing", ridiculous wordage.

To us, it shows the junior senator's mis-directed brilliance with a pen, and indicates that he is sadly misinformed as to the governor's meaning.

It is really too bad that a person elected to a public office cannot devote his time to constructive enterprise—work to help his area and the nation—rather than devote time to mud-slinging party politics.

R & M Construction Wins Bridge Contract

The R. & M. Construction Co. of Central Point, owned by John and Mae Robison of Central Point, has been awarded a \$14,957 contract to construct a reinforced concrete bridge spanning Staley creek, approximately 23 miles south of Oakridge.

The announcement came from F. E. Andrews, division engineer of the Bureau of Public Roads, following opening of bids last week.

The structure is to be 75 feet in length. There were four other bidders on the job.

Forecasters Predict Wool Shortage

You benefit from any market improvement, through your co-op.

45c ADVANCED ON WOOL

Ship Collect to
PACIFIC WOOL GROWERS

734 N.W. 14th Ave.
Portland, Oregon

Planning a VACATION over the 4th?



Get your party and play clothes ready!

HAVE THEM DRY CLEANED

Clothing brought in this weekend will be ready for you early next week.

GET READY FOR THE 4TH. CALL US!

CENTRAL POINT CLEANERS

Charles & Louise Novosad

Phone 4-2523 40 East Pine Street
CENTRAL POINT GREEN STAMPS

Book Briefs

From Central Point Public Library

Avis Van Hoy



According to news received from the Medford library, we will soon be receiving new book ends for our library.

These are needed in order to keep books in good condition. There should not be so many books on a shelf that in removing or replacing books, the bindings are subjected to stress, and a book end or back shelf is a necessity in keeping them upright, presenting a pleasing appearance, and keeping them in good condition.

Now that our new shelves are completed and painted, more books will be sent out from Medford soon. This should be good news to all local patrons, for the selection of reading material will be much larger.

Nagle Announces Establishment of Duraclean Firm

An amazing new business is being established in the Central Point area.

Robert H. Nagle, Route 1, Box 510, Central Point, a resident in this vicinity for two years has announced the opening of a new Duraclean dealership in the Central Point vicinity.

Nagle is a member of "Duraclean Dealers of America," an international chain of in-the-home rug and upholstery cleaning and moth proofing dealerships. Similar businesses are

established throughout the world in the largest organization of its kind. Services are nationally advertised and recommended by America's leading furniture and department stores.

As a result of Duraclean scientific studies, there is no need to replace furnishings because of untimely wear caused by soiling, Nagle said. Since Duraclean is not a wet soaking or scrubbing process, it is no longer necessary to tear up the house and send things out to be cleaned.

Nagle reported that by Duracleaning home furnishings can be used again the same day and that years of service are added to them.

Nagle moved here with his family from Klamath Falls. He served three years with the U.S. Navy during World War II, part of which was spent in the Pacific theater. Mrs. Nagle is community correspondent for the American in the Willow Springs district.

GUESTS FROM SPOKANE

Mr. and Mrs. George L. Beck and son of Spokane, Wash., are visiting Mr. and Mrs. D. Chesley Bones and Mr. and Mrs. M. F. Naples, both of Central Point. Beck is the son of Mrs. Bones. They have been in San Francisco attending the Kiwanis convention and are returning home.



From where I sit... by Joe Marsh

Junior Gets "Pinned" Down

Junior Baker and friends are all set for their circus. Look for their advertisements on neighborhood trees.

The kids have had problems in staging the event. The biggest was the admission fee. Junior wanted to charge five cents, Mrs. Baker thought it would be much nicer if they charged five pins.

So Junior held a meeting with his Directors—then told his mother they'd taken her advice. The ads now read: Giant Circus in Baker's Backyard. ADMISSION FIVE PINS PLUS FIVE CENTS TAX.

From where I sit, that's a cute example of a mighty important point—if you want things to turn out your way, then you had better let the other fellow have his choice, too. For instance, if your taste should happen to run to, say, iced tea... then you owe it to yourself to see that those who prefer beer, buttermilk or what-have-you get to enjoy their favorite beverages, too. After all, turn about's fair play.

Joe Marsh

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Here's why...



First National is Oregon's favorite place for savings!

1 Quick, friendly service...

You'll enjoy every visit to a savings window at First National. Smiling, alert tellers give you a friendly welcome every time. It's fun to watch your First National savings grow.

2 Bank safety...

There's no substitute for a bank savings account. At First National, you have the extra assurance of a 91-year history of complete safety for the savings of every First National customer.

3 Extra convenience...

Handle all your banking needs... including savings, checking, safe-deposit, and many other services... with just one visit to Oregon's favorite bank. And... wherever you go in Oregon, there's a First National Branch nearby... to serve you better.



FIRST NATIONAL BANK OF PORTLAND
LET'S BUILD OREGON TOGETHER

73 STATEWIDE BANKING OFFICES TO SERVE YOU