

THE CENTRAL POINT AMERICAN

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ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS

CO-OPERATING WITH KIDNAPERS

Should police co-operate to make ransom conveyance safe in kidnappings? That is the customary police technique in the United States today, followed in the latest Mattson case, and once again shown to be ineffective. It did not save the life of the Mattson case victim; it failed in the Lindbergh case; it failed in the Brooke Hart case. In all three the victims were apparently done away with before ransom could be paid.

Offering kidnapers a truce while ransom negotiations are under way does have one certain effect: It advertises to the underworld the possibilities of big profit. The Lindbergh case set off other crimes, though the Mattson case need not to likewise. Senator Ashurst now comes forward with a proposal to impose a \$5000 fine on anyone paying ransom, similar to anti-ransom legislation abroad. Of course, the retort is made that parents will pay ransom, law or no law. But the act would permit the Government to intervene to stop ransom, as Canada did to halt payment when John S. Labatt was kidnapped, and as Cuba did in the similar case of Antonio San Miguel, rail president. In both instances the victims were promptly returned, uninjured, without ransom. The profit had been taken out of the crime.

The argument for the anti-ransom proposal is at least plausible enough to demand serious consideration. Many a parent must have shuddered at the infernal invitation to other kidnapers, extended when newspaper headlines, in bold letters, announced that the Mattson ransom money was being prepared while police maintained a "truce".

—Christian Science Monitor.

THE DEATH LOTTERY

Last year, in an American city of something over 1,000,000 population, traffic deaths averaged approximately five per day. During the early part of January this year, deaths in the same city caused by motoring carelessness averaged seven a day.

The people read of this loss of life disinterestedly, turn the page and forget it. But the world would stand aghast if seven similar victims were selected each morning by lot and sacrificed at a public ceremony.

Of course, that would be impossible—but the idea may give you a new view of the automobile accident situation. In the city mentioned—which is no better or worse than many other cities and towns—the odds are about a hundred and fifty thousand to one against you being killed on any given day. Those are long odds—but they are considerably shorter than the odds against a man with one ticket winning a major prize in the Calcutta Sweepstakes which is participated in by hundreds of thousands of Americans.

Under the lottery system of selecting victims for sudden death, the papers each morning could list the names of those drawn, and the unfortunates could wind up their business and go quietly to their doom. That opportunity isn't given to those who are run down by speeding cars.

So remember that the chance of your being killed by a motor car is a daily lottery and is greater than your chance of winning a prize in the sweepstakes in which you hope to gamble a dollar or two now and then. Is dangerous driving worth its price?

INSULTING LITTLE BUSINESS MEN

Those who forecast the destruction of small retail business in this country insult the little business man.

The life of the small retailer may not be all beer and skittles—but, taking him by and large, he shows an amazingly aggressive spirit. He is up on his toes and wide awake. He is more than eager to make improvement in his methods in order to attract customers. He provides a brand of personal service that makes and keeps friends.

HITTING BOTH WAYS



Courtesy The Christian Science Monitor

When the chain retailing system began its growth, some decades ago, the pessimists said that the day of the little independent was done—that monopoly would swallow him. The pessimists are still singing the same tune—but the facts show how badly off-key they are. Independent merchants, instead of giving up the ghost in the face of supposedly unmettable chain competition, have used their heads and thought up new innovations in retailing—and the chains have had a tough time keeping pace with them. Many a case is on record where a live independent has made the operation of a neighboring chain store unprofitable through his own customer-attracting enterprise. There can be no monopoly where consumers have a choice of service.

One result of this condition is interesting. Many forward-looking independent merchants have not joined the groups which seek to penalize chains with class legislation and taxation. To the contrary, these independents have often opposed such acts. They know that they can meet the chains on their own ground and hold their own. They realize that class legislation knows no bounds, and that if it once hits a part of an industry it is only a matter of time before all other parts will feel it also. The capable and intelligent independent retailer is willing and able to operate under present conditions of fair and reasonable competition.

Air Mail Service

Shows Big Increase

The greatest air mail year in its history was recorded by Oregon in 1936 when its citizens sent 229,329 pounds of correspondence over the airways, it was reported today in official figures released by Postmaster Tom Pankey.

The record-breaking total represented a gain of 13,323 pounds, or more than six per cent, over Oregon's 1935 air mail volume. Of the total, 197,470 pounds were dispatched from Portland, 10,532 pounds from Pendleton and 21,327 pounds from Medford, as the three points in Oregon at which air mail planes stop.

Still further gains in the speed of air mail service, plus added schedules and a continued growth of the nation's vast airway network are expected to contribute to even larger air mail loads in 1937, Postmaster Pankey said.

COOK'S BEAUTY SHOP MOVES TO NEW LOCATION

The Cook's Beauty shop has moved from 19 North Bartlett to 14 South Bartlett, Medford. Mrs. Cook will be glad to meet her friends and patrons there. Her husband will run a barber shop in connection.

ONLY 2 MORE DAYS LEFT FOR THE

January Special

A regular \$3.75 Oil Permanent Wave, Complete with Shampoo, Finger Wave and Hair Cut

This Month Only

\$1.95

MURRAY'S
HAIR DRESSERS

Phone 263 407 E. Main

Many Expressions Sympathy Received By Mrs. White

Among the many expressions of sympathy received by Mrs. Jennie White concerning the recent death of her daughter, Mrs. Audrey Snider, was one from a very dear friend of Mrs. Snider, containing a ribbon book mark inscribed with the following poem composed by Nell Griffith Wilson, Sonoma Valley poetess and lifelong friend of Mrs. Snider, and which was read at the funeral service:

RICH OFFERINGS
There is a love that knows no barrier of race or creed.
There is a beauty that the soul alone can see.
A loneliness that has no answer to its need,
Save faith that God is near through eternity.
There is a courage that defies the deepest pain,
There is a happiness that triumphs over grief.
A wealth not measured by mere worldly gain,
And firm assurance that effaces unbeliefs.
There is a loveliness that only hearts discern,
There is a calmness that surmounts all strife—
All these, and others, let me humbly learn,
That I may bring rich offerings to Eternal life.
Nell Griffith Wilson
Kenwood, Calif.

Townies Win Over Medford Merchants By 40-39 Score

The Central Point Townies basketball team met the Medford Merchants at the local gym Friday night and won by the close score of 40 to 39.

Medford using two full teams and changing each quarter made hard sledding for the local boys, who played the entire game straight through.

At the end of the first quarter the score stood C. P. 15, Merchants, 12. At the half the score was C. P. 23, Merchants 22, and at the third quarter the Townies led by 33 to 29. Sending in a fresh string, the Merchants ran up a lead of three points, but the Townies again clicked and pushed ahead to a 4-point lead.

Eads Transfer & Storage

Long distance hauling
fuel oil
Phone 315 25 S. Fir. Med.

EXPERT WATCH and JEWELRY Repairing

At Depression Prices
16 S. Central Medford
C. Earl Bradfish

Render Tea & Coffee Co.

24 N. Bartlett Medford
Next door to Peerless Market
WE ROAST OUR OWN COFFEE
It is not allowed to become shelf stale
Deluxe—33c—2 lbs. 65c
Royal—29c—2 lbs. 55c
Breakfast Cheer—25c—2 lbs. 49c
Superior—23c—2 lbs. 45c
Brazilian—17c—2 lbs. 34c

and managed to hold a lead to the final whistle.

The Townies converted 8 out of 9 tries at free shots, while Medford converted 7 out of 11. The lineup was:

Townies (40)	Merchants (39)
M'le Simmons, 11 F	Hughes, 2
	Smith, 4
D. Ayers, 3 F	Baker, 2
Virtue, 8	Campbell, 6
Pinkham, 2 C	Hammick, 2
	Harris, 4
J. Ayers, 7 G	R. Lewis, 2
	D. Lewis, 6
M. Simmons, 9 G	Trill, 7
	Van Dyke, 4

The Townies will tangle with Rogue River town team and a new team (The Americans) will play the Rogue River high school at the local gym Monday night.

In the preliminary to the Central Point Townies—Medford Merchant game, at Central Point last Friday night, the high school cagers defeated the Alumni team 25 to 5.

The high school quint led throughout the contest. The first half was rather close but in the final canto the ex-stars were unable to stop their successors.

Orville Castor led the alumni team with 4 points to his credit. Bill Grimes, high scorer for the game, chalked up 12 tallies.

Coach Hulbert used many substitutes during the contest.

Schools

First Grade News

The following items were written by pupils in the first grade of the Central Point school as part of their regular school work for the purpose of increasing their vocabularies. They will appear each week:

Wednesday, January 27, 1937
A little snow fell last night.
It is dark this morning.
It is going to rain again.
There are 20 children here.
Seven are out.
Jean has a pretty new dress.
Jackie has some new sox.
Phoebe has some new shoes.
We have a new girl.
Her name is Mary Howaley.
Some of our mothers came to school this morning.
The Doctor and Nurse are here.
They will examine us.

The roll rooms have been abolished and all the home seats are now in the auditorium. The typewriters have been moved to Room 5 and a boys' ping pong table is in Room 5. A ping pong table for girls is in Room 1.

A new class, commercial law, takes the place of geography this semester. All students who do not have conflicts may enroll. Hereafter, this will be a regular subject for the second semester of each year. Other changes which were effected are: All English classes are taking

up a study of Literature; Students of economics class study sociology; home ec. I girls are taking sewing while home ec. II girls have cooking.

The junior class had its party at the skating rink Wednesday night.

Geneva Millard was a week-end guest of Ruth Morava.

Norma Holland, Erma Thompson, Dorothy and Donald Smith, Everett Atkins, Ivy Huggar, Roger Lawrence, Simon Pappé, and Maryan Tucker were skiing on the Siskiyou Sunday.

Janice Nealon is ill of the flu.

Gertrude Moore spent the end visiting her aunt in Medford.

Edith Vincent motored to Ray dam Sunday.

When in Medford

Eat at

Leonard's

Lunch

Diners

Freshly Frozen Ice Cream

119 E. Main Phone

J. R. BIERMA

Typewriter

STATIONERY SUPPLIES

Sales — Rentals — Reg

116 N. Central Phone

Farmers Attention

Second Hand Rebuilt FARM IMPLEMENTS

At Bargain Prices

Call and see us at

39 S. Grape St. Med

All Natural Methods

Dr. H. P. Colema

Chiropractic and Physiotherapy

Oregon License 264

California License 3020

Special Attention to Blood Pressure, Stomach and Bowels.

Consultation and Examination FREE

Phone 965

In Medford Since 11

Palace Lunch

A Clean Place To Eat

QUALITY FOOD

23 S. Riverside, Medford

H. C. HIGH

Successor to

VOLNEY DIXON

Western Distributor For

Page Fence

Anything in line of fencing

124 N. Riverside Phone 24

Medford, Oregon

SHULTS BROS.

Dependable Auto Painting

Reasonable

BODY & FENDER REPAIRING & GLASS

220 North Bartlett Medford, Oregon

Classified Business Directory

CENTRAL POINT, OREGON

Use this Directory when shopping in Central Point. You will be sure of courteous service, fair prices and the best of merchandise.

AUTO REPAIR SHOPS	DRY GOODS	LUNCHES
JACK LEES Expert Auto Mechanic	HATFIELD'S Men's & Women's Shoes. Dry Goods, Notions.	NIP & SIP SERVICE STATION
BERT PECK Auto Repairing—Welding	DRUG STORES	MEAT MARKETS
AUTO WRECKING	STONE'S DRUG STORE Registered Pharmacist	LEWIS' MEAT MARKET Old Copco Bldg.
CHARLES JANTZER Auto Parts and Wrecking	FARM IMPLEMENTS	HUMPHREY'S MEAT MARKET Best Meats for Less
BATTERY SHOPS	FINLEY IMPLEMENT CO. Case Farm Machinery, Myers Hay Tools.	PRINTERS
L. C. GRIMES Battery & Electric Shop	W. E. ALEXANDER McCormick-Deering Agent Repairs—Harness	THE AMERICAN Job Printers
BARBER SHOPS	FEED STORES	RADIO REPAIRS
GLEASON'S Expert Hair Stylists.	FABER'S FEED STORE Sperry Products—Seeds	SANDY RICHARDSON Expert Mechanic
ROSS BARBER SHOP Central Point, Ore.	FINLEY IMPLEMENT CO. Crown Feeds—Seeds	SERVICE STATIONS
BEAUTY PARLORS	GROCERY STORES	PENDLETON & PATTERSON General Petroleum Products Mobil Oil
CENTRAL POINT BEAUTY SALON	FABER'S MARKET A Good Place to Trade	ASSOCIATED SERVICE STATION L. C. Grimes
Shampoo, Finger Wave, Manicure Permanents	JONES' GROCERY Next to Postoffice.	NIP & SIP SERVICE Gilmore & Richfield Gas
BLACKSMITH SHOPS	MARINE'S GROCERY Groceries, Fruits, Vegetables Cowley Bldg.	OWINGS' SERVICE STATION Richfield & Mohawk Gas
R. F. PEART General Blacksmithing	HARDWARE STORES	SECOND HAND STORE
DAMON'S CAFE Good Things to Eat	CENTRAL POINT HARDWARE STORE General Repairing	LONG'S SECOND HAND STORE Furniture Bought & Sold
CHEESE FACTORIES	W. E. ALEXANDER Hardware, Paints	ROOT'S SECOND HAND STORE Used Furniture & Stoves
SONOMA VALLEY CHEESE FACTORY On North Pac. Highway	INSURANCE	SHOE REPAIRS
CONFECTIONERY	J. O. ISAACSON Real Estate & Insurance Bonds	McDONALD'S SHOE SHOP Repairs while you wait.
ROSS & ROSS Candy—Tobacco—Fishing Tackle		WOODYARDS
		CENTRAL POINT WOOD YARD Floor Blocks—Dry Wood