

THE CENTRAL POINT AMERICAN

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Devoted to the best interests of Central Point and vicinity.

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Advertising rates on application
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ARTHUR EDWARD POWELL
Editor and Proprietor

A THOUGHT for the week.

By Archie Parker

Political Debate between Hon. Abraham Lincoln and Hon. Stephen A. Douglas.

Carefully prepared by the reporters of each party, and published at the time of their delivery 1859.

Lincoln:—"My declarations upon this subject of negro slavery may be misrepresented, but cannot be misunderstood. I have said that I do not understand the Declaration to mean that all men were created equal in all respects.—But I suppose that it does mean to declare that all men are equal in some respects; they are equal in their right to "Life, liberty, and the pursuit of happiness."—In pointing out that more has been given you, you cannot be justified in taking away the little which has been given him.—If God gave him but little, that little let him enjoy."

EDITORIALS

EDITOR'S NOTE: The following is taken from the Cashmere Valley Herald, published in Cashmere, Washington, and shows how the Oregon system is appreciated in other states:

STATE ADVERTISING IS PAYING IN OREGON

Last year Oregon invested \$50,000 in state advertising to attract tourists to that state and the returns from this investment are being tabulated, indicating that our neighbors to the south have been very "smart" during the past year.

Gasoline taxes alone have shown an increase of \$200,000.
That is a very nice return on an investment of \$50,000, it would seem, but that is only a small part of the story.

Tourists spent \$35,000,000 in Oregon during the past year and that is a very nice piece of business for the state. Oregon has just as much timber as she had before. Her fishing industry is as great as before, nor have any other natural resources been depleted.

In other words Oregon still has all of her natural resources and \$35,000,000 of outside money placed in circulation within her borders.

Word from Oregon is to the effect that the advertising appropriation will be doubled this coming year.

Someone will say that Washington will reap benefit from this Oregon investment in state publicity. Probably that is true, but why shouldn't Washington, with tourist attractions second to none, step out and get her full share of this fine tourist industry? We will never get it without

BERTIE'S PLACE

for HAMBURGERS
Hot Coffee—Sandwiches
226 N. Riverside Medford

ROXY

Sat. Only!
JOHNNY MACK BROWN
"Lawless Lands"
Episode 10 "Darkest Africa"

Sun., Mon.
Dick Powell—Joan Blondell
"Stage Struck"

Tues., Wed.
Lionel Barrymore in
"Devil Doll"
Wed. Nite is Cash Nite!

Thurs., Fri.
JANE WITHERS in
"Pepper"

going after it.
Our present legislature will show excellent judgment in making such an investment possible. If by spending \$100,000 in state publicity we can develop a \$35,000,000 to \$50,000,000 industry, isn't it worth while?—Cashmere Herald.

Library Receives Gift of Books

The Central Point public library is in receipt of a very valuable set of books as a gift of Mr. B. F. McManama, a former resident of this city and owner of the Nip & Slip service station.

The set consists of 13 volumes entitled Encyclopedia of Architecture, Carentry, building and Architectural Drawing. This latest addition to the library adds much to the value of the reference department and will be of much value to those desiring authentic information in matters pertaining to building in all forms.

The library is a very busy place on the evenings it is open. Last month, although a short month, there were 940 books and magazines loaned out, according to a statement today by Mrs. R. H. Moore, librarian.

Pierce Auto Freight Moves Office Site

Filling a very important niche in the modern life of Southern Oregon is the Pierce Auto Freight Lines, Inc., operating between Medford and Portland and San Francisco. Equip-

ped with the most modern equipment, this company is prepared to handle any kind of freight shipment in the shortest possible time.

Since entering the field of rapid transportation of freight, this company, by their reasonable prices, careful service and courteous treatment of the public, have been able to establish a large and constantly growing business.

Special attention is given to shipments of farm products and livestock. Merchants desiring to be assured of safe and rapid delivery of their goods from the cities will make no mistake by marking their orders "Ship by Pierce Auto Freight." Outgoing shipments are picked up at your door and deliveries made the same way.

The firm has been especially active in "Safety" campaigns for all users of the highways and are justly proud of the record their drivers have made in this respect. Always interested in the welfare of the communities they serve and active in civic affairs, this company enjoys the respect and good will of all with whom they come in contact.

The Pierce Auto Freight Lines, Inc., recently purchased the warehouse and office property of Eads Bros. on North Central avenue in Medford, where they are now building a new office building and fixing up their shops and freight terminal

sheds. Here the freight will be unloaded from the big through truck and distributed by smaller trucks.

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 March 3rd, 1937

What a fine morning we are having. Spring must be coming soon. Many are making gardens. Norma June will have a flower garden and a vegetable garden too.

Bobby has some new overalls. Mervyn's father and mother came back last night. They brought Mervyn some marbles.

Jackie's grandmother came to visit her.

High School Notes

A group of college students from Fresno, California, in connection with their study of public speaking

Stand or Sit while you cultivate



JOHN DEERE GENERAL PURPOSE TRACTORS

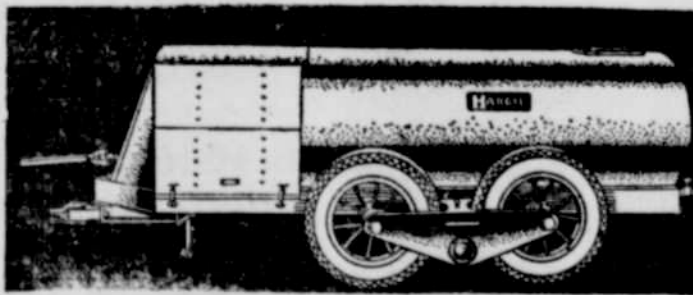
You'll like this feature. It relieves fatigue, puts you above the dust in extreme conditions, gives a better view in cultivating crooked rows. You'll also like the economy, dependability, simplicity, adaptability of John Deere General Purpose Tractors. You'll like the money you save by burning the low-cost fuels. You'll like the many other exclusive features that make these the outstanding General Purpose Tractors.

Get all the facts—come in.

HUBBARD-WRAY CO.

29 North Riverside Ave. Phone 202
Medford, Oregon

... For ...
Spraying Efficiency



The HARDIE DEPENDABLE Orchard Sprayers

New ideas, new designs, larger capacity, greater pressure. A tractor drawn sprayer for every size tractor. Hardies are made in many sizes, horse drawn portables, tractor drawn portables, stationaries and stationary units to meet any spraying condition in a practical way. Whether you have one acre or a thousand we have a Hardie Sprayer for your need. Call and see the new Hardie tractor trailer Sprayer.

Walter W. Abbey, Inc.

NASH, NASH-LAFAYETTE, WHITE—INDIANA TRUCKS
Allis-Chalmers Tractors and Implements, Hardie Sprayers
Sales and Service 123 S. Riverside Phone 303

For painted floors

that **STAY PAINTED!**

FLORHIDE ENAMEL

When you paint floors, choose a special floor paint that can take heel-and-toe pounding—Florhide enamel. Gives a tough, elastic finish. Resists dirt, oil, water, weather—great for exterior as well as interior floors. Quick-drying, too. 10 practical colors.

Medford Lumber Co.
3rd & Fir St. Medford, Ore.

PIPE SMOKERS!

Manufacturers get acquainted offer. Genuine Algerian Brier worth \$5.00 for only \$1.00. Write for free illustrated booklet of popular styles.

CONDAY PIPE CO.
So. Norwalk, Conn.

Copying---

With or Without Negative
ENLARGING—TINTING
Any size Photo—Better for Less

Phototown Studio
Located in Whillock's Golden Rule

EXPERT WATCH and JEWELRY Repairing

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

J. R. BIERMA

Typewriters

STATIONERY SUPPLIES
Sales — Rentals — Repairs
116 N. Central Phone 282

OFFICIAL WICO AND EISEMANN MAGNETO
Sales and Service.

OFFICIAL MAGNETO REPAIR SERVICE
Genuine New Factory Parts
DAWSON'S
44 N. Front St. Phone 268
Medford, C. -gon

ave speeches at the high school Tuesday morning. One spoke on the subject of world peace and the other spoke of President Roosevelt's plan of changing the Supreme Court.

The Pointer basketball squad has had an unusually good year. It won the game from Phoenix Monday night at the Medford Junior Hi gym by a score of 31 to 19, thereby winning the championship for the southern part of the county. The team will play the northern conference winner, Sams Valley, in their first clash Friday night here.

Gertrude Moore spent the weekend visiting her aunt in Medford. Georgia Conger visited her sister in Medford Saturday. Mrs. Ross was absent from school the latter part of last week because of a severe attack of quinsy. Mae Simmons attended a show at the Roxy theatre Saturday. The senior play cast for "The

Charm School" has been selected and rehearsals have already begun.

Zada Cash shopped in Medford Saturday morning.

Be sure and read the Central Point business directory and trade at home first if possible. Help boost our home town.

Home Baked Pies at the

ROGUE CAFETERIA

East Main Medford

SPECIAL MERCHANT'S LUNCH
25c and 35c
Salad, Vegetable, Meats, Bread, Coffee and Dessert

We Serve—
ROGUE VALLEY PEARS

We carry a complete line of **HODGEN-BREWSTER FEEDS**
Cash Paid for Eggs

LAYWELL EGG PROUDER	\$2.65
HODGEN-BREWSTER cwt.
Milk	All Brands—Can 6^C
O. K. Soap	10 Bars 37^C
Peas	Raycroft—No. 2 Can 10^C
Cheese	Local—lb. 19^C
Oxydol	Pkg. 19^C
Bananas	4 lbs. 19^C
Seed Potatoes	Certified—lb. 4 1/2^C
Carrots	4 bunches 10^C
Pure Lard	Bulk—2 lbs. 29^C
Oysters	To Stew or Fry Mediums—Pint 19^C

Prices effective March 6 & 8

SAFeway

Lawnmower Service

Phone 201 **SIMS BROS.** 23 N. Fir

Reddy Remarks

I'm one-third stronger than a horse and you can guide me readily with a switch.

REDDY KILOWATT
Your Electrical Servant
The California Oregon Power Company