

CENTRAL POINT AMERICAN

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ARTHUR EDWARD POWELL
Editor and Proprietor

A THOUGHT for the week.

By Archie Parker

Smile will go a long long way,
And rest your soul at the close of day.
When your heart is sad and your thoughts are blue
I'll tell you my friend just what to do.
Just walk and walk and walk for miles,
And listen to the ECHO of your SMILES.

EDITORIALS

THE DAY OF LITTLE BUSINESS

It is often argued that the development of large businesses—especially in the retail fields—has tended to destroy little businesses and to make it next to impossible for a man without vast capital to set up his own establishment.
This argument has strong appeal—but apparently facts contradict it. During the depression, thousands of little businesses sprung up in the country—largely because of the difficulties of individuals in finding employment. These little businesses offer specialized services, or lower prices, or were the outgrowth of a new idea of some kind. Many of them found a ready welcome, and have prospered. With the return of better times, they are going ahead—and in due course a percentage of them will become big businesses.

Some of these little businesses failed—because they provided poor service, or did not fill a definite need. But many a large business has failed for the same reason.
One has only to look around any growing community today to see a legion of opportunities in retail lines for young men and women who are willing to work, and realize that riches can't be earned overnight. Even as changing times made necessary big business combinations to serve the public, so the evolutionary process has created a hundred opportunities for the small retail businesses where one existed a generation ago.
The day of little business isn't done—it is just beginning.—The Chemung Valley Reporter, Horseheads, N. Y.

CRITICS

It has long been the fashion for certain writers and speakers to criticize the American people for their commercialism—their desire to make money.
While it is true that the mere making of money is not a very high ambition, it must be remembered that it is through our genius for

business that we have been able to provide the funds for innumerable things worthwhile, such as are not enjoyed by any other nation in the same degree.

Great sums donated to educational, religious, charitable and artistic purposes have been made possible through successful business pursuits. Scientific research, the advancement of health measures, better homes and the comforts and refinements of civilization generally have been due to the ability of our people to acquire money and to their willingness to spend it for these things.
Many of the high-brow critics of business obtained their education at colleges and universities endowed and made possible by business men. Business and money making are not the end of our ambition, but they are the means by which civilization may be promoted and preserved.—The Logansport (La.) Interstate Progress.

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 24, 1937
Happy Easter Day will soon be here. We have just four more days to wait. We will sing songs at Sunday School. We will wear our pretty dresses.

Louise is going to leave us. She is going back to California. She will be glad to see her Daddy, and her grandmother.
Billy is moving away too. He will go to another school. We are sorry.

High School Notes

Roberta Wertz
Mr. Jewett attended the meeting of city superintendents from all over the state at Salem the latter part of last week.
The baseball season began this week with about fifteen boys turning out for practice. The first scheduled game is to be with Jacksonville April 2.

The girls of Home Ec. II class are making light bread this week.
Members of World History class are entering into a study of the reign of Napoleon Bonaparte.

Wednesday, Thursday, and Friday of this week have been set aside as "tag days" when students are to have the opportunity of purchasing at a reduced cost, a copy of one of the 1937 all school annuals which are being published this year.

Evelyn Stanley and Patty Crawford bicycled to Eagle Point Saturday. They returned Sunday.
Arlene Scott visited Marion Strayer Sunday afternoon.
Bob Hoagland and Homer Myer motored to Four City View Sunday afternoon.

Dorothy Smith and Ivy Hugger shopped in Medford Saturday.
Norman Holland and Zada Cash spent the week-end at Grants Pass visiting Zada's sister.

Mrs. Fleischer attended the regular meeting of the Jackson County Teachers' Chorus in Medford Saturday morning.
Mary Lou Gerber shopped in Medford Saturday.

Yvonne Landers, a senior, entered school Monday. She comes from Clarkdale, Arizona.
Erma Thompson and Margaret Scott shopped in Medford Saturday.
Georgia Conger went skiing at Crater Lake Sunday.
June Wold saw the show at the Rioita Theatre Friday evening.
Edith and Leatha Vincent visited friends in Phoenix Sunday morning.

Loan Association Shows Big Growth

One of the strongest and most progressive financial institutions in Southern Oregon, is the First Federal Savings & Loan Association of Medford which has offices at No. 27, North Holly street in the Fluhrer Bakeshop building. Mr. R. F. Kyle, secretary-manager, spent his boyhood in Central Point where he graduated from high school. He is well known for his honesty and sterling character.

This association is sponsored and supervised by the Federal government, although locally owned.
The safety of every investment in this ass'n is fully insured up to \$5000 by the Federal Savings and Loan Insurance Corporation, an agency of the United States government.

The object for which the First Federal Savings and Loan Association was organized was to provide a safe, profitable place for investment of its members and to use these investments to aid other members to build and improve their own homes. That the company has succeeded in its object is evidenced by the fact that its assets have constantly increased since its inception.

Since Federal charter was granted this ass'n has paid an annual dividend rate of 4% on all share accounts. Under the provisions of the Act of Congress authorizing its charter this association may be designated as fiscal agent for the sale of United States saving bonds to members. Share accounts in this company are also legal investments for trust funds.
For those who desire a safe and

reliable place to invest their savings, The First Federal Savings and Loan Association offers a most attractive solution. Savings left here on or before the 10th of the month will earn dividends from the first of the month.
Officers of the association are: Fred Heath, president; W. E. Fluhrer, vice president; R. F. Kyle, secretary-manager; F. P. Farrell, attorney and Mary Jane Beebe, assistant secretary. Directors are: Fred L. Heath, Stephen G. Nye, Bruce H. Bauer, P. M. Janney, Wm. H. Fluhrer, M. Pierce, Wm. C. Rookard and R. F. Kyle.

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Honey	Stewart Clear, pure 5 lb pail	43c
Bunch Vegetables	Any kind 3 for	10c
Oranges	Texas large juicy doz.	29c
Lettuce	Large crisp heads ea.	7c

QUALITY MEATS

Pork Sausage	Pure 2 lbs.	35c
Dill Pickles	3 for	5c
Hams, Cudahy's	Half or whole lb.	25c

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