

THE CENTRAL POINT AMERICAN

Re-established, September 13, 1924. Devoted to the best interests of Central Point and vicinity.

Entered as second class matter at the post office, Central Point, Oregon, under the Act of March 3, 1879.

SUBSCRIPTION RATES
Six Months \$1.00
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Payable in advance
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ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS

DEATH IS PERMANENT

The destruction of the Hindenburg has once again brought before the eyes and minds of the world the terror of sudden, uncontrollable fire. Millions of persons reading the news accounts and viewing the ghastly photographs of the doomed airship and its victims, have been gripped by a shudder of horror. Not so long ago the New London school disaster resulted in a similar mass reaction.

The unfortunate part of all is that these lessons are quickly forgotten, and that a large part of the public virtually refuses to adopt safety measures of long standing need, which would prevent thousands of individual tragedies whose cumulative total of death, injury and property damage is infinitely greater than that caused by the infrequent major disasters that are headlined in the newspapers of the world.

For example six thousand persons in the United States—exclusive of the 1,500 who die annually in burning buildings—die yearly of burns and scalds, and practically every one of these deaths is preventable. Children are the principal sufferers, thanks to the carelessness of adults. Unprotected stoves and grates, hot water, steam and matches are the principal objects which quickly become lethal weapons of death at the innocent exploring touch of a child's hand. Among adults the practice of starting fires with kerosene and gasoline is well in the fore as a producer of fatal burns and as a destroyer of property.

Death by fire is just as painful and horrifying—whether it occurs in a home or in a spectacular disaster. Think of this before you throw kerosene on that balky fire. Remember, death is a permanent

proposition, and no amount of money will bring back life to a charred body.

NO "BOOMS" TODAY THANK YOU

Thirty days without a traffic fatality! That is a record of which San Diego, California, may justly be proud. It is the result of an aggressive safety campaign initiated by local officials who had become alarmed by the staggering number of traffic deaths occurring within their city.

To fully illustrate the impressive results obtained, the safety committee of the local post of the American Legion prepared a chart closely resembling an ordinary index of business activity. The traffic death rate before the drive was represented by a diagonal line, reaching its peak in the upper right hand corner of the chart, darkly hinting at a breathtaking and horrifying "boom" in the "death business." Reduced to figures this line meant that on the average, one person was killed every three and eight-tenths days. Results of the drive were represented by another line that showed that the death rate had been reduced to one person each fourteen and three-tenths days—a decrease of almost 80 per cent.

Success of the safety campaign was attributed to the fact that the police "cracked down" and the courts backed them up by handling cases efficiently and impartially. Too, San Diego's leading newspaper aroused in the public a spirit of wholehearted cooperation with a steady stream of constructive and helpful publicity.

San Diego's fine record conclusively proves that safety campaigns, seriously undertaken, can accomplish surprisingly effective results in any community.

WRESTLING NEWS

A large crowd attended the wrestling matches at the Armory in Medford, Monday evening.

Frankie Taylor, returning to Medford after a long absence, lost to Cowboy Dude Chick in the main

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EXPERT WORK

REASONABLE PRICES

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Wrestling

Medford Armory
Monday Night

Seats on Sale at
BROWN'S, Phone 101
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Phone 279



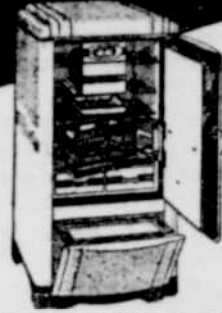
event after receiving the lariat spin, but covered himself with glory by grabbing the first fall from the champion in 14 minutes with a Missouri back-breaker. It was a great match, with Taylor apparently having the better of the argument until Chick applied his deadly spin. Taylor was unable to return for more action after being spinned.

In the opener, Sailor Dick Trout avenged a previous defeat at the hands of dirty Monte LeDue by drop kicking the Frenchman into submission in the first round and winning in the third when LaDue refused to break a leg-breaker in which he used the ropes for leverage. Referee Frieble awarded the fall and match to Trout on a foul.

The Black Dragon was introduced

from the ring last night and it was announced that he would be ready to go next Monday, probably against the winner of the middle event, which turned out to be Belcastro.

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* FOR 1937



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FEEDS

HODGEN-BREWSTER

QUALITY MEATS

Cottage Cheese	Pint	10 ^c
Bacon	Lean In the Piece lb.	33 ^c
Pot Roast	Steer Beef lb.	17½ ^c
Mince Meat	Kerr's In bulk lb.	5 ^c
Picnics	Lean lb.	25 ^c
Boiling Beef	Tender Steer Beef lb.	15 ^c

FRESH FRUITS & VEGETABLES

Tomatoes	Fancy Field Grown lb.	5 ^c
Watermelons	Red Ripe lb.	2½ ^c
Oranges	Sunkist ea.	1 ^c
New Spuds	Shaffers No. 1 10 lbs.	19 ^c

Produce Prices Saturday Only

Crackers	Sodas or Grahams 2 lb. box	20 ^c
Jels-rite	Pectin 8 oz. Bottle 2 bottles	25 ^c
Coffee	Edwards 2 lb. can	49 ^c
Flour	Kitchen Craft 49 lb.	\$1.89 ^c
Soap	Crystal White 10 bars	29 ^c
Peanut Butter	In bulk 2 lbs.	25 ^c
Potato Chips	Parker's 5¼ oz. pkg.	15 ^c
Sugar	Fine Granulated 10 lb. clothbag	53 ^c
Coffee	Airway Fresh Ground 3 lbs.	55 ^c

Free Delivery Phone 311 Prices For June 19 & 21

SAFEWAY

WHAT A WALLOP PRICES ARE GETTING IN MEDFORD

The Toggery's \$30,000

MEN'S WEAR SALE

Men's Suits

Values to \$27.50

\$15.87

Men's Shoes

One lot
Values to \$4.50

\$2.97

Work Pants

One lot
Regular \$1.95 Values

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Sunday Is Father's Day

Buy a gift for Dad at these Money Saving Prices.

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One lot Dress Shirts
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All fancy Manhattan
Shirts on sale at greatly
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MEDFORD

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