

THE CENTRAL POINT AMERICAN

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One Year \$1.50

Payable in advance
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Office—Second Street, off Main

ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS

LIGHTED CIGARETTE — \$70,000 GONE

A short time ago, a careless Oregon motorist tossed a lighted cigarette from his car. An area of 5,000 acres, covered with good young timber, was burned. At the present average lumber price, that means that \$70,000 in pay rolls and supplies was lost to the state. And, according to a conservation authority, "it would really amount to a loss of well over a million dollars in the future resource of the state". Many decades are required before a burned tree is replaced and devastated land becomes valuable again. Preventing fire is said to be 75 per cent of reforestation. And more than 90 per cent of all forest fires are man-made. In every lumber state, you can see thousands of ghostly acres, covered with only blackend stumps of once great trees—grim monuments to ignorance and carelessness. Every individual owes his fellow

citizens an obligation when he goes into the woods, or drives through timbered country. That obligation is easily discharged—but failure to do so may result in the loss of millions of dollars, and the ruin of irreplaceable natural beauties. Take the utmost care with smoking materials—and don't throw matches and butts, even though you think they're out, from your car. Watch campfires like a hawk, and when you leave, saturate them with water, then bury with dirt. Obey the law—especially the local rulings that are put into effect during fire seasons in areas where hazards are especially great.

Remember that forests are our heritage, and that it is up to us whether we dissipate or conserve that magnificent legacy.

OPPORTUNITY FOR SMALL BUSINESS MAN

In a recent issue of Harper's Magazine, John Allen Murphy writes on "Can the Small Business Survive?" He covers business and industry generally, and pays special attention to retailing, of which he says: "With scarcely an exception, retail establishments of the United States started humbly. In most cases the young storekeeper was his own buyer, clerk window washer, and janitor, at first. Most of the gigantic chains were formed with one store, and there were long, hard

struggles before a second was launched. Chains starting with many units have rarely succeeded. It appears necessary for a business to establish itself slowly, laying one stone at a time. . . .

"The evidence is overwhelming that the small business man has a chance. . . .

To say that opportunity no longer exists for the small retailer to grow and prosper, is to blind oneself to the facts. During the depression, many a little store founded on a shoe string managed to make both ends meet by serving the public honestly and well, and now is on the road to expansion. A chain system that now has many hundreds of outlets in the Western section of the country, was started by a young man with only a medium of capital, who foresaw the public demand for stores that would give the best possible service at the lowest possible cost. The old adage, "Great oaks from little acorns grow," was never better exemplified than in retailing.

Today many a little retailer is working 18 hours a day, with ambitious plans in the back of his head for expansion of business and income—plans that will one day mature and become realities. Today the small businessman who is awake to the needs and demands of the times, and isn't afraid of work, has an unparalleled opportunity to progress and prosper.

USED LAWNMOWERS
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New Lawnmowers—\$6.50 to \$10.00
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BODY & FENDER REPAIRING & GLASS
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Medford High School
Monday Night
Seats on Sale at
BROWN'S, Phone 101
VALENTINE'S CAFE
Phone 279

Singer Sewing Machines
Vacuum Cleaners
Sold Rented and Repaired
A. B. C. Washing Machines
Ironers
HEMSTITCHING
W. H. KLATT, Singer Distributor
22 S. Grape St. Phone 782 Medford

The BEST In Town
Plymouth Specials
'33 Coupe, None Better \$365.00
'34 Deluxe Coupe, Like New, Rumble Seat 475.00
'34 Special 2-Door A Honey 475.00
'34 Delux 4 door, Must Be Seen 525.00
'36 Delux Coupe, Low Mileage, 24 month contract 650.00

Chevrolets
'35 Master 2-door touring Sedan \$560.00
'36 2-door Town Sedan, best ever 595.00
'29 4-door New Tires, As is, for 95.00

Others
'35 V-8 Coupe, try to beat it \$473.00
'29 DeSoto, Motor Just Overhauled 152.00
'30 Buick A good Sedan 250.00

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You can have your house painted, papered or Kalsomined
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223 W. Sixth St. Phone 270

Watch For Pioneer Days' Sale Soon

Barrels of Groceries Given Away Free

Safeway Meats ARE BETTER

Salt Pork	lb.	23 ^c
Shortening	Pearl 4 lb. pkg.	49 ^c
Pot Roast	Swift Steer Beef lb.	17 ^{1/2c}
Boiling Beef	lb.	14 ^c
Post Toasties	Note The Low Price ca.	5 ^c
Mayonnaise	Aristocrat qt.	39 ^c
Flour	Sunset Gold 49 lb. bag	\$1.29
Salad Dressing	Salad Serve qt.	35 ^c
Macaroni	Rose City Curve Cut 3 lbs.	19 ^c
Wheat Flakes	KELLOGS Whole Wheat 2 pkgs.	19 ^c
Milk	Maximum Tall Tins 6 for	35 ^c
Salt	Leslie, Plain or Iodized 2 lb. pkg.	15 ^c
Pineapple	Libby's Crushed No. 2 can	17 ^c

FRESH FRUITS & VEGETABLES

PRICES FOR SAT. ONLY

Sweet Corn	Local Golden Bantam doz.	19 ^c
Potatoes	Locals 10 lbs.	19 ^c
Watermelons	lb.	1 ^{3-4c}
Bananas	Firm Ripe lb.	5 ^c

COFFEE

Airway
Ground Fresh when sold
3 lbs. 49^c

Nob Hill
The finest quality obtainable
2 lbs. 45^c

Edwards
An excellent Vacuum packed Coffee
2 lb. can 49^c

FRUIT JARS

Pints, doz. \$.73
Quarts, doz. .89
1/2 gallon, doz. 1.09

KERR ECONOMY
Pints, doz. \$.87
Quarts, doz. 1.00
1/2 gallon, doz. 1.35

KERR Wide Mouth
Pints, doz. \$.89
Quarts, doz. 1.04
1/2 gallon, doz. 1.37

JELLY GLASSES
1/2 Pint, doz. 43c

Phone 311 Free Delivery Prices for Aug. 7 and 9



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1937 Spark Oil Heater

Deisel oil is cheaper than wood when burned in a Spark Oil Heater equipped with an H. C. Little Burner.

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the arrival of its new
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Greyhound, the great leader, now brings you its new Super-Coach, the most modern and luxurious vehicle on American highways. New comfort, new convenience and a complete new travel thrill are yours— at no increase in rates. Low fares to all points in the U. S.

DAILY SERVICE
From CENTRAL POINT

NORTHBOUND—Leave
8:06 A. M. 10:40 A. M. Local
Daily Except Sun.
2:01 P. M. 2:10 P. M. Local
Daily Except Sun.

8:58 P. M. 11:13 P. M.

SOUTHBOUND—Leave
9:26 A. M. 12:30 P. M. Local
5:15 P. M. Local, Daily Ex. Sun.
6:05 P. M.
9:46 P. M. 11:43 P. M. Local
ROSS & ROSS
Phone 38

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Peter B. Kyne's
"Westbound Man"
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Sun. Mon. Tues.
SHIRLEY TEMPLE
"Stowaway"

Wed. Only
Lee Tracy Margot Grahame
"Criminal Lawyer"
Wed. Nite is Cash Nite!

Thurs., Fri.
Irene Dunne Melvyn Douglas
"Theodora Goes Wild"