

THE CENTRAL POINT AMERICAN

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One Year \$2.00

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Office—Second Street, off Main
ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS

LOCAL NEWSPAPERS

The United States Senate Small Business Committee is looking into so-called problems of the "rapid growth and concentration of newspaper ownership by chains and individuals." According to Senator Murray "the smaller papers, both daily and weekly, are having a difficult time. They face higher costs of labor and everything else from paper to machinery."

In "old times" the so-called "country papers" used ready prints, or "patent insides." The "machine age" overtook thousands of those publications, and they went forward, not backward, when they installed typesetting machines. That meant that they increased their service to their community with more news, feature and editorial space than existed in the olden days. Nowadays we call these dailies and weeklies "Family Newspapers." They haven't slid back, and they don't need sympathy. They do deserve applause and cheers. The "chains" are a result of "more power" in local newspapers.

There never has been a time in all history when Family Newspapers were so important and powerful as they are today.

ARE CONTESTS ON THE LEVEL?

A golden torrent of refrigerators, typewriters, washing machines, radios, automobiles, wrist watches, toasters, luxury air tours, and \$10,000 certified checks—all for free—is cascading again into the laps of Americans who have a flair for contests.

Are they on the level? Does each of the 60 million Americans who enter contests have a chance to win? According to the Reuben H. Donnelley Corporation which judges 75 per cent of all the big-time contests, contests are on the level. The little lady in Alaska has just as much chance to win an all-electric kitchen or \$50,000 a year for life, as the advertiser's brother-in-law, and a much better chance than members of the sponsoring or judging firms, who are automatically barred from entering contests.

"Contests today," says Henrietta Davis, Donnelley's contest manager, "are carefully scrutinized by the Post Office authorities. Furthermore, we at Donnelley have developed a rating scale that eliminates the personal factor in judging entries."

If you want to win, Mrs. Davis counsels, be sincere and to the point.

PACKAGED POWER



CONDENSED POWER HAS BEEN THE GOAL FOR MODERN BATTERIES.

EARLY BATTERY RADIO SETS WERE CUMBERSOME.

"WHY, IT'S THE METROPOLITAN OPERA COMPANY!"

"CELESTINE AIDA"

"THE ANVIL CHORUS! HOW APPROPRIATE!"

TODAY'S COMPACT FARM RECEIVERS GET THE SAME PROGRAMS AS THE CITY PLUG-IN SETS.

NOW PORTABLE RADIOS, WITH THE NEW HIGH ENERGY BATTERIES CAN BE CARRIED IN THE VEST POCKET.



Facts and figures, courtesy Eveready Batteries.

Follow the rules. Don't write "sympathy" letters to the judges, and don't send in ghost-written entries provided by so-called "contest bureaus." These are spotted and screen out by the judges.

ON THE UP AND UP

There is no question about it now! The U.S. Bureau of Labor Statistics reports that retail food prices throughout the country reached their highest peak in all history the middle of November. The former nationwide peak was in June 1920. When the price controls were lifted by the Government everything went sky highward. Just as Chester Bowles et al predicted but then came a drop of 3 per cent in some food prices, with the biggest drop in pork chops, which went down 13.7 per cent. The list that was released by the Bureau of Labor Statistics goes into details. On the whole official figures show that practically all food prices are becoming a "little more reasonable" than they were at any time during the war.

FOOLING WITH FIGURES

The predictions of the National Administration—all the way from the President clear down the line through Congress, reads like guess-work.

Joel Kuperman would do better with the "budget" than the President is doing, outling a 37 billion dollars budget. The "experts" who call

themselves Government analysts, predict a deficit of \$1,900,000,000.

Anyhow, don't figure that your taxes will be less—because they won't be.

Locals

Mrs. John Cash has been very ill with pneumonia and bronchitis. She is better at this time.

Mrs. Viola Lampman has returned to Central Point from the Community hospital and is making her home with Mrs. Skyrman. Mrs. Lampman is able to walk some. She is recovering from a broken hip.

Rolly Clark returned home from the hospital in time to celebrate the Christmas holidays. He is able to get around on crutches and expects to start to school soon.

Born to Mr. and Mrs. R. E. Steel, a girl 5 1/2 pounds, Dec. 17. The little Miss, is a granddaughter of Mr. and Mrs. (Dad) Dyne.

Mr. and Mrs. Kenneth Powell arrived home Sunday evening from Waldport where they spent the Christmas holiday with Mrs. Powell's parents.

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On Highway at North City Limits

Mr. and Mrs. K. A. Setness and son Duane from Silverton arrived Friday morning and spent the week end with his brother Mr. A. M. Setness and family. This is the first time Mr. Setness of Silverton has been able to visit his brother for a long time as they have lived so far apart.

Mr. and Mrs. J. Coty left Tuesday for Oakland, Oregon to visit their son Mr. Walter Coty, wife and two children.

Born to Mr. and Mrs. Walter E. Drennen, a girl, 7 lbs., December 27 at Sacred Heart hospital.

Born to Mr. and Mrs. Lorenzo Johnson, Central Point, a girl weighing 7 1/2 lbs., December 30 at Community hospital.

Born to Mr. and Mrs. Wayne Vincent a girl 7 1/2 lbs., December 27 at Sacred Heart hospital.

Word was received from Captain H. Lilley and wife Maxine that Capt. Lilley was able to walk with a cane that he had a brace on leg which is two inches shorter. His knee is also stiff. The Lilleys have a little two year old son Mike. They lived here when Lt. Lilley was stationed at Camp White. Mrs. Lilly worked in the Red Cross surgical dressing class. She wishes to be remembered to all her friends.

Mr. and Mrs. E. E. Scott entertained with a family Christmas Eve party, Mr. and Mrs. Victor Noel and Vicki; Mr. and Mrs. Ray Anders, Barbara and Jimmie; Mr. and Mrs. Harley Dressler of Medford; Mr. Lew Swartz; Mr. and Mrs. C. G. Duncan; and Mr. and Mrs. Joe Swain, who recently returned from Brazil and were house guests at the Scott home. Gifts were exchanged and all report a jolly time. The same group enjoyed a Christmas day dinner together at the Scott home.

The Harvey Cassmans entertained with a family dinner on New Year's Day—fifteen were present. Out of town guests were Mr. and Mrs. Eddie Martin from Crescent City. Mrs. Loren Cassman is Mrs. Martin's sister.

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Mr. and Mrs. Claude Mannin spent the Christmas holiday with Mr. Mannin's parents Mr. and Mrs. Henry Mannin. They returned to Fort Lewis, where Mr. Mannin is stationed, Saturday. At the present time Mrs. Mannin Sr. is ill with a bad cold.

Mr. and Mrs. Virgil D. Cardwell returned home Saturday from spending the Christmas holiday with their folks near Fresno, Calif. The Cardwells live in the Powell apartment.

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