

The American

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Devoted to the best interests of
Central Point and vicinity.

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SUBSCRIPTION RATES:

One Year \$1.00
Six Months \$.75

Payable in advance.

Advertising rates on application.
Office—Second Street, off Main.

ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS

CUTTING THE FOOD BUDGET

The price of pork and pork products recently returned to the 1929 high levels. Other basic food products are climbing the same ladder, with the result that the cost of living is daily becoming more of a problem to the average American family.

As prices thus advance, the need for food distributing methods that eliminate handling charges between producer and consumer, becomes constantly more evident. This same problem faced the consumers in the early twenties and caused the creation of the large scale food buying and selling organizations which have done such valuable work, not only in reducing the cost of maintaining the consumer's dinner-table, but in benefitting the producer.

In this connection, it is well to remember that the producer of farm products, the farmer, likewise constitutes a great consuming market. The producer, therefore, is greatly interested not only in what he receives for what he sells, but what he must pay for what he buys. Growth of chain grocery merchandising, by eliminating needless middleman transactions, has tended to increase the farmer's share of the retail sell-

ing price of his products, while materially lowering the cost of what he must buy as a consumer.

In the single state of California one large chain grocery system bought foods valued at more than \$46,000,000 from the state's farmers in one recent year. Other chains and independent groups made similar vast purchases—to the benefit of everyone concerned.

THE RURAL PRESS

There are some 15,500 newspapers and periodicals published in this country. The greatest proportion of them are small-town weeklies, dailies and semi-weeklies, and magazines whose principal appeal is to the rural dweller.

The importance, the influence, and the worth of these publications can hardly be exaggerated. They are as the San Francisco Argonaut has written, "the chief influence in the thought habits of our rural population of fifty-four million." And the character of their content, both in news and editorial departments will repay those who peruse them.

As a result, the recent contest held by the magazine "Country Home" to pick the best country newspaper correspondent in the United States, was of much more importance and interest than contests usually are. The winner, a woman,

lives in a Missouri town which has a population of twenty-seven, and is fifteen miles from the nearest railroad. For forty-four years she has been local correspondent for a rural paper in her county.

Urban editors, on reading excerpts from her correspondence, have been amazed by its quality. It does not deal with crimes and misdemeanors. Instead it tells of the crops, of the trials, tribulations and achievements of farm people who rarely make the metropolitan headlines, but who, happily, are more numerous and more vital to the nation than our gangsters, our political and business renegades, and our ex-show-girl divorcees.

Most interesting of all, this woman's correspondence, fine as it is, is not greatly different from that of other rural correspondents. Winners of lesser prizes in the contest show the same qualities—the same command of clear and vivid English. The country newspaper, little known as it is to the city dweller, is one of

the finest, most permanent, and most deservedly successful influences in our American life. Last, but not least, it is the outstanding guardian of the nation in upholding our Constitution and American ideals.

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