

# THE CENTRAL POINT AMERICAN

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**ARTHUR EDWARD POWELL**  
 Editor and Proprietor

## A THOUGHT for the week.

By Archie Parker

For this week let us consider for our thought the importance of capital letters and punctuation marks, and their importance to the right understanding of what we read. Not that I am a whiz in this art of grammar, for I am just a flop at it, but my short comings do not lessen the value of correct punctuation.

The following will illustrate the real importance, try to read it, and properly punctuate and put the capital letters where they belong. It's lots of fun if you don't go hatty. Try your luck and watch for the correct answer next week.

(That that is that is not that is not that that is not that that is not that that is not that that is.)

## EDITORIALS

### WE NEED A SPIRITUAL REVIVAL

It is to be sincerely hoped that a nationwide spiritual revival is now not far away.

Just so much can be done through the medium of legislation—just so much and no more.

Just so much can be done through the medium of patriotism—just so much and no more.

Just so much can be done through the medium of the intellect—just so much and no more.

But for all our legislation, and for all our patriotism, and for all the intellectuality of the American people, we cannot make the strides we want to make without an all-American spiritual revival.

It is one of the chief curses of modernism that altogether too many of our citizens think they can get along without religion.

It is another of the chief curses of modernism that they do not even begin to know what religion is all about.

Far and away too large a percentage of them have never known God, have never attended Sunday school when they were children, and do not attend the church services even now.

Through the medium of the moving picture, through the medium of the schools and through the medium of the newspapers of the land, such a spiritual revival can be brought about.

It is essential to the future of the United States of America that it be

brought about, and brought about soon.

For we—all of us—need precisely that infinitely more than we need anything else.—Ft. Wayne Journal-Gazette.

### THE CAVALCADE OF DEATH

When in the boom year of 1923 the traffic death toll reached the new and awful high of 39,000 deaths, the nation was shocked—but not sufficiently. Now, with business indicates rising steadily, we seem to be embarking on a new boom year in accidents. And there is a danger that traffic deaths in 1937 will reach the 40,000 mark.

Where will this cavalcade of death halt? When will we turn it back? Surely the American people are adequate to cope with this social emergency. Here we have the automobile, endowing us with the manifold blessings of a motor age. Why don't we control it, and retain the blessings, rather than dissipate them in death, injury and destruction?

The great irony is that while some people shrug their shoulders, or shudder and say, "Nothing can be done about it," others are doing something about it, and doing it very well. It is a matter of record that the cities and towns which are pursuing positive, planned and permanent policies of routing out the fundamental causes of their traffic accidents, are reducing accidents and chopping away congestion.

It is a matter of record that despite the unprecedented number of deaths in 1936, nineteen states reduced their traffic fatality records on an average of 7 per cent. All but two of these states carried out positive traffic control programs. Yes, it can be done!

Traffic control is not yet an exact science. But authorities agree that far more is known about it than is being applied by the average community. We need not kill 40,000 men, women and children this year if we determine not to, and if we put the goal of halting the cavalcade of death on the list of things to be done NOW!

### WILL THE CONSUMER STRIKE?

Chairman Marriner S. Eccles of the Federal Reserve Board, has made a public statement for which he should be given a vote of thanks by every thoughtful person. He calls for "a prompt balancing of the Federal budget."

He stated facts which public men dodged in this period of hysterical effort to boost wages, reduce production and increase the cost of living, when he said increased wages and shorter hours which restrict production "are not at this time in the interest of the public in general or in the real interest of the workers themselves. . . . The upward spiral of wages and prices into inflationary price levels can be as disastrous as the downward spiral of deflation."

The consumer has been overlooked in the strike situation and the political situation, which are boosting wages and prices for favored groups. All of this brings the day closer when the consumer will call a strike.

He won't be organized, he won't have any leaders, he will make no threats, there will be no flag-waving to get his votes. He will just decide of his own accord that he will put off buying because prices are too high. Overnight the wheels of industry will slow down; men will find themselves out of jobs; labor leaders will be unable to do any-

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thing about it; the economists and politicians who figure everything out on paper, but not in practice, will start peddling new theories. But that won't get jobs.

Yes, Mr. Marriner Eccles is correct. The people should heed his advice.

### REMEMBER WHEN?

You wouldn't think of lighting your cigar with a twenty-dollar bill. You've heard of people doing that, and have probably regarded them as being insane.

But, if you are an average person, you consistently take chances on a fire that may cost you many times a "measly" twenty dollars.

Remember when a fuse blew last winter and you couldn't find another—and so established the circuit by putting a penny behind the old fuse? Thousands of fires, many of which have destroyed lives, have been caused by this highly dangerous practice.

Remember when the cord of your reading lamp wore through and you repaired it yourself, with the aid of a kitchen knife, some automobile tape and considerable profanity? The list of fires resulting from amateur electrical repairs would fill a big book.

Remember that cold morning when the fire was balky and, in a fit of anger, you turned to kerosene to get it going? That practice has burned down thousands of homes—and provided many a man with an abrupt passage to the hereafter.

Remember when you noticed that your furnace doors were no longer tight, that the flues looked to be in a sad state of repair, that the chimney shot sparks—and you decided to have those matters attended to another day? Sometimes the other day never comes.

### Singer Agency Is Upholding Tradition Of Long Standing

The Singer Sewing Machine Agency of Medford, located at 22 South Grape, is well upholding the name of Singer which for three quarters of a century has been a household name in all the nations of the world and has been a name synonymous with quality. They offer a complete line of Singer Sewing Machines, the newest models.

The Electric Singer of today is a marvelous improvement over the one which Mother had to make our clothes with. It makes a real pleasure of sewing when sewing the Singer way. The new Singer is a dandy and is delighting many women throughout this district.

Singer is the only machine on which, no matter where you live, you can receive ready instruction, service and supplies.

Literature of the Singer Library containing many valuable hints to

home sewing and patterns and instructions for making charming ladies' dresses and children's clothes, as well as many new designs for draperies, may be had for the asking.

They will be glad to exchange the latest model for any machine you may have and will give most any terms within reason. Drop them a line and they will give you a demonstration on the latest machines of the day. It is bad economics to worry around with an old machine when the new ones will give so much comfort and excellent service.

It affords the Central Point American in this review a real pleasure to list the many pleasing features of the new Singer Sewing Machine and we wish to call the attention of our readers to their local agency in Medford at 22 S. Grape. Visit their store the next time you are in Medford and let them explain the many features of the SINGER SEWING MACHINE.

Singer Vacuum Cleaners have

proven in the time they have been in use their unsurpassed supremacy in this vacuum cleaner field. A home demonstration will sell you a Singer Vacuum Cleaner. Call at 22 S. Grape for information.

A group of young folks enjoyed a skiing and toboggan trip to Union Creek Sunday. Those in the party were Marjorie and Elizabeth Davis, Georgia Conger, Edith Vincent, Edward Inmann, Don Applegate and John Tharp.

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