

**THE CENTRAL POINT AMERICAN**

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ARTHUR EDWARD POWELL  
Editor and Proprietor

**EDITORIALS**

**THE DOUGHNUT HAS**

**A HOLE IN IT!**

It sometimes requires a rather foolish argument to bring into our minds the actual wealth, comfort and security of the American industrial employee.

Therefore, if it were not for the man who points to the doughnut and complains: "But look, there is a hole in it," the thought would never occur to many of us that the doughnut, itself, was there.

The industrial employee in America has a doughnut—a large one well seasoned with years of civil progress. Its main ingredients are three things: the highest wage, the shortest working hours and the highest standard of living in the entire world.

And every day industrial research laboratories are experimenting with new means to enhance those standards—to enlarge the doughnut and sweeten it.

How foolish, then, is the cry of the labor agitator that the doughnut has a hole. That man has never tasted it and cries in hysterical self pity, envious of those that have.

Typical of the sentiment of those who have, on the other hand, was a steel worker recently interviewed by a New York Times writer who sought the workers' view of the labor situation. The man, a steel company worker, declared:

"I don't think you'll find much dissatisfaction here. I've been with the company for 33 years—started when I was 11, and there are plenty of more like me. There isn't anyone who can't be heard at the front office if he wants to. We're not overworked and we get good pay."

**MEET THE APPLE**

The chain store industry will soon inaugurate an aggressive producer-consumer selling campaign on behalf of America's largest fruit crop—the luscious apple.

The campaign is the result of recent conferences held between growers and representatives of the chains. This year's crop, the growers pointed out, will total more than 194,000,000 bushels—65 per cent over the 1936 crop. Furthermore, various factors have caused a substantial decline in the export market. The result is that the domestic apple market must be materially broadened if growers are to be spared disastrous losses.

The chains listened to the growers' story, presented by spokesmen from a dozen states, and proffered their assistance. They realize that their problem in this case is exceptionally difficult, but they have accepted the challenge, even as they have done successfully in the past with producer-consumer campaigns on behalf of beef, lamb, peaches, turkeys, etc. They have planned a comprehensive and far reaching program designed to sell more apples, and at prices that are fair to grower and consumer alike.

The campaign will start September 16, when chain store employees and the consuming public will be "introduced" to the "apple." October 28 will witness special displays and advertising concerning National Apple week. On December 9, a pre-holiday drive will be started to put apples in every home. So it will go, week after week.

This is a big job—if successful consumers as well as farmers will reap the benefits.

**MANANA, MANANA, MANANA!!**

Congress has left behind it another "high" in the national debt of more than \$36,000,000,000. During the entire session no concrete move was made in the direction of economy. Instead, another mortgage was laid on the future, heavier shackles placed on the opportunities and welfare of coming generations.

The pity is that our contemporary log-rolling, pork-barreling politicians will not be in office when the day of reckoning arrives, to be scorned and hated for the spineless profligates that they are for squandering today the as-yet-earned savings of the citizens of tomorrow. No, luckily for them, they will not be around—and they know it. That is why they are living in luxurious dissipation now, and doing their level best to educate the entire American public

to the idea that extravagance is a virtue.

For seven years now the country has been rolling in a drunken welter of spending. For seven years stag-

gering public deficits have been incurred annually. No one seems to know, and few seem to care, where this mad orgy is leading the nation. Nothing is more insidiously deadly

than a national spendthrift policy. Before it, the heritage of high character, freedom and protection for the individual citizen, can ultimately be swept away.


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Dependable **Auto Painting** Reasonable  
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**Money Loaned** on AUTOS, LIVESTOCK FURNITURE, Etc.  
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GOOD LEAN BEEF

**COFFEE**  
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A MILD, SMOOTH REALLY FRESH COFFEE  
**Nob Hill** 2 lbs. **45c**  
A BLEND OF HIGH GRADE COFFEE  
**Edwards** 2-lb. Tin **49c**  
BLENDED FROM THE FINEST COFFEE GROWN

**FLOUR** 49-lb Sack **\$1.79**  
KITCHEN CRAFT, GUARANTEED TO PLEASE  
**SUGAR** 3 lbs. **17c**  
BROWN OR POWDERED  
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40 GRAIN, PURE CIDER, IN BULK  
**SALT** 50-lb. Bag **49c**  
HALF GROUND STOCK SALT  
**KARO Syrup** 5-lb. Tin **43c**  
RED OR BLUE LABEL  
**SYRUP** 5-lb. Tin **69c**  
SLEEPY HOLLOW, CANE AND MAPLE  
**MOLASSES** 5-lb. Tin **33c**  
AUNT DINAH

Phone 311 Free Delivery Prices for Sept. 11 & 13

**Rice** Fancy Long Grain  
6 lbs - - - **39c**

**Macaroni** Rose City Curve Cut  
6 lbs - - - **33c**

**Milk** Maximum  
6 Tall Tins - **39c**

**Apple Butter** Kerr's  
No. 5 tin - **39c**

**Honey** Floradale  
5-lb. Tin - **49c**

**Mayonaisse** Aristocrat  
Qt. - - - **39c**

**Ovaltine** The Swiss food drink  
\$1.00 size - **59c**

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Package - - **5c**

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**The California Oregon Power Company**