

THE CENTRAL POINT AMERICAN

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ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS

"God gave us two ends, one to sit on, the other to think with. A man's success depends on which he uses the most. It's a case of 'heads you win, tails you lose'."

ARE YOU READY?

Are you ready to go ahead? If not you better get ready. One of these days the sun is going to break thru and nature will go on a spree of production. Old mother nature spends her slack seasons preparing to go the limit when her flush season comes.

Are you preparing your business to go to the limit when the flush season comes? If you believe man is all thru. If you believe there won't be any more "flush times". Then you better lock your doors and close up shop.

The "winter of business" may be at hand, but the "summer" is bound to come. Are you ready? C. W. P.

YOUR WEEKLY NEWSPAPER

Recent years have seen much speculation as to the future of the weekly newspaper.

Cold figures in the 1933 edition of the World Almanac seem to do a conclusive job in answering the question.

The circulation of all weekly newspapers in the United States increased 10,977,794, nearly eleven million, in that period from 1931 to 1933. That the number of weekly papers decreased in the same period by 1,076 indicates that, in spite of consolidations and business failures in this field, the demand was constantly on the increase.

To make these figures more impressive, during the period from 1931 to 1933, the total circulation of daily newspapers in the nation decreased more than one-half million, having dropped as much as three and one-half million in the year 1933. The number of dailies was fifteen less in 1933 than in 1931.

In further contrast, the circulation of all weeklies, instead of dropping in 1932 and 1933, showed a steady annual increase during the four-year period.

Weekly newspapers have a definite place in American life, filling a personal need of the American people as can no other type of publication.

TOMORROW'S FARMER

Present-day farm youth has opportunities that were unknown to its forefathers.

The remarkable development of the 4-H clubs has made it possible for tens of thousands of young men and women to learn scientific agriculture, and to earn generous rewards for work well done.

In addition, the leading cooperative marketing groups take an unremitting interest in the affairs of tomorrow's farmers. From these groups, farm youth learns not only the great advantages of loyal cooperation between producers, but is instructed in a wide range of topics that are of direct and indirect importance to successful farming.

The full "crop" sown by this fine work will be harvested in the years to come.

THE MODERN JUGGERNAUT

Suppose that, on a given day, we

rounded up nearly forty thousand American men, women and children, herded them into a field, and there proceeded to slaughter them. Suppose that, at the same time, we wounded, blinded, crippled and otherwise harmed several hundred thousand more.

Horrible? Impossible? More barbaric than the barbarians? Of course it is—but, in effect, that is what happens on American highways every year. The slaughter doesn't occur on a single day, but over 365 days. And instead of killing the victims with shell and rifle fire, and gas and grenades, we use that well known servant of mankind which can also be a monster of destruction—the automobile.

If an airplane falls and kills ten people the fact is headlined throughout the country and millions feel a sense of horror. If a ship sinks and 50 men die, the entire world knows it in a few minutes, and world-wide sympathy is extended to the victims and their survivors. But when automobiles crash and people die horribly as a result, we note the fact absently, and turn the page to the comic strips.

Our people are criminally negligent in driving automobiles. And America is criminally complacent in its attitude of more or less bored indifference toward the accident toll. Juggernaut is no more—but the automobile more than fulfills its gory role.

The Crest Opens in New Location on West Main Street

The Crest, which has featured Buckingham's own make of finest ice creams and candies, is opening Saturday, a new location at 213 W. Main across from Copco. This new fountain service is to be run in conjunction with the other fountain on South Central. This is good news for the people who have patronized the old location for so long. Now they will be able to get the same service at either the west Main or the south Central fountain.

The Crest will maintain its high standard of service in the new location and will feature tasty soups, sandwiches, pies, and coffee as well as the home made ice cream and candies.

Do not fail to stop by this new fountain Saturday. See the display of candies in the new cases. A special treat will be given to everyone on Saturday.

Mr. and Mrs. G. C. Briggs will operate the fountain at the new location. The candies and ice cream served at both locations will be made by Mr. Buckingham who has a reputation as the finest candy maker in the valley.

It should be noticed that the telephone number 213 and the street address 213 W. Main are the same.

Little Butte Dairy Club Buys Stock

With the purchase of a purebred Jersey heifer by Herbert Pruett of the Little Butte Dairy Club from Mr. W. E. Moore of Ashland, the Little Butte Dairy Club has all of the livestock it will need for this club year unless it decides to buy some beef calves to send to San Francisco in 1933.

The members and their livestock is as follows: Lawrence and Bill Ousterhout each have a senior Aberdeen Angus calf for beef and a senior Shorthorn for dairy. John and Gerald Ousterhout each have a Corridale ewe for sheep and a senior Shorthorn for dairy. Don Pruett has a senior Aberdeen Angus and a junior Jersey heifer for dairy. Herbert Pruett has a junior Aberdeen Angus for beef and a senior Shorthorn bull and junior Jersey heifer.

The livestock of the Little Butte Dairy club is purebred and all but the Aberdeen Angus and the Jersey heifers are registered.

Sidelights on European Trip Of Goldsberrys

So many people were interested in the story of a trip made some time ago by Dr. Goldsberry and his wife that we have persuaded him to write the story of his most recent trip to Europe. As the story is too long for one issue, we will print a portion of it each week.

The story follows:
Little need be said about our trip to New York except that we stopped in Colorado, Iowa and Illinois for short visits with relatives and in New York I reviewed my work in Orthodontia at the Martin Dewey school of that branch in dentistry.

The Queen Mary was a beautiful sight as she lay at anchor, and is a veritable palace in her appointments and has a passenger capacity of about 2700. However she has a bad vibration caused by excessive speed and is built so high above water that she has a bad side roll. The food was just fair and if I ever cross the old Atlantic again it will be on a smaller slower ship, we crossed in little less than 5 days.

The Queen Mary made her first stop at Plymouth and of course it was quite an event. The Lord Mayor was banqueted with great ceremony. Then across the channel to Southampton, where we disembarked, we were soon thru the customs, but one poor Canadian woman, her baggage literally torn apart, just because she had failed to declare a carton of cigarettes, she was taking home for a friend. We spent two very rainy days in London, when there before, we had missed seeing Dury Lane theatre of Shakespeare day, the seats down stairs were entirely beyond our pocket book so we joined the crowd at the balcony entrance where we deposited six pence for a camp stool, which was marked for us and put in line, we could then go where we wished until twenty minutes before the door open; later while sitting in line we were entertained by acrobats, jugglers, musicians and beggars, then paid the balance on our ticket and climbed the old iron stairway. The play proved very good and we marveled at the rapidity of scenery changing. The English are great eaters and the floor was covered with fruit peelings, peanut shells and empty sacks and boxes. We then arranged for our tickets to Naples and purchased our German marks at about 26 cent each (in Germany we would have paid about 40 cents.)

We sailed from Dover to Ostend, Belgium, and had a most unusually calm crossing. We met a very pleasant Britisher aboard, who took us to the hotel where he staid and then served as interpreter at the restaurant where the waiters all spoke French, and then insisted on conducting us on a pleasant sight-seeing trip and the bits of unusual information about this and that made it especially interesting. We returned to our hotel about 2 a.m. and were

surprised at the crowds on the streets (and what happy and well-behaved crowd it was.)

The next morning we were out early to see the cathedrals, king's palace, parks, the town hall and square, which we had seen the night before and which had been even more beautiful in the mellowed light of the street lights. One building had the main arch off center and it is claimed that the architect committed suicide when he learned of his mistake. Here the people bring in their flowers, plants and produce, much of which is brought in small wagons drawn by wonderful fine large dogs.

Brussels is a very metropolitan city, with many fine American-built cars and modern department stores. The floral, pastry and meat departments were especially interesting.

(To Be Continued.)

New Firm to Carry Old Name

Arthur D. Hess, B. C. McKenna and Attorney Rawles Moore filed incorporation papers for "The Toggery", new men's store, to open in Medford soon.

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Phone 657

Hess and McKenna worked for W. F. Isaacs in The Toggery, before Isaacs quit business a month ago. They plan to reopen in a new location soon, carrying on the old name.

Belle L. Clifton Called by Death

Belle L. Clifton, wife of C. J. Clifton passed away in a local hospital Sunday morning following a brief illness. She was born at Modesto, Calif., August 6, 1887, aged 50. Mrs. Clifton was a former resident of Jackson county where she leaves many friends, but late of Placerville, Calif. She came here a few days ago for a visit with relatives. Besides her husband, she leaves

three children by a former marriage, Clyde W. Peart of Elkton, Oregon; Clifford L. Peart and Mrs. G. F. Tidwell of Medford. Also her mother, Mrs. E. P. Bennett of Central Point and one brother, Carl Bennett of Medford. An aunt, Mrs. L. E. Bither resides at Central Point.

Funeral services were held at the Conger chapel at 2:00 p.m. Tuesday with Rev. W. A. Daws officiating. The body were taken to Placerville, Calif., for interment.

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