The Changing Middle Class

A New Consumer Culture

As America moves out of the nineteenth century and into the twentieth century, a new world awaits the middle class consumer. More and more, buyers are exposed to the wonders of the world outside our small village through the exposure to mail-order catalogues. Sears and Roebuck and Montgomery Ward are putting all of the luxuries of the modern world at our fingertips. New machines and fashions are made available to us. Most would say that it is a good thing, but what about our local businessmen who must now compete with companies from across the country and even the world? Another threat to local businesses is the emergence of the new “department” store. These are numerous departments that can sell an individual almost any item that one can think of. As of now Chicago has Marshall Fields, New York is home to Macy’s, and Boston has a department store called Filene’s. These have not had an impact on us yet, but what if one of these should locate in Columbus? Would this draw business away from our small town? Could this mean the death of small-town America?

First Solo Circumnavigation of the Earth

Joshua Slocum, aboard the sailing vessel Spray, became the first man to sail solo around the world when he arrived in Newport harbor in Rhode Island on June 27th. Slocum departed North America at Halifax, Nova Scotia on July 3, 1895. Slocum had intended to sail eastward around the world, using the Suez Canal, but when he got to Gibraltar he realized that sailing through the southern Mediterranean would be too dangerous for a lone sailor, because of the piracy that still goes on there. So he decided to sail westward, in the southern hemisphere. He headed to Brazil, and then the Straits of Magellan. At that point he was unable to start across the Pacific for forty days because of a storm. Eventually he made his way to Australia, sailed north along the east coast, crossed the Indian Ocean, rounded the Cape of Good Hope, and then headed back to North America. Slocum navigated without a chronometer, instead relying on the traditional method of dead reckoning for longitude, which required only a cheap tin clock for approximate time, and noon-sun sights for latitude. On one long passage in the Pacific, Slocum also famously shot a lunar distance observation, decades after these observations had ceased to be commonly employed, which allowed him to check his longitude independently. However, Slocum’s primary method for finding longitude was still dead reckoning, he recorded only one lunar observation during the entire circumnavigation.

Slocum normally sailed the Spray without touching the helm. Due to the length of the sail plan relative to the hull, and the long keel, the Spray was capable of self-steering, and he balanced it stably on any course relative to the wind by adjusting or reefing the sails and by lashing the helm fast. He sailed 2,000 miles west across the Pacific without once touching the helm. After traveling for three years, he returned to Newport, Rhode Island, having circumnavigated the world, a distance of more than 46,000 miles. Slocum’s return went almost unnoticed due to the Spanish–American War, which has dominated the headlines for the past few months. Since the end of major hostilities, many American newspapers are now publishing articles describing Slocum’s amazing adventure.
Why the Horse will Ever Remain the Preeminent Form of Travel

In these modern times, and most especially as we are on the cusp of the final century of this millennium, recent advances in technology have been staggering. Chief among these has been the invention of the automobile. The automobile is typically a horse carriage that is fitted with a mechanical engine which allows the carriage to be propelled without the use of horses. During frequent trips to Columbus one can often see these contraptions ambling down the main streets and thoroughfares of that city. While this invention is on the one hand rather miraculous, it is the opinion of many that the automobile will never supersede the horse as the dominant form of travel. For one, automobiles can only travel on gravel laden or paved roads. They do not very easily travel cross country or up steep hills.

Secondly, it is possible to saddle up your favorite horse and gallop faster than one of these vehicles when it is at top speed. And lastly, these machines are simply that, machines, cold and unfeeling. A horse is a living, breathing creature with a personality like any man. If a person becomes distracted while riding one knows that the horse will stop or go the other way if he senses danger. An automobile can do none of these things. If the pilot of the vehicle has a moment of inattention, he may run into a person or building and severely injure himself or the bystander. God has given us the horse to fulfill our transportation needs and there may be no valid reason to attempt to warp this law of nature.

Sugar Social

This Saturday will be our baking contest. The best cooks will be vying for top honors with samples of their favorite recipes. All villagers, regardless of gender, are invited to enter the competition. The competition promises to be intense. Volunteers are being asked to step forward as judges. Samples will be given to the public, while supplies last.

Local News Items

Marshall Morgan took a Mrs. Wolfe of Clintonville to the asylum at Athens Wednesday.

Mrs. Ada Hoffman, one of the Ohio Village’s staunch farmers, has our thanks for a basket of fine luscious peaches deposited on the editorial table yesterday.

Circuit Court Cases Decided

Dr. Huss vs. Miss Alton in the case of assault by a dog at a dog wedding, the court finds in favor of Dr. Huss.

Miss Wurst vs. Marshall Harold Morgan in the case of Miss Wurst being a “scorcher”, the court finds in favor of Miss Wurst.

Miss Barrington vs. Mrs. Rounds and Eddie in the case of assault by a chicken, the court finds in favor of Mrs. Rounds and Eddie.

Mrs. Taylor vs. Mr. Wurst in the case of destruction of property of a revolver rodent trap, the court finds in favor of Mr. Wurst.

Mrs. Kooger vs Mr. Young in the case of counterfeit currency, the court finds in favor of Mr. Young.

Mr. Grimm vs. Mr. Young in the case of graverobbing and attempted murder, the court finds in favor of Mr. Young.

All of the trials featured great questioning by Circuit Judge Malone, even if tempered by his frequent visits to the tavern while in Ohio Village.
Rooms with Baths Available
Murphy's Lodging House

Rooms for rent at 75 cents per day for men and women of good character. Reserve a time for showing anytime during daylight hours. No board available. Baths are available on the first Saturday of each month, cost is 15 cents and must be reserved twenty-four hours in advance.

Ohio News Items
Gathered by telegraph from all parts of the state.

Columbus—The Reverend T.R. Jenkins was genuinely surprised last Thursday night when returning to his residence at Trinity House. Upon returning early in the evening he discovered a score or more of the choir boys lined up against the wall outside the premises. He was immediately surrounded by the boys who presented him with a handsome bicycle lamp. Rev. Jenkins was completely surprised and immensely pleased. The occasion for the presentation of the gift was the recent retirement of the good Reverend from his position as the assistant minister at the Trinity Church.

Probate Court
Marriage Licenses
Arza Wengert and Ada Stagg
John T. Williams and Louise Gerber
Charles Tumber and Wilhelmina Van
William Whaley and Laura Wooten$1200
Frank Newberry and Ada Grace Dunn

McKeens’s Apparel

Barrimore Funeral Parlor
E. 3rd St & N. Main St
Ohio Village, O.

A Full Stock Of

Coffins, Caskets, Shrouds, Habits, Robes, & c., Constantly on
Hand

Mourners Provided at Cost

Spinner & Co.

Toy Store

Toys, Toys, Toys! Hand Made & Imported
Prices always Affordable

American House Hotel
For Men and Women travelers. Rates $1 to $2 per night.
One meal and all conveniences included.

The Bakery Shop

Delicious baked goods

Want Ads
Under the head of Want Ads, we will hereafter publish advertisements, not exceeding five lines, for 25 cents for two insertions.
To submit an advertisement for this column, please call or write to the Telegraphic Advertiser office, #2 Second Street, Ohio Village, during normal business hours.

Attention—Handyman available for hire. Assorted handiwork done including woodworking, mechanical repairs, especially painting. Contact Mr. Henry Patterson directly or leave word at the office of the Telegraphic Advertiser.


Wanted—Part-time shop clerk to assist at Barrington’s Bicycles. Must be proficient with bicycles and their repair, personable, willing to participate in daily chores, able to handle and count money, and proficient in woodworking. Applicants must apply inside Barrington’s Bicycles.

Photographs
-in the Finest Style of the Art, at-
J. Holbrook,
THE LEADING PHOTOGRAPHER
Ground Floor Gallery
CONVENIENTLY LOCATED IN
OHIO VILLAGE
PHARMACY

Now Available at the
OHIO VILLAGE
PHARMACY

Refrigerators.

Our line of these goods has been selected with great care. We found the best ones. We bought enough of them to get a price so low that we can sell them at lower prices than the ordinary kind. These are features to our boxes that none other has. Talk is cheap. We want talk, but want you to show us the goods first and prove to you that ours are best.

THE HOME FURNISHING CO.
Big White Store just North of Main on Fourth St.

Burnett’s
Cocoaïne

A compound of Cocoa-nut Oil &c., for dressing the Hair. For efficacy and agreeableness, it is without equal.

-It prevents the hair from falling off.
-It promotes its healthy vigorous growth.
-It is not greasy or sticky.
-It leaves no disagreeable odor.
-It soothes the irritated scalp skin.
-It affords the richest luster.

It is conceded, by all who have used it, to be the best and cheapest Hair Dressing in the World.

Joseph Burnett & Co., Bost.

Humor

*What is the difference between a tube and a foolish Dutchman? One is a hollow cylinder and the other a silly Hollander.*

*If all the seas were dried up, what would Neptune say? I really haven’t got a notion.*

*Pawnbrokers prefer customers without any redeeming qualities.*

*HE: “I am a millionaire. Haven’t I got money enough for both of us?”*

SHE: “Yes, if you are moderate in your tastes.”

*Why should the number 288 never be mentioned in company? Because it is two gross.*