

CENTRAL POINT STAR

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C. J. SHORB, Editor

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Central Point Oregon and vicinity

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Office With Al Hermanson

THE GLENDALE JUBILEE

The showing Glendale made, May 1st, was a very good one. While Glendale is but a small city she acted as host to many people from all portions of western Oregon. She went to considerable expense to let the people of southern Oregon know what she has to offer and display her accomplishments.

There are few towns in the state that have not something to be proud of. Some of them are too modest to make any showing of their accomplishments and their possibilities. They are like some merchants who do not believe in telling the public of the splendid things they have to offer the public.

It pays to advertise. It pays the individual, the community or the state. The State of Oregon is going to great expense to tell the nation of the many blessings which are in store for the Oregon settler. In this great campaign each community should prepare to make known their better qualities. Every town wants to grow and within the next few years every town in southern Oregon will go ahead if the people of the several communities will boost what they have and endeavor to develop their potential possibilities and get new industries and enterprises started. The State of Oregon wants new industries and there is no better way to get them than to go after them.

The cities of southern Oregon can do well to follow in Glendale's footsteps and make themselves known. Likewise the community business men will be wise to let the people of their own communities know what they have in store for the people who are in their trade territory.

Advertising is the root from which many great endeavors grow. Start advertising. The well advertised business house is always the best. Likewise the best advertised cities are always the best. A word to the wide awake is sufficient.

A man in Los Angeles accidentally hanged himself when he rolled out of bed. His shirt caught on a bed post. The moral would be to either leave off the shirt or saw off the bed posts.

A Sicilian gangster, shot to death in Chicago, is reported to have had a premonition of the approaching event. We wonder if the victims of the stuff he sold ever had a like feeling.

Talking of sports. We would suggest that some live wire promoter sign up Johnny Enders of Ashland and Smudge Pot Perry of Medford for a finish bout. We will volunteer our medium of publicity to make the bout a success.

THE JOKERS CORNER

PRECAUTION

The deal had been completed, but just to satisfy his curiosity the airplane salesman permitted himself a question.
"If you're going to fly alone I

don't see why you'll need two parachutes," he said.

"Why won't I?" testily demanded the opinionated purchaser. "What if one parachute fails to open?"

"re family afraid of your having an accident getting into the train?"

Boy—No, father said there was sure to be some fool in the station who would take an interest in me.

OUCH!

Kindly Old Gentleman—What! A little boy like you going from London to Liverpool alone. Isn't you-

THE LATE KIND

Prodigal—Father, I've a notion to settle down and go in for raising chickens.

Skeptical Father—Better try owl. Their hours would suit you better.

Brown (to employer) Jones won't be at the office this week, sir, owing to bereavement in his family.

Employer—Oh, indeed, and who's dead this time?

Brown—Jones, sir.

Coming To MEDFORD

Dr. Mellenthin

SPECIALIST

In Internal Medicine for
eighteen years

DOES NOT OPERATE

Will be at

**HOLLAND HOTEL
TUESDAY, MAY 7**

Office Hours: 10 a.m. to 4 p. m.
ONE DAY ONLY

No Charge for Consultation

Many in this community will avail themselves of the opportunity to visit Dr. Mellenthin on this special visit to Medford.

The doctor pays special attention to the SCIENCE OF INTERNAL MEDICINE AND DIETETICS. He is trying conscientiously to eliminate surgery in his treatment of disease as far as possible.

He has to his credit many wonderful results in diseases of stomach (especially ulcers), glands (especially goitre) ailments of women, diseases of liver and bowels, as infected gall bladder, gall stones, appendicitis, chronic constipation, colitis, auto-intoxication and rectal ailments, circulation disturbances as high or low blood pressure, heart and blood disorders, skin, nerves, bladder, kidneys, bed-wetting, weak lungs, tonsils, adenoids, metabolic disturbances such as Rheumatism, sciatica, leg ulcers and chronic catarrh.

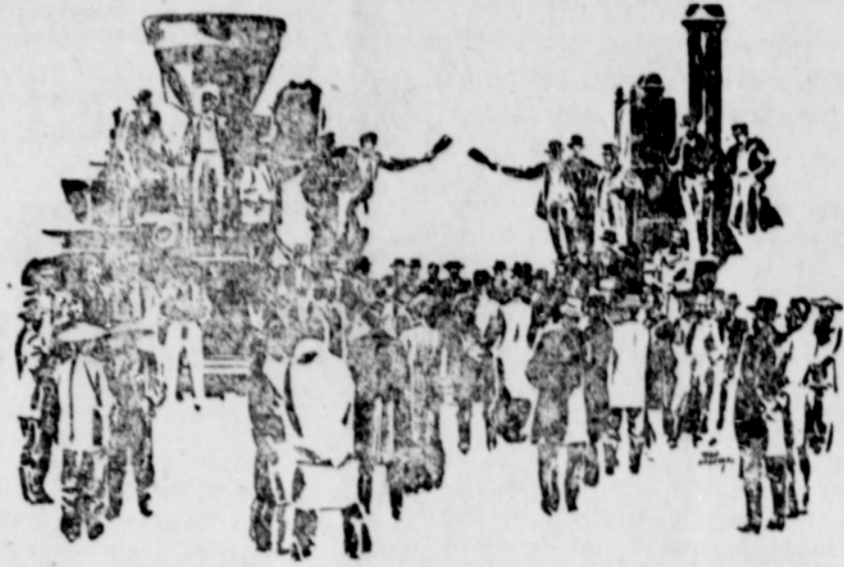
Medicines are prescribed and prepared for each individual case in his private laboratory, also special attention given to diet as to proper balance and selection of foods.

For this service a nominal charge is made.

Dr. Mellenthin a regular graduate in medicine and surgery and is licensed by the State of Oregon.

Married women must be accompanied by their husbands.

Address: 224 Bradburg Bldg., Los Angeles, California.



Fares cut 60% May 10

Roundtrip tickets for 60% of the regular one way fare—Good in Pullmans.

This means that if the one way fare is \$10 you will be able to make the roundtrip for \$6.00.

In effect between any two points on Southern Pacific's Pacific Lines. Minimum roundtrip fare 50 cents.

On sale Friday, May 10. Trip must be started that day. Return limit midnight, Tuesday, May 14.

The "Last Spike" will never be driven

—Southern Pacific still
building with the West

The 60th anniversary of the driving of the Golden Spike, May 10, Southern Pacific's Golden Jubilee, finds this western railroad still building. Weaponed with crude tools, courage and vision, the early pioneer had hand-carved a way to the new West. With the vision of the pioneer, the West has carried on, and with it, step by step, Southern Pacific has builded.

In the last five years Southern Pacific has built more new line than any other railroad in the United States.

In fifteen years Southern Pacific

Across the desert—direct to Phoenix



has built 1481 miles of new line at a cost of 88 million dollars. Of this, 40 million dollars has been spent in Northern California and Oregon.

Through the barrier of the mighty Cascades it has created a new north and south railway. It has double-tracked its OVERLAND ROUTE line over the Sierra. A new main line has been built through Arizona. From Wendell, California, to Lakeview, Oregon, has been broad-gauged.

Now Southern Pacific is completing a short line transcontinental railway through Southern Oregon and Northern California. The Cascade line of the SHASTA ROUTE



Through the mighty Cascades

and the OVERLAND ROUTE will be connected.

From less than 700 miles in 1869 to 16,520 miles today is but one way of recording Southern Pacific's 60 years of work.

Behind this cold fact of miles built is the epic story of the development of the West. A story of progress indelibly written in the traditions of the West.

Southern Pacific

TUNE IN Southern Pacific's Golden Jubilee Program, featuring
Reinald Werrensch. Stations KPO, KGO, KFI, KGW,
MAY 10 KOMO, KHQ, KSL. A prize of \$100 to the boy or girl, 18
9:30 to 10:30 p.m. or under, who sends in the best written report of the program.

Hoover Sees Cooperatives as Farmer's Greatest Aid

The one strong point in the plea of President Hoover for farm relief was the plea for cooperative organizations.

All the leaders of thought today are agreed that cooperative organization is the greatest salvation for the agricultural industry for

IN UNITY THERE IS STRENGTH

With the mass of the rural people belonging to an organization built to protect the interests of the members, there is bound to be greater results shown.

Our organization is pioneering the way in this locality for a greater reign of prosperity for the farming population. A cooperative organization is a business concern and must have capital. The farmers who derive the benefits from the organization should finance it by buying stock.

Come in and talk over the matter of cooperation with us. Let us tell you of our plans and explain this great movement to you.

YOURS FOR COOPERATION

**FARMERS EXCHANGE
COOPERATIVE**

Owned and Operated by Farmers
Medford Clay D. Parker, Manager

Advertising Pays You

Advertising brings to millions at reasonable prices, comforts and conveniences that without advertising would be luxuries that only a few could enjoy.

America is an advertising nation. That is one reason why the man with moderate means, here, enjoys more comfort than most wealthy men abroad.

Because thousands on thousands of people ask for a certain article by name, it is possible for the advertisers to sell this item at a minimum effort.

It is therefore possible to manufacture and to distribute this produce at a saving which you share with the advertiser. When you figure the number of these items in your daily life by advertising, you can appreciate that advertising does pay.

**Newspaper Advertisements Enable you to buy better
Things at less Cost. Encourage your Merchants
to Use Your Home Newspaper**