

CENTRAL POINT STAR

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Office With Al Hermanson

SOMETHING MUST BE DONE ABOUT FISH IN THE ROGUE

From the columns of the Medford Daily News we gleaned the intelligence that the salmon take from the Fall Fish hatchery was about 25 per cent of the 1928 yield. To the fisherman who has been patronizing the Rogue this year, the news comes as no big surprise. There has been a great shortage of fish in the river this year. Very few reports have been received of good catches. Instead of thrilling over a mess of steelhead or salmon this year, as usual, the fisherman who even gets a good strike is fortunate.

We cannot say for certain what is the real cause for the huge shortage of fish but we are certain that if the fish could get up the river, they would come. In the spring very few salmon were found on the upper portions of the Rogue, above the Savage dam. Many that were above the dam were injured to such an extent that they died from bruises received. The fall run of salmon and steel head which should have arrived in the upper river this month greatly disappointed the anglers in these parts. Instead of the huge run reported entering the river jaws arriving in the upper portions of the river only a few scattering fish were reported. Even at the Savage dam, where the spring run could be found in huge numbers, few of the fall run were in evidence.

Charges of poaching at the river mouth have been given as the reason for the shortage. Whatever the reason the fishermen of the the Rogue are to be the goats. With so few fish reaching the spawn beds this year there is little prospect for a big season next year.

For years the people of the Rogue valley enjoyed wonderful fishing and their friends and visitors have had a share in it. The cities along its banks have advertised its virtues and now we find the stream nearly depleted of the big game fish which has made the Rogue famous. Sportsmen have come to the Rogue valley for many hundreds of miles to whip its waters with their flies. The past two or three seasons have been a veritable boomerang to the people who have spent their time and money advertising the stream. Commercial interests have destroyed the sport which have called thousands to southern Oregon. The sportsman has had poor luck this year and when he tells his friends back home about it—Rogue advertising will take a back set which will take many years to overcome. People of Southern Oregon are interested in the propagation of fishing in the Rogue river for they are all benefited more or less by the enlarged numbers of sportsmen who yearly come into our section of the state to fish in the Rogue and its tributaries.

You Can Save More Money!

You are interested in buying as cheaply as possible.

It is possible for you to buy better quality of supplies for less money than you now pay. The remedy is entirely within your hands.

Volume of business in one place is what counts.

The place for your business is in your own cooperative organization owned and controlled by farmers.

You double the business and we will cut the profit in half.

As long as your business is spread all over—just so long you will pay everybody too much profit.

Farmers' Exchange Cooperative

Owned and Operated by
Farmers

Clay D. Parker,
Manager

We are astonished many times by merchants who claim they do not believe in advertising. Yet that same merchant, as a rule reads the ads of all his competitors each time they are printed. It is a settled fact with all big business that sales promotion and sales expansion is easiest, cheapest and most readily accomplished thru the medium of the newspaper. We hear one merchant wonder how another can spend so much money for advertising and marvels at his ability to keep going. The reason is simple. The man who is a real success in business advertises. He does not advertise because someone has told him that it pays. He spreads printer's ink because he has tried and found that his home paper is the best messenger he has to carry his news to the people. He does not advertise in a hit or miss fashion. He studies advertising like a student studies his lessons. He knows what he has that is seasonable and just when is the best time to press each article and when he advertises he finds the people in a receptive mood. The merchant who advertises gets the business. The city that advertises, grows and the community which advertises, prospers. Don't pull back on the progress of your town any longer by just being a squatter on one of the business streets. Take stock of your business and the needs of the people and then advertise. You will bring yourself new business and stop much business at your store which should have been yours all the time but is not, simply because you have not gone after it.

The Giant Dirigible, the Graf Zeppelin has successfully completed over half of her long journey around the world without mishap. The giant air cruiser has experienced the extremes in weather conditions. It has been both aided and retarded by the directions of prevailing winds, yet has come thru unscathed with its cargo and passengers. Just a few more days and the Graf ship will be again on American soil and will then journey on to its starting point in New Jersey.

At the same time the Graf Zeppelin was making history in its flight across Europe and Asia, two Spokane air men added another chapter to the history of the air here in the United States when they flew from Spokane to San Francisco, thence to New York, to Washington D. C. Cleveland Ohio and back to Spokane without once touching the earth. This feat proves that refueling trips in non-stop flyers can be performed. Heretofore the non-stop flyers have performed in the same locality throughout their entire course but the "Sua God" as the Spokane ship was christened had all the experience which could attend transcontinental flying.

It is Stated That Jack Dempsey is willing to fight Max Schmelling for a million dollars—He's got nothing on us. So are we.

THE JOKERS CORNER



He Knows

"Hadn't you better go and tell your father?" said the motorist to the farmer's boy, who stood looking at the load of hay upset in the lane by a collision.

He knows, replied the boy.

"Knows? How can he know?"

He's under the hay.

The man who has accomplished all that he thinks worth while, has begun to die—Ernest T. Trigg.

A couple "sweet young things" from the effete East decided they would go horseback riding, the other day, and one of them was asked whether she would prefer the flat English saddle or the western saddle with a horn. "The flat saddle," said the girl, "because we ain't going to ride in any traffic and won't need a horn."

Moonlight Rides

Fair Rider—"Let's take a look at the moon, dear."

Her companion—"Darn the luck, I forgot to bring it."

"Ex"

What am you doin' now?

I'm an exporter.

An exporter?

Yep, the Pullman Company just fired me.

Watch Repairing

Done right and when we promised it.

We give a moneyback guarantee on all work.

When you think of
DIAMONDS
think of

Brophy's
JEWELERS
MEDFORD, ORE.

It seems a strange Co-incidence that the stores in the city which advertise have the least to say about dull times.

When we read that Pop Browning was eating grass to extend his life we could not help but think that the grass eating animals are in their dotage after they pass twenty.

BUILDING MATERIALS

Ours is a modern supply depot for the builder for we handle Lumber, Shingles, Lath Ljime, Plaster, Cement, Johns-Manville Roofings, etc., and make everything in Cabinet Work and Mill Work.

TROWBRIDGE LUMBER YARD TROWBRIDGE CABINET WORKS

Let us estimate your bill, you will like our Service, Quality and Prices.
Medford, Oregon

Save Now

[There are many convincing reasons why you should save now. The simplest one of these probably is the fact that you have never known anyone who regretted having saved money.]

Deposit your savings with this bank. Every person is financially benefitted by being connected with a strong bank.

Jackson County Bank

Established 1888

Member Federal Reserve

Medford,

Oregon

Read the ads every week. You will profit from it.



ICE CUBES to The Rescue!

Youngsters who romp on midsummer days acquire a thirst that can only be quenched with cooled drinks. Ice cubes are ideal for this purpose. And there is no need to use ice sparingly if you have an Electric Refrigerator. You have an endless supply of crystal ice cubes.

The tray can be filled and slipped into the freezing compartment at frequent intervals. And with very little additional effort, you can prepare cold whips, mousses, parfaits—dozens of delicious desserts. Meanwhile greens, meats, milk and eggs are preserved in a healthful dry cold.

Now is the time to install an
ELECTRIC REFRIGERATOR!
See Your Dealer

The California Oregon Power Company

