

The American

Re-established, September 13, 1928.
Devoted to the best interests of Central Point and vicinity.
Entered as second class matter at the post office, Central Point, Oregon, under the Act of March 8, 1879.

SUBSCRIPTION RATES:
Six Months \$1.00
One Year \$1.50

Payable in advance.
Advertising rates on application.
Office—Second Street, off Main.

ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS

THE CONTEST

Last year a concerted movement was made to beautify the town. The prizes given were of little intrinsic value, but the spirit of the affair was worth much to our people. There was created a better feeling of pride in our home town, more neighborliness and understanding than had been felt for many years. So enthusiastic were the contestants that it was decided to make it an annual affair.

So this year we are again starting a contest to see who can raise the best garden, or show the best-kept yard, etc. And we feel sure that those who take part will be amply rewarded in the satisfaction of knowing how much they have added to the enjoyment of us all.

Everything which adds to the beauty of the city, either in better-kept yards, flower gardens or even just a general "clean-up" adds to the money value of every bit of property in the City. Everyone enjoys beauty, and few are so poor that they cannot add their mite to the sum total of this campaign, and nothing you can do is more worthwhile.

We hope to see every family in town take part in this contest. And at the close we want to meet you all in the city park for a real old-fashioned picnic.

Let's go, folks, and make this best ever! Registrations close April 25. So come in now!

THE GOLDFISH BOWL

A few weeks ago, newspapers throughout the land ran on their first pages lists of salaries paid to executives of big corporations. The lists are still being made public in Washington, but they no longer hit the front page, why?

Well, in brief, the salary lists have lost their "shock values," if, indeed they ever had it. To be news, any item must contain some element of shock or surprise. It develops that the salaries paid to corporation executives were neither shocking nor surprising except to some folks who found that their neighbors were putting up a better front than their incomes justified.

Nobody has yet said why the goldfish bowl publicity. It may have been an attempt to force salaries down. It certainly hasn't achieved that objective. It has encouraged some firms to bid for the services of a desirable man who appeared underpaid by his present employer. It has made lots of stockholders mad.

The stockholders say that salaries should be commensurate with services, and that it would be difficult in many instances to pay too much for competent judgment and leadership. Merryle Stanley Rukeyer, an instructor in the School of Journalism at Columbia University and a contributor to a news syndicate, recounts this remark made to him recently by "the principal stockholder of a leading corporation":

"We pay liberal salaries to our department heads, but in a sense we are underpaying them. If they had the courage to go out on their own and compete with us in restricted territories, they would earn vastly more than their present salaries. However, when they show signs of being restive, we keep them with us by holding the feed bag of salary increases before their noses."

Besides that, many stockholders are remembering that taxes make the salaries much smaller than they appear. And that in a depression it is the man with a sizeable income who increases his contributions to charity and takes care of the unemployed members of his own family.

THE CHIEF SOURCE OF JOBS

"Industry cannot be coerced into absorbing unemployed labor," says the Washington Post.

"Rather it should be encouraged to provide work by the removal of existing obstacles to further expansion. That is the essence of various suggestions offered by the National Association of Manufacturers in a statement intended to afford a basis for study and discussion of employment problems.

"The manufacturers, it is pointed out, are now carrying on their payrolls about 2,000,000 fewer persons than the maximum number recorded in 1929. With from 9,000,000 to 10,000,000 unemployed, it is obvious that industry cannot provide work for the entire army of jobless. Yet the opposite impression is conveyed by the alternate scoldings and appeals which President Roosevelt is accustomed to direct at business men.

"The question is not what industry ought to do but what it can do under given conditions. The N.A.M.

states the case succinctly in saying that "neither an individual nor a business can employ at continuing loss nor unduly increase operating cost without jeopardizing through bankruptcy the employment of those now employed."

"In other words, only a prosperous industry can sustain a permanent increase in employment. For a time jobs may be created by spreading work, and men can be kept on at a loss, if the employing concern has surpluses out of which to pay wages. But such reserves are soon exhausted if used to cover deficits resulting from employment of surplus labor."

The Post points out that "expansion of private enterprise would be aided if governmental extravagance were curtailed and government competition with private industry held in check."

Road and Fishing Conditions Told by Forest Service

Although the clearing weather has considerably improved fishing conditions it has also resulted in rapidly melting snow. This has tended to keep streams high and cloudy. This condition applies particularly to the Applegate drainage where all streams are higher than last week-end are roily. Squaw Lake should be fair to good. All streams above Prospect are too high to be worth fishing. Evans Creek has yielded some fair catches and should be good this week end. Elk Creek and Big Butte Creek are about the same as last week-end, water slightly clearer and lower. Little Butte Creek is high and muddy below the mouth of Dead Indian creek and though the water is dropping some, it will probably be high and roily during the week-end. Above the mouth of Dead Indian Creek the water is clear and a few fish have been caught. This stream is expected to improve over the week-end if the present weather conditions prevail. Some fishing is done in the Main Rogue River between the bridge below Trail and the mouth of Big Butte Creek. All lakes are frozen over except the Squaw Lake. No catches have been reported being taken on flies. It has been necessary to resort to the use of night crawlers or eggs during the past week.

Road Conditions

The roads have dried up to some extent since last week-end. All lower roads in Applegate are open and in fair condition. The end of travel on the Squaw Lake road is two and one half miles from the Lake. All side roads above Prospect are closed. The Crater Lake highway is open and in fair condition. The road up to the lake is open to within 1-4 mile of the rim. The Lake Creek road is open to the Soda Springs, but rough above Lost Creek. The Butte Falls-Lake of the Woods road is open to within 7 miles of Fish Lake. The Camp 2-Imnaha road is closed. The Elk Creek road is in good condition to Bitter Lick Creek. The Evans Creek is open to travel to the mouth of Salt Creek.

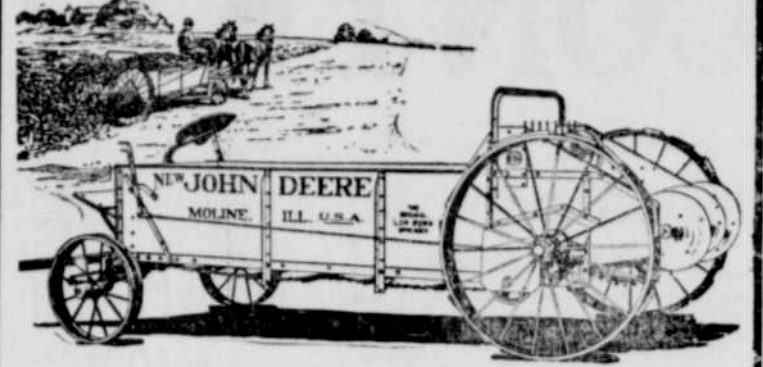
The snow has been melting quite rapidly the past few days and only 18 inches of snow remains at Union Creek. Skiing should be fair at both Union Creek and at Crater Lake Park.

WALKERS VISIT HERE

Judge and Mrs. Arlie C. Walker and son of McMinnville, Oregon, visited over Easter with friends in Medford and with Mrs. Walker's brother and wife, Mr. and Mrs.

Burn of this city. Mr. Walker is Circuit Judge of Yamhill Co. and a brother of Jackson Co. Treasurer, A. C. Walker. Mr. Walker is the youngest Circuit Judge in the state

Every User Likes the New John Deere



THE LIGHT-DRAFT SPREADER WITH THE BEATER ON THE AXLE AND THE BOX-ROLL TURN



Because of its distinctive features which permit better work, lighter draft and easier loading, the New John Deere 3-beater, tight-bottom spreader with the beater on the axle and box-roll turn appeals to everyone who has seen it.

The low down box does away with high pitching—the hard work in manure spreading.

High drive wheels, roller bearings, large, non-wrapping four-bar upper beater, and fewer moving parts make it easier pulling for your horses.

The beaters are low down—manure is released close to ground for more uniform spreading—manure does not drift.

Box-Roll Turn permits short turn-arounds without tipping.

You can make a one-man lime-spreading outfit out of the New John Deere by using the low-cost lime-spreading attachment which we can furnish.

Hubbard-Wray Co.

MEDFORD, OREGON

At this Store You Get **QUALITY AND SERVICE**

TUBES CHECKED FREE

When brought to the shop at the Telephone Office

Sandy Richardson
Central Point

PERL'S Funeral Home
Established in your community 25 years
Phone 47 428 W. 6th St. Medford, Oregon

Shangle Studios

Expert Photography
Fine Portraits a Specialty
Medford Bldg.

International sells nearly twice as many heavy-duty trucks as any other maker

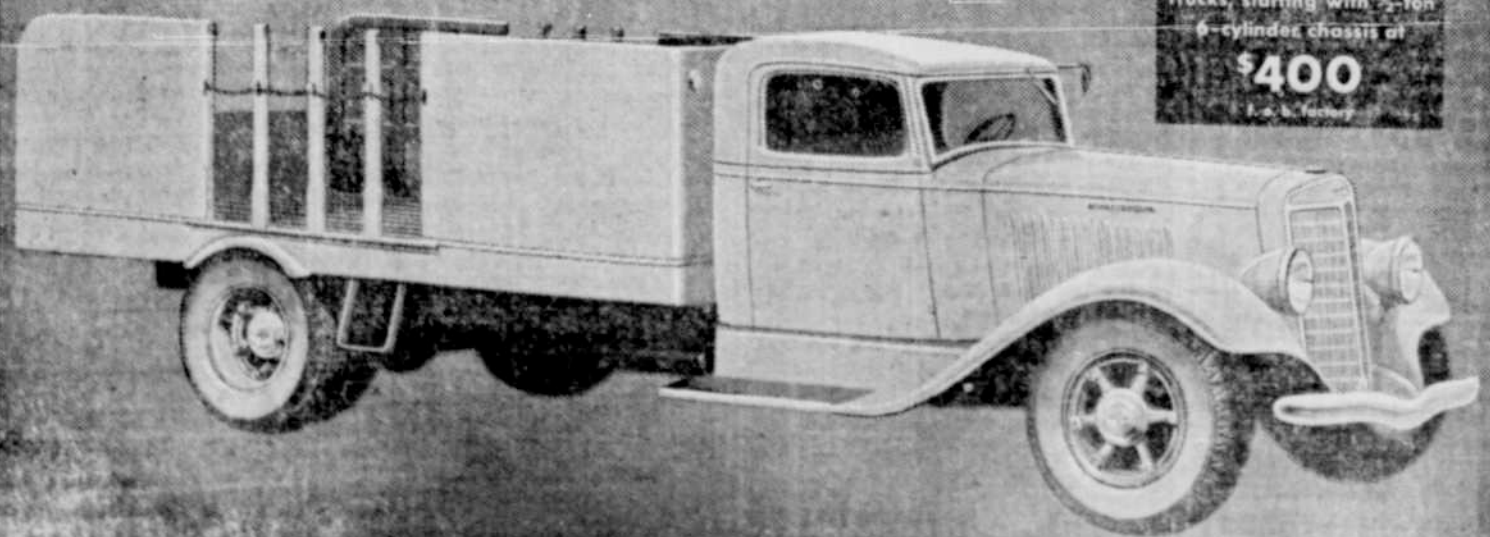
Forty-four manufacturers in this country build heavy-duty trucks, 2-ton and over. International outsells the nearest rival nearly two to one.

And mark this: In all trucks, from 1/2-ton up, International registrations the first seven months of 1935 are 67 per cent over the same period in 1934. The entire truck industry together gained 32 per cent. No other leading truck, regardless of size or price, equals International's gain.

(Figures based on R. L. Polk & Co. Data)
Time has taught truck users this truth—International delivers extra value. The rising tide of demand is for INTERNATIONAL Trucks because here is the best paying truck investment. Come into our showroom and look over the models built for work like yours.

WALTER W. ABBEY, INC.

123 S. Riverside, Ave., Medford, Ore.
L. C. GRIMES, Central Point, Associate Dealer



INTERNATIONAL TRUCKS

International sizes range from light delivery to powerful dump and tractor trucks, starting with 1/2-ton 6-cylinder chassis at \$400

When in Medford

Eat at

Leonard's
Lunch Dinners

Freshly Frozen Ice Cream
119 E. Main Phone 998

Top Notch Eats.

G. J. Morris, Prop.

We Specialize Home Cooking

at

Reasonable Prices
14 South Central Medford

OFFICIAL MAGNETO REPAIR SERVICE

Genuine New Factory Parts
DAWSON'S
44 N. Front St. Phone 263 Medford, Oregon

Flower's Mattress & Upholstering Shop

Mattresses Made to Order

Phone 548
409 E. Main St. Medford

All work guaranteed

Unique
CLEANERS & DYERS

Office 20 S. Central
Plant 811 N. Central
Medford, Oregon

Farmers Attention

Second Hand Rebuilt FARM IMPLEMENTS At Bargain Prices Call and see us at 30 S. Grape St. Medford

"Friend" SPRAYERS

Stationary and Portable Water Systems.
Pumping Machinery DIESEL ENGINES-MOTORS

E. R. White
Sales Engineer

Phone 27 Medford Oregon

Baldwin Piano Shoppe

BARGAINS IN USED PIANOS
123 W. Main Medford

Dr. I. H. Gove

DENTISTRY
419 Medford Bldg. Medford, Oregon

SHULTS BROS.

Dependable Auto Painting Reasonable BODY & FENDER REPAIRING & GLASS
229 North Bartlett Medford, Oregon