

THE CENTRAL POINT AMERICAN

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ARTHUR EDWARD POWELL
Editor and Proprietor

EDITORIALS

IN THE AMERICAN MOULD

The Republican party has fulfilled its obligation to the nation by nominating Wendell Willkie for President. It was a universal hope that this year the convention would be free of pressure groups, free of "back room" influence, and free of machine control. That hope has been fully realized. Mr. Willkie is that rare individual, a candidate without commitments. He refused to temper his views in the slightest to the political winds. He was completely frank as to his position on every issue, and never stooped to evasion or took refuge in silence. He was, in the best sense of the word, a people's candidate—a man whose support came from the average men and women of America, not from political bosses with their eyes fixed on jobs and power and patronage.

The record of Wendell Willkie is one of which every American, no matter what his partisan allegiance, can be proud. It is the typically American story of the man who, starting from humble beginnings, succeeds through his own work, his own abilities, his own gifts of mind and character and personality. Mr. Willkie, like so many of our industrial and governmental leaders, came up the hard way. He knows the real America—the America of modest homes, the America whose faith in democratic processes has never been shaken, the America which reveres our traditional liberties above all else.

The great principles for which Wendell Willkie stands are the principles of liberalism—"the faith that is America." He has made many speeches and written many articles. And all of them, basically, deal with one issue. That issue is the American way of life. It is the age-long issue of man against the state—of liberty fighting for its life against some kind of collectivism. What Wendell Willkie abhors most is dictatorship—no matter what form it appears in, or what honeyed words are used to conceal its true meaning and intent. And he is one of the fortunate few with a personality, which makes it possible for him to dramatize his convictions.

Mr. Willkie is a candidate in the finest American mould—a candidate with greatness of mind and heart and spirit.

HEAVY READING

Even if you go in for reading on a heavy scale, you probably won't have the Code of Federal Regulations, now being published by the Government Printing Office, on your bookshelves. When completed, it will include 23 volumes and 27,000 pages and we don't know how many words—which makes it considerably bigger than the Encyclopedia.

Yet much of the material contained in this lengthy compilation is of direct concern to you as a citizen. For it is going to contain a complete record of the things that various governmental agencies—none of them directly elected by the citizens of this country—have forbidden Americans to do.

The number of these agencies, and the extent to which their actions today affect the life of the ordinary man or woman in this land of ours, is truly staggering.

The Logan-Walter Bill, now in Congress, is an attempt to guarantee the individual fair judicial protection against the sometimes arbitrary actions of these dozens of quasi-legislative boards and commissions. The actual physical record of the past rulings of these agencies—embodied in the Code of Federal Regulations—bears striking witness to the need for such protection!

ADVERTISING, THE BUILDER

Of recent years it has been the fashion among radical reformers to question the value of advertising. The question is easily answered.

Nothing in the world sells until it is known. No successful commodity blunders its own way into a store and waits until somebody by some

There's An Old Saw About Swapping. So What?



Quincy Scott, in the Oregonian.

strange chance blunders into buying it, says Nation's Business. If merchants and factory managers had not hired salesmen, and had not placed advertising, our America would still be what it was in 1740, a handful of poor villages and penniless farmers, dotted on the edges of enormous forests.

National distribution, in its simplest terms, means that you can get your favorite foods, beverages, clothes, shoes, cigarettes, soaps, cosmetics, books, magazines and all other manufactured articles, wherever in the country you are. Bringing this about, in a country 3,000 miles wide, and once apparently divided forever by the Rock mountains, has been no child's play. It would never have taken place without national advertising.

Railroads and steamship lines and highways provided the means of transport. But what is the use of transporting goods from a factory in Delaware to a store near a family in Oregon if the goods are not known and, therefore, are not bought?

Advertising is the dissemination of news about better and less costly goods than people could make for themselves at home.

Safety Rules For Lost Hikers

With the summer season coming on and with many Oregonians planning trips into the woods the Touring Department of the Oregon State Motor Association suggests the following advice become a part of the camping equipment of every family. Many persons are lost in the woods each year and with the use of a little common sense they can "find themselves" without too much unpleasantness, according to the Oregon State Motor Association officials.

A clear head will find itself. If everyone remembered this, there would be fewer persons lost in the mountains and forests. Loss of mental control is more serious than lack of food, water or clothing. The man who keeps his head has the best chance to come through in safety.

Speed Queen WASHERS

Swing-away Top, Safety Release.
Self-tilting Drain Board.
Single Control Lever

Full Line of IRONERS

Fick's Hardware

221 W. Main Medford

August W. Gluttsch

Doctor of Optometry
Successor to Dr. Jud Rieker
Specialist in all problems of
eye comfort and vision
308 Fluhrer Bldg. Phone 1148

Ekerson PAINT & ROOF Store

PABCO PRODUCTS
A Roof for Every Home
A Paint for Every Purpose
New Stock Wall Paper
Fire-Retardant Roofs bring
Lower Insurance Rates
Phone 213 38 S. Bartlett

Time Extended for Job Examinations

Typists, stenographers and others seeking jobs with the Unemployment Compensation Commission have until July 29 to file applications for the examinations next month. In announcing the extension of time, Prof. William Griffith, supervisor for the Board of Examiners, pointed out that more applicants were needed, as stenographic jobs will be filled from this register for the next two years.

Business English, arithmetic and typing will be included in the two-hour tests for typists, while dictation and transcription will be added for clerk-stenographers. These jobs pay from \$200 to \$1,650 a year.

Other examinations to be given at the same time in Portland, Salem, Roseburg, Klamath Falls and La Grande are for appeals referee, informational representative and tabulating machine operators. Full information as to qualifications and experience may be obtained from the Board, 701 Spalding Building, Portland, Oregon.

Little Applegate News

By Mrs. L. W. Wilkinson

Mr. Farley has returned home from a trip to Nevada. He reports it is very hot there.

Mr. Louie and James Kanoff visited their mother Grandma Kanoff over the 4th, returning to their home in Mills City, Oregon Sunday.

A lovely time was had at the home of Mr. and Mrs. L. W. Wilkinson over the 4th. The guests were Mr.

SAND--GRAVEL

Bateman & Son

LAWN EXCAVATING
& GRADING

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1232 N. Riverside Medford

Fruitgrowers---

When you need transportation for your fruit, we will be pleased to be of service to you.

Reasonable Rates, Dependable
and Careful Handling
Guaranteed

Eads Transfer & Storage

16 S. Fir Medford, Oregon Phone 315

**Go EAST via the
SAN FRANCISCO
WORLD'S FAIR!**



No Extra Rail Fare

You can see California on your round trip East for not one cent more rail fare than you pay to go straight East and back (to New York, Chicago, most other destinations).

See the exciting new San Francisco World's Fair, then continue East on our direct Overland Route. Or go on down to Los Angeles and Hollywood, then East on one of our southern routes.

Grand Circle Tour

See United States from border to border and Coast to Coast.

\$90 roundtrip in chair cars and coaches.

\$135 roundtrip in standard Pullmans. Roundtrip lower berth, \$45; upper, \$34.50.

Southern Pacific

See your local S.P. agent or write J. A. ORMANDY, Gen. Passenger Agent, 622 Pacific Building, Portland, Oregon

and Mrs. Cephas Sickles, Mrs. J. D. Stanfield and Basil Wallis of Boise, Idaho; Mr. and Mrs. Ray David of Tiernan, Oregon and Mr. and Mrs. A. P. Sherfield and daughters Ima and Gladys Anne of Phoenix. Mrs. Cephas Sickles and Mrs. L. W. Wilkinson, both sisters, met and enjoyed a lovely visit after 30 years' separation when Mrs. Wilkinson, just a bride, left her home in Vincennes, Indiana, coming west with her husband to make her home. Mrs. Sickles remained in the east until two years ago, coming to Boise to care for her mother. Mrs. Wilkinson had not seen her mother, Mrs. Stanfield for 14 years. Mr. and Mrs. Sickles and Mrs. Stanfield left Saturday for their home in Boise, Idaho. Basil Wallis remained with his aunt Mrs. Wilkinson to attend high school here.

Jerry O'Haggens returned to his home in San Diego, Calif., after a visit with his grandmother Mrs. Flora Kanoff.

Mr. and Mrs. Frank Decker and children of Thompson Creek were the guests at the home of Mr. and Mrs. L. W. Wilkinson.

C. L. Perkins

Doctor of Optometry

Practice Limited to Eye Care
without use of drugs
Successor to Dr. E. D. Elwood
Phone 278 135 S. Central
Medford, Oregon

Mr. and Mrs. Harry Farnsworth and daughter of Tule Lake, Calif. visit with Mrs. Farnsworth's grandmother Mrs. Flora Kanoff.

Mrs. G. P. Barshaw, Grandma Kanoff, Basil Wallis and Mrs. L. W. Wilkinson made a trip to Butte Falls Thursday.

Paul Wilcox was the guest of his sister Mrs. G. P. Barshaw recently.

Ultra California Vernonware

20 PIECE STARTER SET
SPECIAL PRICE \$3.95
Regular \$5.60 value

Swem's Gift Shop

On Main St. Medford

Dahlmeier's HONEY-MADE BREAD

Fresh and Luscious

Model Bakery
Medford

Pickup Specials

1938 Dodge Pickup - - - - - \$445.00
1929 Chevrolet Pickup - - - - - \$65.00
1929 Ford Pickup - - - - - \$65.00
1927 Ford Pickup - - - - - \$17.50
1930 Ford Pickup - - - - - \$115.00
1936 International Pickup - - - - - \$335.00

Hahn Motor Co.

PHONE 122 38 N. RIVERSIDE MEDFORD, OREGON

Make

CHET LEONARD Super Service

Your Headquarters when in Medford.

RICHFIELD HI-OCTANE — U.S. TIRES & BATTERIES

We specialize in correct Lubrication, motor tune-up, brake re-lining, headlight and front wheel adjusting, and Electrical Service

Riverside at Sixth Medford Phone 1294

LEARN To PACK FRUIT

CLEAN-PROFITABLE
EMPLOYMENT

For Rogue River Valley People Between
The Ages of 18 and 30 Years

ATTEND the SCHOOL FOR PACKERS

Starting About August 1

SPONSORED BY THE

FRUITGROWERS LEAGUE

• Apply at any packing plant for registration application. Fee for registration is \$1.00 and cost of course will be \$5.00, making the entire cost \$6.00. This latter cost may be deducted from wages earned, for a successful course will assure you a position THIS YEAR!

APPLY NOW AT ANY
PACKING PLANT

Packing School will begin at start of the Bartlett season at PINNACLE PACKING COMPANY Plant Number 2 on South Central Avenue, Medford.