

CENTRAL POINT HERALD

S. A. PATTISON, PUBLISHER.

An independent local newspaper devoted to the interests of Central Point and the Rogue River Valley. Published Every Thursday. Subscription price, \$1.50 per year, in advance.

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WITHOUT THE NEWSPAPER.

The directors of the county fair at Anderson, Indiana, last fall decided that newspaper advertising was money thrown away. They therefore purchased more of the usual posters, they sent out many more thousands of circulars, premium lists and other devices for attracting attention usually resorted to outside of newspapers.

The newspapers of the city, county and vicinity, resolved that if the management of the fair felt that way about it, they would assist their scheme by refraining from giving the usual amount of free advertising so that in none of the newspapers of the vicinity was there a single mention of the fair in any respect.

The result was failure. The biggest day of the fair brought an attendance of but 5000 people as against 18,000 on the same day the year before.

There are not many people in these enlightened times but know that there is but one medium through which to get matter to the attention of the public. There is a reason for this. It is a busy age and people have to exert every energy to keep up with the procession. They have but a moderate amount of time left for reading and they have learned that they must read the newspapers. That leaves them but little more time for reading anything else. Consequently nine-tenths of them consider the reading of such matter as is thrown at their doors or in their door-yards promiscuously as just so much waste time. Moreover they have found from experience that if there is a patent medicine that is strictly and purely a bilk, a scheme that will not bear investigation, an offer that must be kept from the general public, a sale that is a fraud pretending to give bargains and good values but in reality intended to skin the people—they are all advertised through the medium of the circular thrown in the door, in the yard, over the back fences, in the mud or dust, or anywhere that respectable, thinking people do not look for them and do not want them. This has come to be so well known and so thoroughly considered that merchants and others realize that they are absolutely throwing their money away, hence, the live, wide-awake, active, progressive merchant no longer pursues that method of attracting attention.

But there is another phase of the Indiana newspaper movement that deserves attention, and that is their determination to withhold any and all mention of the fair because the management of the fair resolved to withhold paid advertising. Were they justified in taking any such action? Were not their readers entitled to know what was going on along that line as a part of the news that they pay for daily, and had the publishers any right to agree deliberately to refrain from publishing such news?

In reaching an answer to this question it would be necessary to determine just what is news and also to determine just what duty a newspaper owes its readers in furnishing the news.

In the first place it is pretty well understood that subscribers for a newspaper do not anywhere near pay for the news that is furnished them, indeed in most cases nowadays, subscribers often do not have to pay the actual cost of the raw paper required in printing the paper, leaving

January Sale

Now On

**For 15 Days Only
Look at Some of Our Prices**

Dressers worth \$18.00	Cut price \$16.00
" " \$16.00	" " \$15.00
" " 14.00	" " 13.00
" " 12.50	" " 11.50
All Wool Ingrain Carpet worth 80c.	now 65c.
Half and Half " " 60c.	" 50c.
Jute " " worth 40c.	" 32c.
Dining Tables worth \$15.00	now \$13.50
" " " 12.50	" 11.50

And everything in proportion. Come and see us.
This Sale Will Last Only 15 Days

Central Point Furniture Store, T. M. Jones, Proprietor.

Awakened from a Trance

Uncle Sam Murray has just discovered that he has been in a trance for the past 50 or 75 years and during all that time he never discovered what he was good for. The other day he dropped a soda cracker on his foot, smashed his toe, awoke with a start and—made the greatest discovery of the age, to-wit: He had discovered that he was intended for a grocer and he has struck his calling and is

Now Selling Groceries

He is kept so busy making his customers happy, practicing the Golden Rule, and restoring the lost art of telling the truth that he has no time to grow old or to part his hair in the middle. Call and see this wonderful man. Admission is free at

Murray & Kelsoe's,

DEALERS IN GOOD THINGS TO EAT

FERGUSON & MURRAY

LIVERY

and

General Teaming

"WE PLAY NO

FAVORITES"

CENTRAL POINT :: OREGON.

APPLEGATE & APPLEGATE

Surveyors and Abstracters

PETER APPLEGATE,

JESSE APPLEGATE,

Surveyor

Abstracter

Twenty years experience in Jackson County. Satisfaction assured. Estimates furnished on all kinds of construction work.

Five years experience on Jackson Co. records. Maps of Jackson County for sale.

JACKSONVILLE, ORE.

the expense of gathering the news, the telegraph, mechanical expense, machinery, rents, insurance, taxes, etc., as well as profits to be paid by the advertiser. In that sense the greatest obligation is to the advertiser, whose only interest in the news feature is to ascertain that it is such as to cause people to desire to read the paper.

The conclusion must be that so long as the circulation of the paper is not affected, the advertiser does not care what news is refused publication.

Now as to what is news? It certainly cannot be contended that anything which advertises an enterprise of any kind is news. People may be interested in knowing as a mere matter of news that a county fair will be held and at what time, but a mere announcement of that fact would scarcely be considered by the fair management as sufficient in keeping the matter before the minds of the people. But when the newspapers made that fact known they performed their duty to their readers in furnishing them the news. All other matter furnished must be considered in the light of a boost—as free advertising, which the managers of that fair evidently thought the

newspapers would be foolish enough to furnish anyway.

The newspaper business is, or should be, just as much a business proposition as any other business. No other business is expected to take its time, the time of its employes, the use of its machinery and franchises, its office and stores in boosting any such enterprise, so why should a newspaper, except as the public is directly interested thereby?

Don't Take the Risk.

When you have a bad cough or cold do not let it drag along until it becomes chronic bronchitis, or develops into an attack of pneumonia, but give it the attention it deserves and get rid of it. Take Chamberlain's Cough Remedy and you are sure of prompt relief. From a small beginning the sale and use of this preparation has extended to all parts of the United States and to many foreign countries. Its many remarkable cures of coughs and colds have won for it this wide reputation and extensive use. Sold by Mary A. Mee.

NOTICE FOR PUBLICATION.
Department of the Interior,
U. S. Land Office at Roseburg, Oregon.

December 5, 1908.
Notice is hereby given that Blanche L. Smith, of Medford, Oregon, who on October 22, 1908, made Timber Application, No. 01940 for 814 of NW 1/4, NW 1/4 of NW 1/4, NW 1/4 of SW 1/4, Section 25, Township 33 South, Range 1 East, Willamette Meridian, has filed notice of intention to make Final Proof to establish claim to the land above described, before W. H. Canon, U. S. Commissioner, at Medford, Oregon, on the 8th day of March, 1909. Claimant names as witnesses: Carl B. Webster, Thomas C. Norris, Joseph T. Gagnon and Francis J. Smith, all of Medford Oregon.
BENJAMIN L. EDDY,
Register.

Farm and Garden

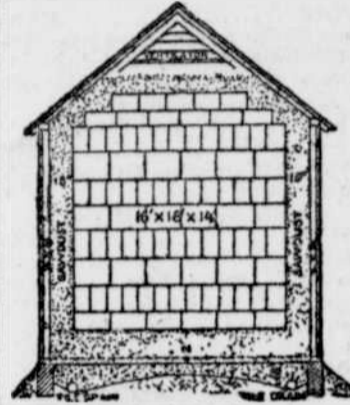
THE COUNTRY ICEHOUSE.

An Important Adjunct to the Up to Date Farm.

By PROFESSOR OSCAR ERF, Ohio Agricultural College.

In this age of advanced farming the icehouse is an important adjunct. The most economical building is the one so constructed that it will preserve the greatest amount of ice in proportion to the amount of ice stored. Waste in an icehouse is largely caused by meltdge from the top, sides and bottom. In a properly constructed icehouse and when the ice is properly packed and cared for no waste should take place from the inside of the pile of ice. The melting from the sides, bottom and top is caused by insufficient insulation.

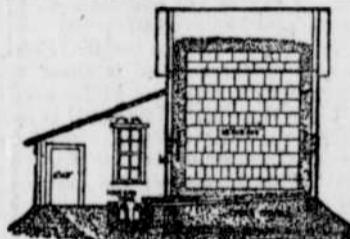
To insulate to such an extent that no meltdge would take place would be impracticable, but with a thorough



CROSS SECTION OF ICEHOUSE.

understanding of the construction of an icehouse a minimum amount of meltdge can be obtained. The waste from the bottom is generally considered to be the greatest. The amount of ice melted in the bottom of the icehouse varies from one to six feet during the year, depending upon the construction of the floor. If the icehouse is provided with an air tight floor, with the ice laid on at least eighteen inches of dry sawdust, the bottom waste rarely exceeds twelve inches during the year. On the other hand, if the ice is piled in the icehouse on the bare ground without any insulation under it or any provision made for drainage the meltdge frequently is six feet. The side and top meltdge is not so great, but it frequently ranges from one to three feet, depending upon the insulation. The manner of insulation is shown in the cut of cross section of icehouse.

The icehouse should be located in the coolest place possible and always above ground. The size of the building must be determined by the amount of ice used during the year. For a



ICE AND MILK HOUSE COMBINED.

man who keeps about twenty cows and sells the milk an icehouse 14 by 14 by 12 feet high is of sufficient size. However, in no case should an icehouse be smaller than 12 by 12 by 10 feet high, because the outside surface is too great compared with the volume, and therefore too much ice is wasted in proportion to the amount used.

In the plans submitted the framework is made by laying a 2 by 4 all on the concrete foundation. Fasten this to the foundation by cementing a few bolts into the concrete and allowing them to extend through the 2 by 4 sill. Two by four studding is then placed upon this sill sixteen inches apart from center to center. The rafters for the roof are likewise made of 2 by 4's, placed the same distance apart as the studding, but the purlin plate upon the 2 by 4 studding should be at least six inches wide. The outside of studding may be boarded either with common sheathing and paper, upon which poplar siding is nailed, or with patent siding or ship lap siding, the latter being the cheapest and requiring only a single thickness of board.

The roof should be made with not less than one-half to one-third pitch and preferably covered with shingles, for shingles are better insulators than either slate or metal. However, paper may sometimes be used to good advantage. A cupola or flue should be built upon the roof to allow for the removal of the warm air from the top of the ice. The ventilator may be placed in the gable end instead of the cupola and when so placed acts for the same purpose.

A continuous door should be cut in one end to allow the ice to be put in. This door may extend from the gable down to within five feet of the bottom.

In the cut, ice and milk house combined, the side elevation shows how the scheme has the advantage of utilizing the water from the icehouse here shown for cooling the milk. No ice needs to be removed from the icehouse. It operates automatically. If the weather is warm the ice melts more rapidly and keeps water in the tank at the required temperature.

HEATING STOVES that heat.

Cole's Airtight and the Great Western are our leaders in Heating Stoves for this season but we also carry other favorite makes, all good values for the money, in many styles and at prices ranging from

\$2.60 to \$14.00,

Our stock of Shelf Hardware Builders' Supplies, Mechanics' Tools, Sportsmen's Goods Etc., is complete. Call and see us.

W. C. LEEVER, THE HARDWARE MAN.

Central Point Market
LEWIS & SONS, Props.

Fresh and Salt Meats

Beef, Pork, Mutton and Veal.

Highest Market Price Paid for Beef, Pork and Mutton. We invite your patronage. CENTRAL POINT, ORE.

D. C. GRIM
City Draying and Transfer

Central Point, Oregon

All kinds of hauling promptly done. Retail Dealer in Wood.

Strenuous Suffragettes.
Said a speaker at a college woman's suffrage meeting, "When a woman can fire a bullet and hit a mark she will be better entitled to vote." But many women have already qualified as crack shots, and if the authorities would give schoolgirls equal privileges with schoolboys on the rifle ranges this sort of comparison would soon lose point. When Cynthia Westover laid down the rifle for the pen she could shoot as straight as any man in Buffalo Bill's crowd, not excepting the great scout himself. Cynthia exhibits no scalps as evidence of her true aim, but she has numerous trophies, telling not of the hunt, but of balls placed on the bullseye in defense of human life out on the plains.

Men will need to look to their laurels when women start to do the tricks their rival sex prides itself upon. Unwittingly men are training women to equal them everywhere, and as one result we behold the strenuous suffragettes. Intending merely to enhance the pleasure of sport, they take women for comrades in outdoor pastimes. Women ride to hounds, run races, play ball, swim and row and are as hardy and as handy in the woods as their brothers. The athletic woman is here to stay. In England she uses nature's weapons in a manner to shock the proprietors perhaps, but any crowd of male amateurs would go to the same extremes under the same provocation. The hair pulling, clawing, kicking, horsewhipping, screaming and general hazing and nagging that upset London would all happen were the aggrieved grown schoolboys. The suffragettes lack science; but, having temper and sand, they hit right and left. Theirs are the tactics of the savage who will not remain savage longer than it takes to climb higher. Gallantry mixed with selfishness started woman on the road to muscular strenuousness. Time and evolution will do the rest.
GEORGE L. KILMER.

Our educational systems get no end of hard knocks at home, but the teachers who recently returned from an inspection of the English system declare that the American public school is ahead so far.

They are handing out the short and ugly word recklessly in London and Berlin too. If this is going to be epidemic the code duello is certain to be revived.

A few weeks hence Mr. Roosevelt's opinion of congress and congress' opinion of Mr. Roosevelt won't get even one line in the newspapers.

FOR SALE—Good cull apples all kinds, apple cider, cider vinegar. Delivered to all Central Point on order. Old Leever ranch, two miles west from Central Point.—A. J. Dunlap. 32tf

CENTRAL POINT LODGE NO. 193
I. O. O. F.

Meets every Saturday evening at 7:30 p. m. in A. O. U. W. Hall, corner Second and Pine Sts. Visiting brothers are specially invited to meet with us when in town.
ERNEST HATHAWAY, J. W. JACOBS, Secretary, Noble Grand.

PROFESSIONAL

JEROME L. RAWHOUSER
PHYSICIAN AND SURGEON.
Office second floor John Ross building, over Herald office, Pine street.
Call residence from office phone when necessary, day or night.
CENTRAL POINT - - - - - OREGON

DR. H. P. HARGRAVE
PHYSICIAN AND SURGEON
Office over First National Bank
Medford - - - - - Oregon

J. E. ENYART, PRES. J. A. PERRY VICE-PRES.
Medford National Bank
CAPITAL \$50,000.00
SURPLUS \$10,000.00
Savings Department.
Safety Deposit Boxes.

We transact a General Banking Business and respectfully solicit your patronage.

NOTICE FOR PUBLICATION.

Department of the Interior,
U. S. Land Office at Roseburg, Oregon.
December 17, 1908.
Notice is hereby given that James Davies, of Trail, Oregon, who on January 12, 1908, made Homestead Entry, No. 13228, for South East 1/4, Section 5, Township 33 South, Range 1 East, Willamette Meridian, has filed notice of intention to the land above described, before W. H. Canon, U. S. Commissioner, at Medford, Oregon, on the 15th day of March, 1909.
Claimant names as witnesses: John J. Winstingham, John W. Miller, John Byron Dunlap and Alfred Morina, all of Trail, Oregon.
BENJAMIN L. EDDY,
Register.

SUMMONS.

In the Circuit Court of the State of Oregon, in and for the County of Jackson.
Zoa Bryant, Plaintiff, vs. Charles A. Bryant, Defendant.
To Charles A. Bryant, Defendant.
In the name of the State of Oregon, you are hereby required to appear and answer the complaint filed against you in the above entitled suit in the above entitled court on or before the 27th day of February, 1909, which is the time prescribed in the order for publication of this summons for answering herein, and you will take notice if you fail so to appear and answer, that for want thereof, the plaintiff will apply to the court for the relief demanded in the complaint filed herein, a succinct statement of which is as follows:
"For a decree of the court forever dissolving the contract of marriage now existing between plaintiff and defendant."
This summons is published for six weeks in the Central Point Herald by the order of the Hon. H. K. Hanna, Judge of the above entitled court, made on the 26th day of December, 1908, and the first date of publication thereof is the 7th day of January, 1909, and the last date of publication of the same is the 15th day of February, 1909.
WILLIAM L. VANWATERS,
MARLON FURBER,
Attorneys for plaintiff.