

CENTRAL POINT HERALD

S. A. PATTERSON, PUBLISHER.

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OUR OPPORTUNITY.

Central Point has license to be the second commercial city of this valley within twelve months if the business men and property owners will only awake to their opportunities, get together and make a concerted, help-each-other effort to make our town really "worth while."

Nature gave us the geographical location to be the biggest and best city in the valley, but because our forefathers frittered away their opportunities more than two decades ago is no reason why we should continue to follow their misguided footsteps.

Central Point conservatism in the early days created a breach with the railroad builders that made Medford possible as a station on the new line and left Central Point without even a sidetrack. The advent of a few live business men at the new station, and the persistent and consistent development of the present "Medford spirit" did the rest.

But times have changed. The valley as a whole has, within the past five or six years, made the most wonderful progress of any section of the great and growing "northwest," and, while we have grown in perhaps a corresponding ratio with the balance of the valley, our growth has not been nearly up to our opportunities. We have not yet developed the real co-operative spirit, which is essential to building up a truly modern town, and until we do this we cannot expect Central Point to attain its rightful commercial and social position in the community.

What Central Point needs is the development of a community of interests—a help-each-other spirit such as has always entered into the building and development of every modern city.

"One swallow cannot make a Summer." Neither can the individual efforts of any one or two or a dozen business men make a modern city. It requires a concerted, co-operative action to reach the best results and this is what we most need now. We are planning many improvements, which undoubtedly will be carried out during the present year, but to do these things best we need co-operation among the business men and citizens. There are many things we need which are still "in the air," and the mayor and the councilmen, working as they are now, without salary, should not be expected to shoulder all of the burden. These problems are ours, as individual parts of the community, and we

should each cheerfully assume our share of the burden.

We need to get together. We need to co-operate. We need to help each other in solving the many problems which are a part of the development of a city and which are now being forced upon us either with or without our consent. It is no man's individual welfare, but the best interests of the community as a whole, that we should seek.

CITIZENS' TICKET WELL CHOSEN.

J. W. Jacobs, the present capable and painstaking city recorder, has made a most efficient official since taking the office and, being engaged in no other business, he has been able to give the time and attention to this work which the growing importance of the city demands. Mr. Jacobs is methodical, careful and conscientious and his election should be as unanimous as was his nomination in the caucus.

No better selections for councilmen could have been made than those of H. W. Lindsay and Henry Farnum, who were named by the citizens' caucus last Thursday evening. Both are comparatively new men in the city, but both are capable business men and progressive citizens. In his capacity as cashier of the Central Point State Bank, Mr. Lindsay is in close touch with financial conditions and his experience and knowledge in that direction will prove invaluable to the city in handling the public finance, bonding matters, etc. Mr. Farnum is also a man of affairs in his line, that of contractor and builder, and his practical knowledge along these lines will also prove of great value during the present constructive period in Central Point's history. Mr. Farnum is a resident and property owner of the west side of town and the fact that that section of the city has been for years without any representation in the city government greatly strengthens his candidacy. The west side of town includes a large amount of important property interests, as well as a large number of our very best citizens, and it is only a matter of right and justice to these taxpayers that their section of the city should be represented in the council chamber.

The citizens' caucus is to be congratulated on their wise choice of candidates.

A Sore throat can be treated best from the outside. The throat should be rubbed gently with BALLARD'S SNOW LINIMENT. Apply at night and cover with a cotton cloth bandage; by morning the soreness will disappear. Price 25c, 50c and \$1.00 per bottle. Sold by Mary A. Mee.

Edmund Piele, a well-known resident of Trail, was in town on business during the week.

John W. Sickelsmith, Greensboro, Pa., has three children, and like most children they frequently take cold. "We have tried several kinds of cough medicine," he says, "but have never found any yet that did them as much good as Chamberlain's Cough Remedy." For sale by Mary A. Mee.



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PRACTICAL GAME PROTECTION.

Of the common game birds there is none that is more valuable to the farmer as a destroyer of insects than the quail or bobwhite. All too often, however, in the northern states, where winter snows are deep and usual sources of food supply are cut off, the pretty little fellows die of exposure or starvation or more likely of both. A most effective method of protecting them during the winter season we read of the other day, and we give it in brief for the benefit of other readers who would like to protect the quail on their premises, but don't know just how to go at it. The farmer referred to had for several years past made a practice of putting out feed for the quail and gradually attracting them to the vicinity of the feed sheds. One of these adjoining the barn was sheltered, opening to the south, and was connected by a good sized passageway to the haymow. The quail were first attracted to this shed and fed regularly every morning. As the colder weather came on they took refuge in the haymow, which became their permanent roosting place. When the owner went to the mow to feed them they would fly to the nearest rafters, but as soon as he retreated would fly down and eat the grain he scattered for them. In previous years he found that when spring came these birds mated in the vicinity of the barn and sought nesting places in nearby brush and weed covers, hatched their broods of little ones and were thus able to carry on the war against the insect pests about the place with increased forces.

WOEFULLY SHORTSIGHTED.

Recently the daily papers contained dispatches to the effect that the dairymen of the state of Illinois are opposed to the passage of a tuberculin test law because they contend it would reduce the number of cows in the state by one-tenth. Granted that it would, wouldn't this loss be preferable to a loss once or twice as large which is bound to come if the disease is not thoroughly stamped out, and this entirely aside from any consideration of the hundreds of thousands of people who are consumers of the milk from these same dairy cows? In this connection we recall the case of a young farmer in whose herd of dairy cattle of some eighty head there were twenty animals slightly affected by tuberculosis, as indicated by the tuberculin test. He temporized and monkeyed with the matter, as the dairymen referred to seem inclined to do. The result was that some two years later, when he was compelled by law to do what he knew was his duty to do at first, he lost sixty-five animals instead of twenty. This was good policy? Not by a jugful, and it won't be for any man who owns beef or dairy animals that are afflicted with tuberculosis.

NATURE'S PROTEST.

As in the case of many other plant pests, the damage wrought by the Hessian fly is likely to be most severe in localities where little or no attention is given to the matter of crop rotation. Loss by both insect and fungus pests seems to be nature's way of protesting against a wrong and wanton system of handling the soil, and all too often the tiller of the soil

REO

The Car With the Left Hand Drive



THE REO "THIRTY"

broke all records of long distance auto racing in 1910 by making the run from New York to San Francisco in the phenomenal time of 10 days, 15 hours 13 minutes.

THE REO "THIRTY"

is built in four models which completely cover the various needs of all motorists. The REO is built with the LEFT HAND DRIVE thus greatly enhancing its safety and convenience.

Consider the REO before buying your 1911 car.

ROSS KLINE,

22 South Riverside,

Agent for
REO, APPERSON, OWEN Autos,
MEDFORD.

RINGS, WATCHES SILVERWARE

AT THE
Central Point Jewelry Store.

We have just ordered an elegant and complete new Stock which will be received and placed on sale within a few days. Call and see these goods.

Watch and Jewelry Repairing is one of our Specialties

We have secured the services of Mr. V. R. Wilson, an expert watchmaker, engraver and optician, of Portland, who will have charge of our repair and optical departments.

A. M. TURRILL, Propr.

Hotel Dunlap Building, Front and Pine Streets,
Central Point, Oregon.

Try The HERALD for Job Work.

TAKE A LOOK AT THE BATH ROOM

Set up in the show window of our Plumbing Department on Second street.

We are now booking orders for similar outfits. May we have yours also?

Rogue River Plumbing and

W. A. **Hardware Co.** HENRY RILEY

P. S. When in need of Hardware, Paints or Garden Tools, don't forget us.

They are Here!

EASTMAN KODAKS AND SUPPLIES

AT

ENGLAND'S PHARMACY

INVESTIGATE

OUR
Glazed Cement Sewer Pipe.

Manufactured by the
Medford Concrete Construction Co.,

Phone 652. MEDFORD, ORE.

Watch Repairing

What we know we know well. This includes repairing watches.

Our personal guarantee is behind every article we sell.

Diamonds? Of course we sell 'em.

We Will Give You Absolute Satisfaction.

B. T. VAN DE CAR. Phipps Building, MEDFORD, OREGON