

SIGN OR NOT TO SIGN, QUESTION

2,000 Acres Must Be Pledged Jan. 1 Or No Water

"If you want water for the season of 1912 sign up within the next ten days. Construction work will start as soon as 2,000 acres is signed. Less than 1,000 acres has been pledged to date. If the 2,000 acres is not pledged by January 1, 1912, we will not attempt to build the canal for at least another year."—Statement of the Rogue River Canal Co., published today.

Such is the significant statement made by the officials of the Rogue River Canal Co., to the land owners north and west of this city, in their announcement made in this issue of the Herald. Nor to a disinterested observer, does it appear that the company can be censured for making this announcement. Already they have expended a large sum of money in construction. For several years they have been trying to interest the land owners around Central Point in the subject of irrigation only to be again and again turned down. Several weeks ago another campaign was started in this vicinity to interest the people to a sufficient extent as would encourage the company to make additional expenditures in extending the Hopkins canal across the valley to the foothills and around the base of the hill to the lower end of the valley. At first the prospect looked encouraging. Practically all the land owners had become converted to the belief that irrigation is an absolute necessity if they would make their land sufficiently productive to pay reasonable interest on present valuations with a living and a margin of profit left. Some have signed but many continue to procrastinate from day to day until the time is drawing close when the company must know what they can depend upon. If they cannot sell the water they would be foolish to expend another \$100,000 in construction. If they can sell water, and the people want to use the water on next season's crop, they must know at once in order that active work can be commenced. Eight miles of main canal and many lateral ditches cannot be built in a day or a month. It takes times to carry out such a project and if work can be started January 1st, only the most active construction can complete the work by the time irrigation will be needed.

A representative of the company gave the Herald some information regarding the cost of the proposed extension that may be of interest. A siphon at the crossing of Bear creek, between this city and Medford, will cost \$20,000; eight miles of new canal from the siphon to a point back of the Davidson ranch near Tolo, including

CHARLES COLSON DIES SUDDENLY

Meadows Citizen Succumbs to Heart Failure Sunday Morning

Chas. Colson, who resided with Thomas and Wm. Pomeroy, on their ranch in the Meadows, 15 miles north of this city, was found dead in the house last Sunday at about noon. The man had evidently fallen while walking across the room and died instantly. His face was burned from having come in contact with the stove as he fell. Coroner Kellog was notified and on Monday removed the body to Gold Hill where an inquest was held and the cause of death was found to have been heart disease. He had been ailing for several months and was under treatment for heart trouble at the time of death.

He was about 35 years old. His father was communicated with in Idaho and instructions given from him to have the body buried here.

Lodge Officers Installed.

Last Thursday evening was the occasion of the annual visit of grand officers to Nevita Chapter, O. E. S. Distinguished visitors present were: Mrs. Pauline Moore Riley, Grand Worthy Matron, of Baker City, Mrs. Nellie McGowan, assistant Grand Conductress, of Medford, Mrs. Bay L. Sherwin, P. G. W. M., of Ashland, Mrs. Jennie Reames, P. G. W. M., of Klamath Falls.

During the evening Mrs. Riley installed the new officials for the local chapter as follows:
Bertha Bursell, W. M.; I. C. Robnet, W. P.; Winnie Kyle, assistant matron; Edna Robnett, secretary; Isabelle Leever, treasurer; Emma Anderson, conductress; Lena Davis, ass't conductress; Stella Fox, Ada; Mabel Peart, Ruth; Mabel England, Esther; Hattie B. Hatfield, Martha; Mollie Neale, Electa; Alice Hanley, Warder; V. Bursell, sentinel; Lucinda Peart, marshal.

A number of visitors were present from neighboring chapters and following the installation delightful refreshments were served.

Mrs. J. W. Myers and Mrs. I. C. Robnett entertained the visiting grand officers during their stay in the city.

The company are offering liberal terms on the sale of water rights, and to show their faith in the ultimate triumph of irrigation in this valley they are offering to undertake this heavy expenditure if only 40 per cent of the land covered is signed up in advance.

What more can the land owners want to ask for?

Y. M. C. A. BUILDING FORMALLY OPENED

Splendid Program Marks Proceedings of Pretentious Institution.

The opening exercises of the Y. M. C. A. building Tuesday evening drew a large crowd of friends of that institution and the excellent program was heartily received.

The spacious building is now completed and is a decided credit to the city and community as well as to the men who planned the campaign and carried the project to a successful termination. President Cowley presided during the evening and in his address he publicly thanked many citizens by name for work done and courtesies shown the project but failed to name W. A. Cowley as a chief factor in the entire proceedings.

The musical program and address were all well received but, on account of the number, encores were taboo. In the case of the male quartette with their stools and pans, however, all precedents were forgotten and the singers were repeatedly recalled, until they are now second only to the "wee wees" at the juvenile cantata.

Following is the program as rendered:
Selection.....Orchestra
Invocation.....Rev. R. B. Shoun
Words of Welcome.....W. A. Cowley

President of the Association
Response, In Behalf of the City of Central Point. Mayor W. C. Leever
Solo.....Henry Farnum
Address.....State Sec'y I. B. Rhodes
Solo.....Miss Grace Garvin
Address.....Rev. Wm. Lucas
Solo.....Rev. H. N. Aldrich
Address.....Rev. W. Austin Crane
Solo.....Mrs. D. McKillop
Address.....Rev. W. F. Shield
Solo.....George Farnum
Address.....Gen'l Sec'y W. A. Selwood
Address.....Hon. B. F. Mulkey
Solo.....Rev. H. N. Aldrich
Address.....Mr. Harry H. Tuttle
Solo.....Miss Mary E. Strong
Address.....Rev. H. N. Aldrich
Male Quartet.....H. Farnum.

H. Riley, A. C. Babson, Geo. Farnum
Address.....W. H. Gore
Selection.....Orchestra
Pianists—Mrs. A. C. Babson, Mrs. M. R. England, Mr. Henry Riley.

The building and furniture as it now stands has cost almost \$10,000 all of which had been paid or pledged before the opening but \$1,200. At the close of the program W. H. Gore, of Medford, took the bit in his teeth and raised \$400 of the deficiency in a few moments.

The institution is a credit to the community and should be a mighty implement for good in the future.

Mrs. Julia Muller is here visiting her parents, Mr. and Mrs. P. Olsson.

The Union Sales Co., with J. J. Kesslerman as manager, is opening a garage in the Walker building.

WRITER OPPOSES STATE MEDICINE

Secretary Nat. League for Medical Freedom Gives Views.

Portland, Dec. 13.—(To the Editor.)—Determined efforts are being made by a portion of the medical fraternity to have Congress enact legislation establishing a National Department of Health. The advocates of this legislation claim to be wholly unselfish. Now and again things come to light that make it difficult to believe this claim. Lack of space forbids mentioning more than a few of these indications.

Under date of December 23, 1909, Professor Fisher, in a letter advocating a Health Bureau, says that such bureau "will surely expand within a decade so that millions of government money will be put into this new form of National defense." We can see how this disbursement of "millions upon millions" of the people's money might appear desirable to those in whose favor the disbursement would be made, but does this desire appear wholly unselfish?

Under date of October 14, 1911, President Taft issued an executive order to prohibit the practice of medicine without a license, within the Canal Zone. Section 2 of this order reads as follows: "Any person shall be regarded as practicing medicine within the meaning of this order, who shall prescribe for, operate on, or in any wise attempt to heal, cure or alleviate, or shall in any wise treat any disease or any physical ailment of another; provided, that nothing in this order shall be construed to prohibit gratuitous services in case of emergency, or to the administering of ordinary household remedies."

As the license to practice medicine must be obtained from the Board of Health of the Canal Zone, composed of allopaths, it is easy to see how a practitioner of any other school would fare, be he osteopath, eclectic, Christian Scientist, or other "irregular." Without wishing to enter into a discussion of the relative merits of different schools of healing, we will simply state the indisputable fact every Wednesday evening around the world, thousands of refined and intelligent people testify coolly and deliberately that they have been healed through Christian Science of diseases pronounced incurable by some "regular" doctor. On the Canal Zone the verdict is: "Drugs or Death," even if the consequence proves to be: "Drugs and Death." How similar this verdict of state medicine is to the old verdict of the state church: "Choose between the established church and damnation." In a paper entitled "Law the Foundation of State Medicine," published in the Journal, Dr. Samuel G. Dixon says: "Compulsion, not persuasion, is the keynote of state medicine." Such language in connection with the President's executive order for the Canal Zone shows what is intended for the balance of the country under the proposed National Department of Health.

The following letter from Dr. McCormack to Dr. Dowling, president of the State Board of Health of New Orleans, speaks volumes:

Dear Doctor—Am just in receipt of a telegram announcing the death of General Wyman. Am writing to know if you will at once bring every influence to bear on President Taft, through your senators, representatives and others, to have Dr. Joseph H. Whyte, of New Orleans, appointed as Surgeon-General. He is one of the strongest men in the service, has always been an active advocate of the National department of health, and his appointment almost assures its creation.

Trusting in your full co-operation, and asking to hear from you, I am,
Cordially yours,
J. M. McCORMACK, M. D.

Dr. McCormack is an "organizer" and "lecturer" employed by the American Medical Association, which is pushing the proposed health legislation.

It is not difficult to see why the allopaths desire through a National Department of Health, to be put in a position to crush out all other schools of healing, but it is clear that this desire is altogether unselfish?

CHRISTIAN ANDERSON,
Secretary Oregon Branch National League for Medical Freedom.

H. B. Darnall, of Miles City, Montana, is here this week looking over the valley with a view to locating. Mr. Darnall has been engaged in the mercantile business in the Montana city for a number of years and also served his county as county clerk for a number of years. He is favorably impressed with Central Point and may decide to locate here permanently. Mr. Darnall is a friend of George Farnum and accompanied him here arriving Saturday.

HOW TO WRITE ADS THAT PAY

Timely Hints for Retailers Who Would Make Ads Pay

The following excerpts from a paper recently read before the Ashland Merchants Association is a good thing for all retail merchants to read and study:

Advertising is a subject that, if properly looked at, can bring surprising results, and these same surprising results that have been possible to those that have made a study of it and applied it to fit the peculiar conditions of their business, has caused many people to rush blindly into it, only to find that their money has been wasted—in fact Lord & Thomas, one of the greatest advertising concerns in the United States, have estimated that fully \$10,000,000 are annually wasted in the game.

Now, the subject that I have chosen is newspaper advertising as related to the retailer handling the average trade that we have here in southern Oregon. The first and foremost thing that would suggest itself to me would be an advertisement of a certain line of goods; let's say, for example, we will feature blankets and bedding.

To buy newspaper space and simply announce in it that the store had the largest and best line of blankets handled in the city would not mean much to the average reader unless you would substantiate the claim by taking some numbers in the blanket line and advertising them and telling the price that you were selling them at, and then if you had what you considered a good value, making a comparison of its value to those usually sold at that price. Some may say, "What is there that you can say about a blanket by way of description?" Well, for example, let us assume that the store in question has bought a case of 70 pairs of a fancy plaid cotton blanket that they wished to specialize on at \$1.85 a pair. The description would be about like this:

"We have just received a full case of cotton blankets that we consider unusual value. The blankets are full large size, 64x80 inches, and are made by the

CITY COUNCIL MAKE TAX LEVY

Increase Over Last Year Due to Expense Intersection Paving Bancroft Act

At an adjourned meeting of the city council held Monday evening an ordinance providing for a tax levy of 15 mills for the coming year was adopted. The increased levy was made necessary by the intersection paving bonds and interest which must be provided for and which amounts to almost half the total levy.

The levy is segregated as follows:
Regular city funds, 8.5; interest on intersection bonds, 2.8; improvement assessment, (intersection paving) 3.8.

A rate for fire plug taps in building was fixed at two-thirds the regular tap charge.

The recorder was instructed to let a contract to the lowest bidder for sanitary plumbing in the city hall.

The public is cordially invited to the opening service of the new Christian Science church Sunday, Dec. 24, at 11 a. m. Subject of the lesson, "Christ Jesus." Regular Sunday services will be conducted at 11 a. m. Sunday school 9:45. All are welcome.

new process that gives them the same finish as a woolen blanket. They come in six different colorings in attractive plaids, and have pretty border designs. Judged by ordinary standards, this blanket is at least worth \$2.50 a pair. However, we have marked this number special at, the pair, \$1.85."

This, to my mind, gives the reader an idea of what you have to offer without indulging in any high sounding phrases or exaggeration.

Now, pursue that same idea throughout your display in connection—make a window display in connection with it—put price tickets on your goods, and then make a prominent showing of the goods in your store, all with price tickets—and you should, providing you have advertised a seasonable line of goods, get returns from your ad.

Central Point State Bank

PAY BY CHECK

If you have a checking account, the bank does your bookkeeping free of charge and renders you a statement of your receipts and expenditures whenever you ask for it.

Your cancelled checks are receipts for the bills you have paid. You need never pay a bill twice if you pay by check. The check is positive proof that you paid the money.

You cannot be robbed if you carry a check book instead of the actual money. You cannot lose your money by carelessness or fire if you keep it in the bank and pay by check.

If you have a check book in your pocket you always have the "right change," for you can make out a check for any odd amount.

If you pay by check, people will see that you have a bank account and your credit will be greatly improved.

If you have a checking account at the bank you will be given special consideration should you wish to borrow money.

Your money in the bank keeps the mills running, employs labor, and makes good and prosperous times for all.

If you have a checking account you need not send money through the mails. You can send your check. If the check is lost your money is still safe in the bank.

If a check is stolen or forged, you do not lose anything. The bank is liable for forged checks if it pays them.

All check books, bank books, etc., are free, and it costs you absolutely nothing to have a bank account.

If you have a checking account at the bank, you will always feel free to ask your banker for advice or for a recommendation. He will be glad to furnish either.

Nine tenths of the business of the world is done by checks. Why not do yours that way?

The officers of this bank are at your service. They invite you to make this bank your business home.

VISITORS WELCOME

You can open an account by depositing One Dollar.

Central Point, Oregon

What's Better? WHAT'S MORE USEFUL

Than something in Clothing
for your Husband or Son?
An extra nice line of SUITS
and OVERCOATS for MEN
and BOYS may be found here.
THE STYLES ARE PROPER
THE PRICES ARE RIGHT.

"The Old Reliable"
GRANFILL & ROBNETT