CENTRAL POINT HERALD, THURSDAY, MARCH 4, 1915

CENTRAL POINT HERALD

ROYAL E. BEBB, PUBLISHER. IRVIN T. BEBB, MANAGER

AN INDEPENDENT local newspaper devoted to in the third of the lectures in the adver-titing course given by the department liver Valley. Pustamen Eveny Thursday, Subscription price, \$1.50 per year, in advance.

Entered as Second-class matter, May 4 1906, at the Post office at Central Point, Oregon, under he act of Congress of March 3, 1879.

THIS PAPER is kept on file at the DAKE Ap-VERTISING AGENCY, INC., 427 Nouth Main Street, Los Angeles, and 779 Market Street, San Francisco, where contracts for adver-tising can be made for it.

KEEP YOUR MONEY AT HOME

Mr. Merchant, buy your goods from a home manufacturer.

Mr. Consumer, buy your goods from a home merchant.

Mr. Employer, hire home labor. Mr. Laborer, insist on getting home made goods and home grown products.

to ask your merchant "where he cover his territory by circulars in a got it''?

is going to help Our Country to im for reaching his customers. develop its natural resources.

Every dollar spent in the valley is going to help Our Valley to recover its normal pulse.

Point is going to improve living conditions right here at home.

Mr. Consumer. if you will burn mail order catalogues and patronize the home merchant you will find that he will soon be able to give you better prices and a better selection of goods.

Mr. Business Man, if you get all your printing done right here of the state when the farmers have in Central Point you will be set- had such an opportunity to make money ting a good example.

printers are as good as the print- approximately 800,000,000 pounds, in ers elsewhere.

You will find that the home printers will have more money to spend at home.

You will find that the home paper will begin to "spruce up" if they get all the work that is now going out of town.

A town if often judged by its newspaper. If they are on the for the large herds, but it is also a fact bum people are apt to think it is that the average farm could be made to because they are not getting the produce a larger number of animals support they should. And quite often they are right. ous, to co-operate with reliable farm-

Labor together. Amen!

Advertisers Recognize Papers As Best Medium

The fine returns from advertising in newspapers were illustrated by Phil S. Bates, of Portland, Friday afternoon of commerce and journalism at the

State University. Nearly one-half of all the money spent by advertisers in the United States goes to newspapers, according to figures

submitted by Mr. Bates as follows: Total advertising outlay, \$566,000,000 made up of: newspaper advertising, \$250,000,000; all other forms, \$316,000-

000. Under "all other forms" Mr. Bates included magazine advertising; direct mail, circular, bill posters, novelty, electric sign and outdoor advertising; demonstration and sample advertising; theatre curtains, programs, streetcars, and various other advertising devices.

Mr. Bates, who is publisher of the Pacific Northwest and manager of the Portland rose festival, surprised the 100 students with some of his statements concerning newspaper advertising. "The city publisher is obliged to use

the daily, for there is no other medium Mrs. Housewife, don't be afraid to take its place," he said. "He cannot large city, though he may use them to advantage. The daily offers the most Every doller spent in the county economical and the only exclusive med-

"Trade in the great centers is practically limited and the liberal advertiser gets the most of it. Experience has proved that spasmodic advertising in the great dailies is not worth one-quart-Every dollar spent in Central er as much as continuous publicity." Mr. Bates discussed at length also mugazine and trade advertising. He

bespoke accurate circulation statements and absence of objectionable advertising in newspapers.

Live Stock Prospects In Oregon Exceedingly Good.

There never has been in the history by raising livestock for meat purposes

as at present. With an aggregate You will find that the home shortage of over 3,000,000 meat animals

> the leading packing centers of the United States, it is certain that for some years to come there will not only be an unlimited demand for meat animals, but it is also certain that prices will range high and it is not impossible

that all previous records may be broken It is a fact that nearly all the big cattle ranges of the state have been broken up and that only in a few

locations is it possible to find pasturage than it is now doing. With the big packers and bankers willing, and anx-

Let us all Live and Love and ers in the state in stocking farms and the cathedral when it opened for the ranches, it would appear that any farm- morning service.

profitable industry.

be of great interest to travelers.

CENTRAL POINT MEAT

COMPANY

Fresh and Gured Meat

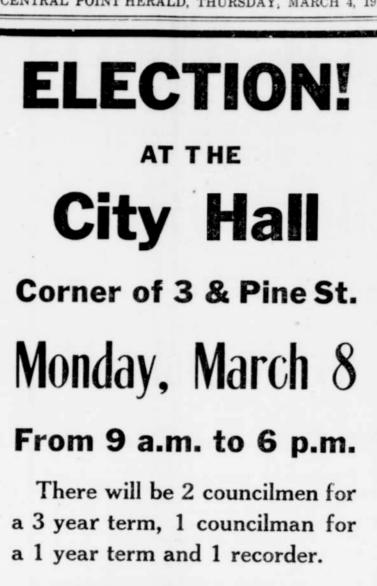
and Sausages of

All Kinds.

PURE KETTLE RENDERED LARD

Res.30X3

Phone, Main 01



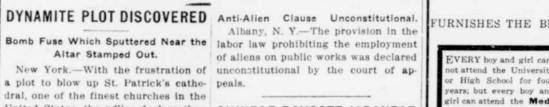
Bomb Fuse Which Sputtered Near the Altar Stamped Out.

a plot to blow up St. Patrick's cathe- peals. dral, one of the finest churches in the United States, the police declare they are on the trail of a gang of Italian dynamiters who planned not only to destroy the cathedral but to dynamite the homes of several millionaires, including John D. Rockefeller and Andrew Carnegie.

The attempt to dynamite the cathedral was discovered and frustrated only after a bomb had been placed and lighted within 20 feet of the main altar. Detectives stamped out the sputtering fuse and arrested two Italians in the church before the worshipers at the 7 o'clock mass knew of their danger.

Frank Abarno, a lithographer, and Frank Baldo, a laborer, were arrested at the church, and Charles Carbone, a machinist, was taken at his home shortly afterward.

The police had received in advance a "tip" that the attempt would be made and several detectives were in

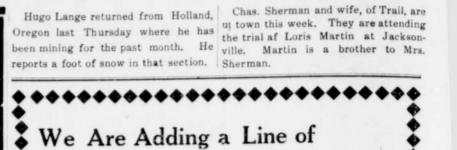


CHINESE BOYCOTT JAPANESE

Hope Expressed Japanese Will be Moved to Modify Demands. San Francisco .- Representatives of

the Six Companies, the powerful Chinese organization which instituted a boycott against Japanese on the Pacific coast because of the demands made on China by Japanese, said that the propaganda work would be carried on this week throughout the west and parts of Canada and Mexico, and that it would be continued in the expectation that ultimately the Japanese affected would bring pressure to bear on their home government to modify the terms of the Japanese demands.

Von Pohl Directs German Fleet. Berlin, via London.-Admiral von Pohl, chief of the admiralty staff, has been selected as successor to Admiral von Ingenohl, whose removal from command of the German battle fleet made know



Furniture

To our stock and invite you to call and look over this line when in need of anything in furniture. We have some extra good values to offer.

Rogue River Plumbing & W. A. COWLEY Hardware Co. HENRY RILEY



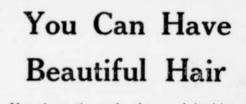
MEDFORD, OREGON FURNISHES THE BEST TO BE HAD IN PRACTICAL EDUCATION

> S TART RIGHT and success is half attained. This school gives more than a theoretical knowledge of business branches. It trains each student individually in the practical methods of real business. It equips for the emergencies of life.

Enter any time, Day or Night School. No term divisions.

In Session all Year

For further information call, Telephone 15L, or write





If you keep the scalp clean and healthy your hair will have all its natural beauty. But the scalp is often neglected, and scalp

Oregon Farmers to Have Help

ng a big mistake. The population of Not only in Oregon, but in all parts the entire Northwest is increasing at a the conference report on the seamen's of the country, the Government has in- rapid rate, the people must be supplied bill, already adopted by the house, endaugurated a movement to secure work with meat, and if Oregon ranches canfor the unemployed and to furnish men not meet the demand it will certainly or women to farmers and other employ- be met by other states, a large amount for seamen, and provides for increasers outside of the cities. It is a com- of money will be sent away and the ed safety equipment on lake and ocean mon sight to see men standing around meat industry of the state damaged to steamships. the streets in town at all seasons of just that extent.

the year who would be glad to go out into the country and go to work if they only knew where to go and that the job would be there when they arrive. John H. Barbour, United States Inspector, Oregon Immutation Service, has started to list applicants for positions of all kinds and is anxious to receive appli cations for help from employers of labor of all classes

Every applicant for work will be given a through examination as to his qualifications and no man will be sent out for any specific line of work unless he is fitted for it, thus leaving no room for the annual complaint that farmers are supplied with laborers who know nothing of farm work, at a time when the farmer is too busy to teach them. The first day the office was open more than 100 applications for work were received, and as there are no fees or other expenses connected with the service, it is to be expected that enough men will be available at any time to fill all possible will be erected along the line of the demands.

Another movemennt operating along some what similiar lines, but with the state capital and also to the nearest to get land instead of work, is now being discussed under the leadership of Tom Richardson, the founder of the Oregon Development League, with the purpose of evolving some feasible plan for financing the small farmer, dairyman or gardner who has the inclination and the ability to get back to the land and make a success, but who is financially unable to do so. Educators and business men are decidedly in favor of the scheme and it is probable that a convention for its discussion will be held immediately after the close of the legislative session. Mr. Richardson has is ued an appeal to all who are interested, asking them to give the matter careful consideration and to work up a community sentiment in its favor.

Roland Flaherty was in Medford on business Monday.

er who fails to take advantage of his opportunities in this direction is mak-

Seamen's Bill Passed by Congress. Washington. The senate accepted ing a two years' fight in congress. The measure raises the standard of labor

INDIGESTION.

We realize how

st) - depends

careful

any.

Life or Death,

RESCRIPTIONS

MANZAN

THE GREAT

Pile Remedy

HERE AT 50c

Per Tube.

'hat is why we fill

Irish Coaster is Prey of Submarine. London .- The smiall Irish coasting steamer Downshire was sunk by a German submarine off Calf of Man, an island in the Irish sea. The Germans gave the crew five minutes in which to leave their ship. The crew landed Dundrum, County Down, Ireland.

standard PATEN'

some of our bes

MEDICINES are here

in the corners we adver

ellers-remedies peo le come back for-bu

e have all the others

De WITT'S

LITTLE EARLY RISERS

THE EASY PILL.

A Famous Cathartic.

Here at 25c per bottle.



te, always fresh and

u may be sure all as

PURE

DRUGS

WHERE YOUR TRADE IS APPRECIATED.

MISS MARY A. MEE

Central Point, Oregon

diseases, falling hair and baldness results.

ford Commercial Col lege for six months, or

ear, and get an educat

hat pays dividends for



is a scientific preparation that removes the cause of dandruff, itching, and falling hair and keeps the scalp and hair in a healthy condition. The use of Meritol Hair Tonic in accordance with directions positively promotes hair growth, d your hair is certain of being at its very best.

> MISS MARY A. MEE Exclusive Agency.

Electric Cooking

Once a luxury, now a choice.

Perfect cooking first demands a clean kitchen. Modern kitchens have no coal buckets or ashpans. There is an Electric Range built to suit your needs and at a price you can afford to pay.

Flat rate for Electric Range \$5.00 per month. We have all the latest types of Electric Ranges on display in our office.

Ask for demonstration.

California-Oregon Power Company 216 WEST MAIN STREET PHONE 168 MEDFORD. OREGON