

CENTRAL POINT HERALD

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

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.

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

THIS PAPER is kept on file at the DARR Advertising Agency, Inc., 427 South Main Street, Los Angeles, and 779 Market Street, San Francisco, where contracts for advertising 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.

Mrs. Housewife, don't be afraid to ask your merchant "where he got it"?

Every dollar spent in the county is going to help Our Country to develop its natural resources.

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

Every dollar spent in Central 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 in Central Point you will be setting a good example.

You will find that the home printers are as good as the printers 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 bum people are apt to think it is because they are not getting the support they should. And quite often they are right.

Let us all Live and Love and Labor together. Amen!

Oregon Farmers to Have Help

Not only in Oregon, but in all parts of the country, the Government has inaugurated a movement to secure work for the unemployed and to furnish men or women to farmers and other employers outside of the cities. It is a common sight to see men standing around the streets in town at all seasons of 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 Immigration Service, has started to list applicants for positions of all kinds and is anxious to receive applications for help from employers of labor of all classes.

Every applicant for work will be given a thorough 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 demands.

Another movement operating along some what similar lines, but with the idea of assisting the would-be farmer 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 gardener 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 issued 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.

Advertisers Recognize Papers As Best Medium

The fine returns from advertising in newspapers were illustrated by Phil S. Bates, of Portland, Friday afternoon in the third of the lectures in the advertising course given by the department 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 to take its place," he said. "He cannot cover his territory by circulars in a large city, though he may use them to advantage. The daily offers the most economical and the only exclusive medium for reaching his customers.

"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-quarter as much as continuous publicity."

Mr. Bates discussed at length also magazine 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 of the state when the farmers have had such an opportunity to make money by raising livestock for meat purposes as at present. With an aggregate shortage of over 3,000,000 meat animals approximately 800,000,000 pounds, in 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 for the large herds, but it is also a fact that the average farm could be made to produce a larger number of animals than it is now doing. With the big packers and bankers willing, and anxious, to co-operate with reliable farmers in the state in stocking farms and ranches, it would appear that any farmer who fails to take advantage of his opportunities in this direction is making a big mistake. The population of the entire Northwest is increasing at a rapid rate, the people must be supplied with meat, and if Oregon ranches cannot meet the demand it will certainly be met by other states, a large amount of money will be sent away and the meat industry of the state damaged to just that extent.

Assuming that in the near future the present fertile farms of Western Oregon will be in urgent need of fertilizing materials, State Engineer Lewis has recommended that some action be taken to make use of the great kelp beds along the Oregon coast in order to save the enormous amount of potash which is annually going to waste. He states that it is comparatively easy to procure supplies of nitrates and phosphates, but the principal source of potash is now closed by the war. It is believed the kelp beds can be made to produce enough potash for present and future needs and may also open up a new and profitable industry.

A plan which might profitably be followed in all parts of the Northwest has been adopted by the counties included in the Willamette Valley Exposition association, by which large sign boards will be erected along the line of the railroad telling passengers on the trains just where they are at any time, in what county and the distance to the state capital and also to the nearest important town. As these signs will be uniform in size and attractive in appearance, it is expected they will be of great interest to travelers.

When you want drugs you want PURE DRUGS—the other kind are worse than worthless. Our stock is large, complete, always fresh and you may be sure all are

DeWITT'S Kidney & Bladder Pills For BACKACHE and WEAK KIDNEYS.

DeWITT'S LITTLE EARLY RISERS THE EASY PILL. A Famous Cathartic. Here at 25c per bottle.

MANZAN THE GREAT Pile Remedy HERE AT 50c Per Tube.

MISS MARY A. MEE Central Point, Oregon

Phone, Main 01 Res. 30X3

CENTRAL POINT MEAT COMPANY
Fresh and Cured Meat and Sausages of All Kinds.
PURE KETTLE RENDERED LARD

ELECTION!

AT THE
City Hall
Corner of 3 & Pine St.
Monday, March 8
From 9 a.m. to 6 p.m.

There will be 2 councilmen for a 3 year term, 1 councilman for a 1 year term and 1 recorder.

DYNAMITE PLOT DISCOVERED

Bomb Fuse Which Sputtered Near the Altar Stamped Out.

New York.—With the frustration of a plot to blow up St. Patrick's cathedral, 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 worshippers 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 the cathedral when it opened for the morning service.

Seamen's Bill Passed by Congress.

Washington. The senate accepted the conference report on the seamen's bill, already adopted by the house, ending a two years' fight in congress. The measure raises the standard of labor for seamen, and provides for increased safety equipment on lake and ocean steamships.



Shoots all .22 short, .22 long and .22 long-rifle cartridges; excellent for rabbits, squirrels, hawks, crows, foxes and all small game and target work up to 200 yards.

Here's the best-made .22 rifle in the world! It's a take-down, convenient to carry and clean. The tool steel working parts cannot wear out. Its Ivory Head and Rocky Mountain sights are the best set ever furnished on any .22. Has lever action—like a Big game rifle; has solid top and side ejection for safety and rapid accurate firing. Beautiful case-hardened finish and superb build and balance. Price, round barrel, \$14.00; octagon, \$16.00. Model 1892, similar, but not take-down, price, \$12.15 up. Learn more about all Marlin repeaters. Send 3 stamps postage for the 128-page Marlin catalog. The Marlin Firearms Co., 42 Willow St., New Haven, Conn.

It pays to reload your shells! Your empty fired shells are the expensive part of factory ammunition. They're as strong and good as new, and it's easy to reload! Merely decap and recap shell, insert powder, crimp shell on to bullet. You reload 100 .22-40 S. & W. cartridges (buying bullets) in 10 hours at total expense Three-casting bullets yourself, 28c; new factory cartridges cost \$2.52. Free—Ideal Hand Book tells all about reloading all rifle, pistol and shotgun ammunition; 100 pages of valuable information; free for 3 stamps postage. The Marlin Firearms Co., 42 Willow St., New Haven, Conn.

KODOL DYSPEPSIA TABLETS For DYSPEPSIA and INDIGESTION.

PURE DRUGS We realize how much (Life or Death, in fact)—depends upon the careful, honest and accurate filling of PRESCRIPTIONS. That is why we fill so many.

MANZAN THE GREAT Pile Remedy HERE AT 50c Per Tube.

When you want drugs you want PURE DRUGS—the other kind are worse than worthless. Our stock is large, complete, always fresh and you may be sure all are

DeWITT'S Kidney & Bladder Pills For BACKACHE and WEAK KIDNEYS.

All standard PATENT MEDICINES are here. In the corners we advertise some of our best sellers—remedies people come back for—but we have all the others.

Whatever your drug wants we may be—for whatever purpose of ailment—we can supply you. **THE STORE WHERE YOUR TRADE IS APPRECIATED.**

MISS MARY A. MEE Central Point, Oregon

Hugo Lange returned from Holland, Oregon last Thursday where he has been mining for the past month. He reports a foot of snow in that section.

Chas. Sherman and wife, of Trail, are in town this week. They are attending the trial of Loris Martin at Jacksonville. Martin is a brother to Mrs. Sherman.

We Are Adding a Line of 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 & Hardware Co. HENRY RILEY

Commercial College MEDFORD, OREGON

FURNISHES THE BEST TO BE HAD IN PRACTICAL EDUCATION

EVERY boy and girl cannot attend the University or High School for four years; but every boy and girl can attend the Medford Commercial College for six months, or a year, and get an education that pays dividends for life.

START 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

You Can Have Beautiful Hair

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

Meritol FOR THE PUBLIC HEALTH ADAPA TRADE MARK

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, and 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
PHONE 168 216 WEST MAIN STREET MEDFORD, OREGON