

OUR MERCHANTS

Will give you a "square deal" every time. They appreciate your patronage and will treat you right.

CENTRAL POINT HERALD

THE HERALD

Will co-operate with you on any proposition for the betterment of Central Point and its vicinity.

ESTABLISHED APRIL 26, 1906

CENTRAL POINT, JACKSON COUNTY, OREGON, THURSDAY, JUNE 24, 1915

VOLUME TEN NUMBER 9

COME TO CENTRAL POINT JUNE 25-26. FREE SHOW AND MUSIC TWO DAYS SPECIAL SALES BY CENTRAL POINT MERCHANTS

From Our Correspondents

Items by Herald Representatives in Neighboring Localities

WILLOW SPRINGS INKLETS

Miss Ruth Kennedy spent the week with her sister Mrs. Clark, of Talent.

Many picnic parties enjoy the June sunshine in the mountains of this district.

Col. Mims returned from Portland.

The R. F. Dean family accompanied by Theo. Glass, Elbert Glass, Mrs. S. H. Glass, Monroe Gordon motored to Crater Lake Sunday. Theo. Glass of Arkansas was deeply impressed by the wonderful scenery of Oregon. The distance traveled was 110 miles.

Mr. Kennedy, M. Wilson and Mr. Anderson have been fishing at Anderson creek.

Willow Springs was well represented at the Aviation meet Saturday.

You, Table Rocklets, Eagle Pointlets, Flounce Rocks and all other near by neighbors making Central Point a center; also Medford and Gold Hill, lay aside your cares, bring your cash and good fellowship, come to Central Point Friday and Saturday June 25-26 eat a fifty cent chicken dinner at the hotel for a quarter and do your trading at this place and incidentally be entertained by the band and at the theatre with a big free show both afternoons and evenings. Show these merchants that you appreciate their efforts to reduce prices to suit you.

TABLE ROCK

Col. J. W. Hicks, a veteran of the Civil war and his wife visited at the Nealon home Sunday. If the Kaiser could hear the discussion that took place under the maple tree while the Colonel and our own veteran were awaiting dinner he would think twice before provoking Uncle Sam.

Mr. and Mrs. T. C. Law spent Tuesday here visiting with relatives.

Emmett Nealon and James Reese have purchased a binder from the Freeman Wiley Co. to do their own harvesting and cut for nearby farmers needing their services.

Our base ball club went to Eagle Point Sunday and played the return game with the club there. The game was much better than the first but the Butte Crackers still hold the honors the score 8 to 5 in their favor.

Clark Collins has returned from a visit to Portland where he talked in the Rose Festival and did some fierce boosting for the Table Rock section.

Col. Washburn has finished harvesting a bumper crop of hay grown between the trees in his orchard.

FOR SALE—A 25 high-power rifle, cost \$28.50 with the extra sights. Is good as new, for only \$12.50. Inquire at Herald office.

Subscribe for the Herald.

OPPORTUNITY IS KNOCKING AT YOUR DOOR

"Opportunity" Comes Once to Every Person. Grasp it Friday or Saturday, June 25-26 at the Big Two Days Special Sales

Friday and Saturday, June 25 and 26, will be red letter days in Central Point from a business and social viewpoint. This is evident from what the Herald has been able to learn by interviewing the merchants who have talked with their customers regarding the big UNITED MERCHANTS' SALE on those dates.

People are awaking to the fact that the progressive merchants of the smaller cities DO sell dependable merchandise at a less profit than the merchants of the larger cities. They have learned that successful merchants of the smaller places are just as good buyers of stocks of merchandise as the merchants of the larger places, and the success of every business man depends largely on his ability to buy right.

At least two business firms in Central Point carry as large stocks as can be found in Jackson county and buy as many, if not more, carload lots of goods than any firm in this county. The expense of handling these immense stocks in Central Point is several thousand dollars less per annum than the expense of handling in a larger city. This saving represents just that amount of profit in favor of the merchant of this city. To this may be added a saving of several hundred dollars per annum in family necessities and luxuries the merchants of the larger city are unable to save. All of these things must be accounted for, and all have a bearing on the actual cost of the merchandise handled.

A reasonable per cent of profit is necessary to conduct any business successfully, and the purchasing public expects this. The contention of the Herald is that the merchants of Central Point can, and do buy as cheap as any merchant in southern Oregon; that the expense of conducting their business is less than conducting the same business in a larger city; that our merchants are satisfied with a very reasonable percent of profit; and that they DO SELL THE SAME QUALITY OF GOODS FOR LESS money than they can be purchased elsewhere in southern Oregon.

If you will come to Central Point June 25th and 26th you will return home convinced that this paper has not misrepresented anything. We want you to come and investigate, get acquainted, and enjoy the day in the nicest and best little city in Rogue River Valley.

THE INVASION OF AMERICA

Most Timely, Most Thrilling, Most Interesting Serial Ever Published

If you like fiction of breathless interest from start to finish, thrilling and interesting, become a reader of the Herald and you will get all of this. The Invasion of America, by J. W. Muller, is one of the greatest narratives ever published, and the Herald is pleased to announce that it will publish this in weekly installments, commencing July 1st or 8th.

Take advantage of our very special subscription offer NOW, and get the first installment!

AN APOLOGY

The Herald owes Prof. V. A. Davis an apology. We stated last week that he made the return trip from the Panama Pacific Exposition by the walking tourist route. The statement was entirely wrong. Prof. Davis walked "from" Central Point "to" the exposition. By reason of our wrong statement an impression has become current that the Professor "went broke" and was compelled to walk home. Nothing to it. He had the sure enough coin in his pockets when he landed here. The Herald is glad to make this statement and thereby save a possible million dollar damage suit by reason of the wide publicity given this wrong impression thru the immense circulation of the Herald.

Our Items of Local Interest

Those Who Go and Come With Company They Entertain

Mike Mayfield and family are here visiting his father and family.

Mr. and Mrs. Tex, Mr. and Mrs. Ager, and Archie Parker were fishin in Rogue River Friday evening.

Dr. Mulkey and family motored to Medford Friday evening to the band concert.

Geo. W. Bradley and family, formerly of this city, but now of Klamath Falls, were here here for a short time Saturday morning handshaking with their friends. They are on a pleasure trip by auto. His father was at one time a shoemaker here.

Mrs. Wm. Morris, who has been suffering with malaria for some time, left for McAllister Springs Saturday in the hope of benefiting her health.

Mrs. W. J. Freeman and daughter, Lola, spent last week with friends in Portland.

Mrs. A. L. Simmons of Modoc Orchard is very ill.

A. A. Gillette went to his farm near Beagle Saturday.

Mrs. J. B. Stevens, of Tolo was here shopping Monday.

Mrs. A. L. Vincent was shopping here Monday.

Mr. and Mrs. Jim Cornutt Mr. and Mrs. Shipley Ross were Ashland visitors Sunday.

Mrs. E. Kelley was under the doctors care the first of the week.

J. B. Stevens of Tolo was trading with merchants here last Saturday.

Mr. and Mrs. Chas. Skyrman of Trail autoed here from the fair last Friday and before going up to Trail came in and subscribed for the Herald.

J. W. Hicks and wife of Ashland came down Thursday to camp a week at their farm in Willow Springs district.

Mr. and Mrs. Fred Roper of Grants Pass came up in their Ford Sunday for a visit to friends.

J. D. Williams has a large force of men employed in putting up his bumper crop of hay. The hay crop, like all other crops in the valley, is unusually good this year.

The Central Point Lumber Co. and Sam H. Murray, the old reliable "second hand man" have advertisements in this issue. Mr. Murray is never found "shirking" his duty when there's anything up for the good of the city. Mr. Broadbent is just as enterprising as they make them in public spirit, and he wishes the public to know that the Central Point Lumber Co. is there with the goods—the good kind—and prices on everything are right.

Mrs. Ann Thomas, who has been visiting her children at Klamath Falls returned home Friday.

Ira Love purchased a new Ford last week and Friday went up to Morrison Creek fishing. Mr. Love goes to Pendleton this week to work for a few months.

J. H. Carlton, of the Central Point Packing Co., has recently built a new house and barn on his ranch on the Antelope. He purchased the Lumber of the Central Point Lumber Co.

FOR RENT—Five room modern house with good barn. Address W. B. Harris, Central Point.

The Central Point Lumber Co. recently sold a large bill of lumber to C. F. Case, one of the most progressive farmers of the valley. Mr. Case is just completing a beautiful bungalow on his ranch near Beagle.

Mr. and Mrs. "Si" Price, accompanied by Mr. and Mrs. Frank Clark visited the different Springs in the neighborhood of Ashland Sunday and had a most enjoyable time.

FOR SALE—New \$50.00 Columbia Graphonola, cheap, call Pearl Ross at the central office. 7-8d

Saturday, S. H. Murray, the "second-hand-man," took Messrs. Gardner and Hoover up to the Kelsoe place on Big Butte, returning Sunday. Mr. Murray stated that the roads were splendid as far as the Little Butte.

Smoke King Spitz cigars and encourage home industry. 44tf

The Herald requests that its readers read all the ads in this issue again then come to Central Point next Friday. There will be a free matinee at the Savoy theatre that afternoon and a band concert that night. Every merchant will endeavor to make your visit here that day both pleasant and profitable.

The Herald has joined with the other business institutions of Central Point in giving a special price for two days, June 25 and 26. It has included one more day for the convenience it might be to people who may not be able to come for the two days on account of living too far away. But Monday, June 28, will positively be the last day of our special offer—\$4.30 value of splendid literature for only \$1.69. Read the announcement on another page. This is the best offer we have ever been able to make, and it is for only a very short time. The bargain is limited to us, and we have to limit our offer. Come in today. We can take only a limited number of subscriptions at the price offered. Take advantage of it before too late.

Going to Need Tree Props?

If so we've anticipated your wants and have a good stock. Come in and see.

We are also agents for the

Weyerhaeuser Silos

Redwood Tanks
and Bee Supplies

No matter what you need in lumber we have it. Prices right.

CENTRAL POINT LUMBER CO

100 Percent OFF

Come in and see what we have for sale. We have so many useful articles we cannot enumerate them. If you don't see what you want, ask for it—it is more than likely we have just what you want.

S. H. MURRAY

Second Hand Goods

South Front Street

REPAIR WORK DONE

Engines of all kinds, sewing machines, phonographs, electrical machinery, automobiles, bicycles, guns, pumps, motorcycles, stoves and go-carts. Babbiting work of all kinds done.

Reboring and grinding motorcycle cylinders a specialty. All work guaranteed. Your money refunded if you are not satisfied.

"Motorcycle Service."

ALBERT PAINTER

Two Blocks North of Pine Street on Third

We Invite You

to visit our Large Implement House June 25 and 26 and investigate the many up-to-date Farm and Orchard implements, and get our prices

Extra 5 Per Cent Discount
on Mowers and Rakes

10 Per Cent Discount on
Wagons, Buggies, Surreys

Freeman & Wiley Co.