OUR MERCHANTS

## CENTRAL POINT HERALD

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THE HERALD

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GENTRAL POINT PACK

PEARS TOP N. Y. MARKET Rogue river valley has long ago become famous in the markets of the world, and often command the highest price. This seasons crop has added

new laurels. Mr. W. H. Norcross, who has a fine orchard near this city and and packs and markets his own fruit, and also the fruit of many of the other flattering and encouraging.

for \$2.20 and the full boxes averaged \$3.04. The half box comice sold for

and graft that prevails under other fruit on its merits and the returns is in a few days. prompt-the shipper is not compelled to wait six months for his money.

Mr. Norcross is very much encouraged by the sucess he has had, and next and the company agrees to pay due to lack of water. Food pro-

### PATRONIZE OUR HOME INDUSTRIES

Every loyal and patriotic citizen of valley owes it to himself and his best Mills. This mill is manufacturing a be on the 15th of each month. high grade flour and offering it for sale price, It has been put to a rigid test by several good bread bakers and has proved satisfactory. Bread made from below what is being asked by other mills. Encourage home industry by giving loyal patronage to the local it is economy, also.

### CALIFORNIABRANDWINS

By Arthur M. Geary

The Sicilian lemon importers of New York, New Orleans, Boston and Philadelphia are feeling keenly ancial power, and the establish- are being employed constructing been offered. Action in this disons raised in California.

The brokers who have been accus tomed to sell to customers in all parts of the United States have had their field of activity pushed eastward until now they find themselves competing with the California shippers in the ports of entry from Europe

Both the Sicilian and California lemons are sold at auction in the large cities. In New York the California shippers have the advantage of being able to display all of their fruit upon Pier 20, which is in the center of the wholesale fruit section of New York.

This world is to the sharpest, heaven the most worthy,-Cicero.

### SUGAR FACTORY NEEDS ACREAGE

A \$600,000 beet sugar factory will be built in the Rogue River growers which he markets with his. valley by the Oregon-Utah Sugar The sucess he has met with is company, if contracts for 5000 will be signed up by the farmers Half box pack Bose sold in New York and land owners. This is the assurance sent to this city by Geo. E. Sanders, vice-president and This fruit war sold under the auction one of the directors of the replan, which is, no doubt, the best plan cently organized company. All systems. The auction system sells be ready for distributation with-

The contracts call for a fivehe expects to do much moore shipping. \$5 per ton for all beets over 80 ducts of all kinds bring a good kins lateral, sign up for water. sugar, and for all beets contain- purchase land unless it is under on the principal until the sixth ing no less than 12 per cent water. sugar, at the rate of \$4.25 per Central Point and the Rogue river ton. It is agreed in the contract interest to patronize the Central Point that payments for the beets shall dicament, for water could have charge, thus giving the grower

on its merits at a very reasonable for a beet sugar factory in this campaigns to secure acreage ed production. valley has been under way for needed have been conducted. stuff of the best quality and at prices ing to back the project in time tems, the money available to the only opyortunity offered. It to handle the 1916 crop.

mill. It is right that you do this and taken at once to secure the gation rainbows, anything rath- offer made this district. mercial clubs of the valley have really secure water. for an industrial project. The solving the problem. The Rogue cover the entire valley south of company will likely establish of- River Canal company is the only Talent, and the construction of article. They fail to consider the infices in this city and Grants Pass company in Jackson county additional storage reservoirs, direct evil resulting from the practice. mit that the merchants of nearly every at an early date.

> ah capital into this section. The gating the valley. A diversion make their report. president of the conceen is C. W. dam is being built on Bear creek, Irrigation seems to be a quesson of Reed Smoot, United States source,

### IRRIGATION IS THE **GREAT NEED**

Irrigation is the great need of the Rogue River valley, With-

its annual cost.

The hard times the valley is experiencing are due wholly to The Herald will accept wood as payyear term, beginning with 1916, crop shortage, which in turn is ment for subscription. per cent purity or better, and price, but the supply is deficient. The contract offered is a liberal containing 15 per cent or more No homeseekers ase going to one-\$50 per acre, no payment

The crystalizing of sentiment ly desired. Several fruitless cost of the water out of increas-

needed 5000 acreage. The com- er than get down to business and The company has annually an-

Point and Tolo, under the Hop- Mail hribune.

### OPPORTUNITY IS AT YOUR DOOR

OPPORTUNITIES are knocking at the in your papper Oct. 7th Central P. of the community? Haven't you asked doors of every farmer in the Rogue headed the sign of the times in regu- them to do so? At the same time did out it there can be no further river valley; not only knocking at the ard the mail order houses. You slap you ask S. and Roebuck to contribute? development of horticultural or door of every farmer, but the door of to the man who sends his money to the Why didn,t you since you are one of agricultural resources, and as a every citizen in this valley. But, we mail order house is a little out of place. their customers? Will you, Mr. Richcommunity we must slide back- regret to say many are turning a deaf Suarly your brein has jumped a cog. ardson deliver us one hundred pounds ear to the loud knocking. For your try it again. Sure it is bad to send of good potatoes at \$1.15, and as many own good and the good of your neigh- money out of the county. But what more as we can use? Our merchants The experience of the past two bor and the posterity of all, open the diffrents does it make who sends it. years of comparative drouth door and let opportunity, prosperity weather it is the dealer or the consum- local growers when potatoes could have should convince the most skepti- and happiness enter. A million dollar mer. to lustrate 1 sent to Sears Reo- been laid down here for \$1.15 to \$1.30. cal of the need of water. The industry is pleading to be admitted and buck Chicago Ill. for a bradely corn loss in products for either of ing for for years—prosperity. Three the best figure that local dealers would that his practice is wrong in principle these years is much greater than or five thousand acres of sugar beets give me was \$15.00. all the diffrents I and costly in the end, though ample the cost of an irrigation system. out of an acreage of 30,000 acres should see in sending the \$11.00 my self I evidence is abundant to convince the There is no assurance that the be pledged in one day. Three or five have the \$4.00 in my pocket or in the good reasoner that it is. The east is coming year will not be as dry thousand acres out of 30,000 acres as the past two seasons, and that without any effort. With a sugar have the \$4.00 in my pocket. Is it not been; money is plentiful and loans are have the \$4.00 in my pocket. Is it not made at a low rate of interest. Why cycles of dry seasons may not be factory in operation will come a greatsor the growers. Under this system of the preliminary details have expected in the future. Simply er cattle and hog production. Here is have that \$4.00 as the dealer. And on keeps a stream of money continually been completed. Contracts will as crop insurance, water is worth salvation for you. Will you accept or reject it? Such a golden opportunity the local dealer will ship farm products east thru the mail order route, thereby may never come again.

year, no interest payment until The people of the valley are the third year, with \$250 an been had at any time it was real- the opportunity of making the

Here, then, is an opportunity the last nine months and is now An irrigation system has been for those in the Central Point it is light, white and wholesome. This up to the farmers and landown- within grasp at any time, and region to secure irrigation in mill is also making all kinds of mill ers, Utah capitalists being will- at as low cost as any of the sys- time for next season's crop-and construct it assured-yet the peo- is questionable whether any pro-This means that action must be ple have preferred to chase irri- posed project could equal the

nonnced that it stood ready to

Nibley, a bishop in the Morman near Talent, and over a thousand tion of evolution in the valley, church, wealthy banker and tim- acres of the choicest orchard extending gradually by units, pany. Plenty of evidence is at hand and right royally. By their non-adverberman. Alex Nibley, his son, land in the valley will hereafter and it is sincerely to be hoped to prove that the purcher never receivis secrety, and Harold Smoot, be irrigated from this neglected that enough of the farmers of ed payment for the half barrel waste, merchants are losing trade and the the Central Point district em-Senator from Utah, and Willard The company stands willing to brace the favorable opportunity R. Smith, son of the head of the expend \$250,000 additional this now offered to insure the con-Morman church, directors. Bish- winter in enlarging its canal sys- struction of the Hopkins lateral, op Nibley's interest in the pro- tem for the lower end of the val- for 3000 acres watered this year ject it to establish his son Alex ley, provided 3000 acres out of a means annually enlarged acrein a big business. - Medford possible 30,000 between Central age in future years. - Medford

#### COMMUNICATION

To the Editor of the Central Point

pocket of the dealer. That may be more prosperous today than it ever has the other hand is it not a fact. That pouring into the money centers of the from California or any where els if he eliminating the circulating medium of can get it cheaper by so doing. not this section. whith standing the same product may be rotting in the field of his local custermer, and you make an offle face and call him names if the farmer sends off for his goods for the same reason the dealer sends his money off as he sends it where he gets it the chepest.

By all means we should keep our money at home as much as possible and if our towns was filled up with largely to blame for their pre- acre maximum maintenance men who were manifactoring raw materals such as wool hides and lumber, it would be much better for the county than to have it filled up with men who makes their own liveing and fortuning off of the diffrents between what he pays for the goods and what he sells them to the consummer for.

Now Mr. Editor will you be fair enough to publish this as you ask for

Yours truly. HARVEY RICHARDSON. P. S. Is it not a fact that the merchants and express cos. fought the parsel post to the last ditch.

There are two sides to every question and many will agree with Mr. Richcash away for things you could buy at tem. home? Will Sears and Roebuck accept our personal check for merchandise?

Will they extend you credit? Would they contribute to the support of one of your neighbors if he were in destitute circumstanes? Don't you know that Dir Sir will you please give me space the merchants of this city have and do Not only opportunity, but GOLDEN in your papper to reply to an article contribute to the support of the needy

If some part of your Bradley drill wore out or broke, Mr. Richardson, could you blame a local dealer for not selling you that part? Wouldn't he be justified in telling you to send to S. & R. for the repair? What would your time be worth while waiting for it to come from Chicago? Nothing, because you do not consider the merchant's time worth anything; you want him to supply your goods just for accommodation, without any profit or thanks. If you know it, repeat the Golden Rule rigut here. It does us all good to repeat this beautiful passages often.

Yes, express companies and mernhants opposed the parcel post legislation at first because it was legislation intended to completely destroy every line of rural merchandising, was lobbied for by every mail order house in the country. When the act was finally passed it was supposed it was fair and equitable to all classes, but it has since been discovered that mail order houses succeeded in getting a few "jockers" slipped in.

"IF YOU buy out of town and WE been requested to co-operate in Yet, while the people are talk- complete its irrigation system by ardson. The trouble with them is they buy out of town and ALL OUR the campaign to ascure acreage ing, one concern is acting and extending the high-line dttch to do not go deep enough in the question NEIGHBORS buy out of town what in they only see the dollar they can pos- thunder will becme of our town? Ever

spending a considerable amount provided necessary acreage could Mr. Richards on does not deny a single town are largely to blame for the ex-The Oregon-Utah Sugar com- of money in development pro- be secured, but never before has statement we made last week. Nor isting evil. It does not claim that pany is officered by men of fin- jects this year. Some 200 men such an advantageous contract he probably is acquainted with, wherein home trading by evil purpose. Merchdoes he mention a mailorder transaction you are pompted to do this away fromone of our citizens sent away for a bar- ants have gone to sleep on their jobs the competition of the lem- ment of a beet sugar factory here storage reservoirs in the mountrict will probably be delayed rel of paint be cause he could save a and allowed the progressive and perwould mean the induction of Ut- tains to impound water for irri- until the reclamation engineers few cents. When the barrel arrived sistent mail order houses to convince half of the paint had leaked out. Did you with their literature that they can the mail order house stand the loss? No. save you money, if you will just send The purchaser was informed that he them your gold to carry on their buswould have to look to the railroad com- iness, which you are doing innocently and it has now been a year since the local puachasing public is making no transaction took place. Will you admit saving, all things considered. The re-Mr. Richardson, that you have no in- sult is as we stated last week-the formation of transactions of this kind, rural districts are being continually where the purchaser was loser in his drained of a circulating medium and transaction with the mail order houses? becoming slaves of the money power; Will you deny that you ask your home the people are both producers and nerchants for "credit" and then send borrowers because of this wrong sys-

Try your local jeweler next time-

# Cranfill & Robnett

If you can't get what you want here at the right price it is unattainable--Come and see--

Cranfill & Robnett

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For

## AMMUNITION

W. C. Leever

The Hardware Man

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