

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, OCTOBER 11, 1915

VOLUME TEN NUMBER 24

CENTRAL 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.

Half box pack Bose sold in New York for \$2.20 and the full boxes averaged \$3.04.

This fruit was sold under the auction plan, which is, no doubt, the best plan for the growers.

Mr. Norcross is very much encouraged by the success he has had, and next he expects to do much more shipping.

PATRONIZE OUR

HOME INDUSTRIES

Every loyal and patriotic citizen of Central Point and the Rogue river valley owes it to himself and his best interest to patronize the Central Point Mills.

CALIFORNIA BRAND WINS

By Arthur M. Geary

The Sicilian lemon importers of New York, New Orleans, Boston and Philadelphia are feeling keenly the competition of the lemons raised in California.

The brokers who have been accustomed 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 to the most worthy.—Cicero.

SUGAR FACTORY NEEDS ACREAGE

A \$600,000 beet sugar factory will be built in the Rogue River valley by the Oregon-Utah Sugar company, if contracts for 5000 will be signed up by the farmers and land owners.

The contracts call for a five-year term, beginning with 1916, and the company agrees to pay \$5 per ton for all beets over 80 per cent purity or better, and containing 15 per cent or more sugar, and for all beets containing no less than 12 per cent sugar, at the rate of \$4.25 per ton.

The crystallizing of sentiment for a beet sugar factory in this valley has been under way for the last nine months and is now up to the farmers and landowners, Utah capitalists being willing to back the project in time to handle the 1916 crop.

This means that action must be taken at once to secure the needed 5000 acreage. The commercial clubs of the valley have been requested to co-operate in the campaign to assure acreage for an industrial project.

The Oregon-Utah Sugar company is officered by men of financial power, and the establishment of a beet sugar factory here would mean the induction of Utah capital into this section. The president of the concern is C. W. Nibley, a bishop in the Mormon church, wealthy banker and timberman.

IRRIGATION IS THE GREAT NEED

Irrigation is the great need of the Rogue River valley. Without it there can be no further development of horticultural or agricultural resources, and as a community we must slide backwards.

The experience of the past two years of comparative drouth should convince the most skeptical of the need of water. The loss in products for either of these years is much greater than the cost of an irrigation system.

The hard times the valley is experiencing are due wholly to crop shortage, which in turn is due to lack of water. Food products of all kinds bring a good price, but the supply is deficient.

The people of the valley are largely to blame for their predicament, for water could have been had at any time it was really desired. Several fruitless campaigns to secure acreage needed have been conducted.

An irrigation system has been within grasp at any time, and at as low cost as any of the systems, the money available to construct it assured—yet the people have preferred to chase irrigation rainbows, anything rather than get down to business and really secure water.

Yet, while the people are talking, one concern is acting and solving the problem. The Rogue River Canal company is the only company in Jackson county spending a considerable amount of money in development projects this year.

The company stands willing to expend \$250,000 additional this winter in enlarging its canal system for the lower end of the valley, provided 3000 acres out of a possible 30,000 between Central Point and Folo, under the Hop-

OPPORTUNITY IS AT YOUR DOOR

Not only opportunity, but GOLDEN OPPORTUNITIES are knocking at the doors of every farmer in the Rogue river valley; not only knocking at the door of every farmer, but the door of every citizen in this valley.

The Herald will accept wood as payment for subscription. kins lateral, sign up for water. The contract offered is a liberal one—\$50 per acre, no payment on the principal until the sixth year, no interest payment until the third year, with \$250 an acre maximum maintenance charge, thus giving the grower the opportunity of making the cost of the water out of increased production.

Here, then, is an opportunity for those in the Central Point region to secure irrigation in time for next season's crop—and the only opportunity offered. It is questionable whether any proposed project could equal the offer made this district.

The company has annually announced that it stood ready to complete its irrigation system by extending the high-line ditch to cover the entire valley south of Talent, and the construction of additional storage reservoirs, provided necessary acreage could be secured, but never before has such an advantageous contract been offered.

Irrigation seems to be a question of evolution in the valley, extending gradually by units, and it is sincerely to be hoped that enough of the farmers of the Central Point district embrace the favorable opportunity now offered to insure the construction of the Hopkins lateral, for 3000 acres watered this year means annually enlarged acreage in future years.—Medford Mail Tribune.

COMMUNICATION

To the Editor of the Central Point Herald:

Dir Sir will you please give me space in your paper to reply to an article in your paper Oct. 7th Central P. headed the sign of the times in regard the mail order houses.

By all means we should keep our money at home as much as possible and if our towns were filled up with men who were manufacturing raw materials 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 living and forturning off of the diffrents between what he pays for the goods and what he sells them to the consumer for.

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

Yours truly, HARVEY RICHARDSON.

P. S. Is it not a fact that the merchants and express cos. fought the parcel post to the last ditch.

There are two sides to every question and many will agree with Mr. Richardson. The trouble with them is they do not go deep enough in the question they only see the dollar they can possibly save on some purchase of an article. They fail to consider the indirect evil resulting from the practice.

Will they extend you credit? Would they contribute to the support of one of your neighbors if he were in destitute circumstances? Don't you know that the merchants of this city have and do contribute to the support of the needy of the community?

No argument can be produced to convince the mail order house worshiper that his practice is wrong in principle and costly in the end; though ample evidence is abundant to convince the good reasoner that it is.

If some part of your Bradley drill were 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?

Yes, express companies and merchants 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.

"IF YOU buy out of town and WE buy out of town and ALL OUR NEIGHBORS buy out of town, what in thunder will become of our town? Ever stop to think of that?"

The Herald is compled to admit that the merchants of nearly every town are largely to blame for the existing evil. It does not claim that you are prompted to do this away-from-home trading by evil purpose.

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

Headquarters

For

AMMUNITION

W. C. Leever

The Hardware Man

Central Point Mills

is the place to exchange your grain for

FLOUR, FEED OR CASH

'MT. PITT' FLOUR

is scientifically milled of only the best wheat obtainable, and gives entire satisfaction or money refunded.

"MT. PITT" is a high patent flour, and a home product sold on its merits.

To be had, also, at your grocers.