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IRRIGATION is the science of giving a plant just as much moisture as it needs, and just exactly when it needs it.
IRRIGATION has added more wealth to the country in the last ten years than any three of the largest resources combined. Thousands of acres of worthless land have been reclaimed and some of this land has sold for the highest prices ever paid for horticultural or agricultural land.
IRRIGATION will reclaim "the desert," 6500 acres will be developed into a vast orchard district. "The desert" when irrigated will prove to be the best orchard land in the Rogue River Valley.
IRRIGATION will make the Rogue River Valley famous for its berries. The largest yields in the next few years will come from "the desert."
IRRIGATION will add thousands of acres to the producing area of the Rogue River Valley, and in these new districts there will be no crop failure, for irrigaRiver Valley, and in these new districts there will be no crop failure, for irriga-
tion is a guarantee of bountiful yields, and is real crop insurance for the IRRIGATION in the Willamette Valley has increased production from sixt to three hundred per cent. It will do the same in the Rogue River Valley. IRRIGATION will double the population of Medford and the Rogue River Valley in the next few years. New homes will be established. Orchards will be planted on lands that have never been productive. "The desert" will be
Rogue River Valley Canal Company
FRED N. CUMMINGS, Manager
Medford National Bank Bldg., Medford. Ore.

## FLOUR

Just to keep the ball rolling, we are offering for cash a car of Idaho Hard

## at $\$ 1.30$ per sack

Every sack guarantced to give satisfaction or money refunded.
We are still selling Olympic Flour at $\$ 1.50$
We are still selling Miller's Blue Stem Flour at \$1.50.
We have made no advances in Coffee. Hills Bros.' Staple Roast is still sell ing at 25 cents per pound.

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