

LOCAL NEWS

Portland Representative Here—
E. Harpham, representing Pierce Fair & Co. in Portland, was in Ashland yesterday on business.

Telephone 21—Yeo, of Course.
115tf

Mrs. Hunt Ill at Home—

Mrs. E. B. Hunt is quite sick at her home at 220 Mountain avenue.

Returns from Seattle—

L. S. Brown has returned from Seattle, where he was unexpectedly called by the death of his brother-in-law.

Phone 21 for good Insurance.
115-tf

In Weed—

S. McGilvery left yesterday morning on No. 13 for Weed, Cal., where he will stay a few days' as business visitor.

Beaver Realty Co. Active—

Property recently belonging to Mrs. Rachel Yeo on Mountain Avenue was sold to N. C. Dozier through the offices of the Beaver Realty Company.

House Guest From Talent—

Mrs. L. C. Williams was the house guest of Mrs. J. H. Fuller this week. Mrs. Williams is from Talent but is interested in club work here.

We can fix that old suit and make it look like new. Paulserud's.
118-tf

Weather in California Balmy—

Mrs. H. E. Carmack and child, of 45 California street, have returned from a two weeks visit at Chico. Mrs. Carmack declares that the weather in the south is balmy and spring-like.

Call 411-R for cozy rooms, cabins and small apartments.
104tf

To Move to Hornbrook—

W. H. Roberts and family, who have been living on Helman street will leave soon for Hornbrook, where Mr. Roberts has been transferred by the Southern Pacific.

City Bastle Scrubbed—

Whether it is the duty of Chief McNabb to keep the city jail in decent condition has never been stated, but this morning found McNabb at work with soap and water removing some of the objectionable dirt.

Guests at Hotel Ashland—

The Salem basketball team that arrived this morning is quartered at Hotel Ashland during their two day stay in Ashland. The McCloud team was also entertained at the same hostelry and were declared to have been a jolly and enthusiastic group of young men.

Spent Friday in Central Point—

A party consisting of Mrs. J. H. Fuller, Mrs. H. K. Tomlinson, Mrs. G. G. Eubanks, Mrs. D. Peruzzi and Mrs. Gordon MacCracken motored to Central Point Friday to attend a meeting of various women who are interested in club work. Mrs. Peruzzi and Mrs. Tomlinson spoke concerning the work that was being done by Ashland's Women's Civic club.

Second Semester Opens Monday—

The second semester will be officially ushered into Ashland schools Monday. By that time all official reports will have been given and the students introduced to their new teachers and buildings. Examinations were officially ended yesterday afternoon and this morning given to teachers that they might complete finishing touches on record sheets.

Salem—Building records for last 10 years shattered in 1923, when \$1,287,282 worth of permits were issued by city recorder.

Cleaning, pressing and repairing at Paulserud's.
118tf

THE WEATHER

Report for January 25, 1924—Maximum, 48; minimum, 27; set maximum, 37.

Save Your Money

By Buying Direct from the Electric Bakery on the Plaza
White Graham and Whole Wheat Bread 2 lbs. 15c
Raisin and Rye Loaf, ea. 15c
Coarse Rye Loaf, ea. 15c
Cookies, all kinds, per doz. 15c
Ladyfingers and Kisses, per dozen 20c
Jelly Roll, each 10c
Devilfood Squares, ea. 15c
Calif. Fruit and Spice Cake 15c
Calif. Fruit and Loaf cake 20c
Angel Cake, each 30c
Large Layer Cakes, ea. 30c
Small Layer Cakes, ea. 35c
Cup Cakes, per doz. 20c
Coffee Cakes, each 25c
Pies, any kind 20c
Danish Pastry, per Doz. 30c
Doughnuts and Snails, per Dozen 20c
Bear Claws, per dozen 25c
Everything made with first class material and Sanitary Way.
R. C. Jorgensen, Prop.

BUY AT THE GOLDEN RULE AND SAVE MONEY

LAST YEAR WAS THE BIGGEST IN OUR HISTORY. THIS WAS MADE POSSIBLE BY—

FIRST: THE IMMENSE BUYING POWER OF 85 STORES.

SECOND: CARRYING ONLY GOOD, DEPENDABLE MERCHANDISE AT POPULAR PRICES.

THIRD: THE PATRONAGE OF AN APPRECIATIVE PUBLIC.

We want to make 1924 a better year for our Store and our many loyal patrons than 1923 was. We believe we can do this because—

First: Our buying power will be greater, as new stores are being added to this Association.

Second: Our buyers, who are already on the Eastern markets, will put forth every effort to buy first class Merchandise that can be sold at a PRICE.

Third: We will at all times endeavor to give efficient, courteous service, ever remembering the Golden Rule: "Do unto others as you would that others do unto you."

We have taken an inventory and found many broken lots and sizes. We are going to close these out to make room for the new goods which will soon arrive. These prices will last until the goods on our tables are gone. But you had better hurry and get "yours" while the "getting is good."

HERE ARE JUST A FEW OF THE MANY BARGAINS

MENS SUITS

No. I

One Lot Young Mens Suits
at \$10.50

No. II

One Lot Young Mens Suits
at \$12.98

No. III

One Lot Mens Suits
at \$18.75

No. IV

One Lot Mens Suits
at \$20.00

Special lot Wool Shirts
at \$4.98

Mens Dress Shirts
at 95c

A Few Mens Hats
at 98c

One lot Mens Hats
at \$1.98

One lot Mens Hats
at \$2.98

Oregon City Mackinaws
at \$10.50

Cotton Sweater Coats
at \$2.00

Mens Cotton Winter Weight Union Suits
at \$1.50

Mens 25 per cent Wool Union Suits
at \$2.35

Heavy Cotton Work Sox
2 Pairs 25c

Dress Sox
2 Pairs 25c

Mens Bib Overalls, 220 Weight
at \$1.19

One Lot Mens Overcoats
at \$17.00

Canvas Gloves
at 15c a pair

Army Jersey Gloves
15c a pair

SHOES

One lot Mens Work Shoes
at \$2.98

One lot Boys Shoes
at \$1.98

One lot of Children's Shoes
at \$2.29

Ladies Straps and Oxfords to close
at \$2.98

Special line of Ladies Fancy Oxfords
at \$4.89

Mens new "Slim Jim" Ties
only 50c

Mens Black Leather Coats
at \$12.50

Boys Overalls
at \$1.00 to \$1.30

Boys Koveralls
at \$1.00

Boys Work Shirts, Blue and Gray
at 75c

Ladies Cotton and part Wool Hose
at 50c

Childrens Light and Heavy Weight Hose
at 25c

One lot of Ladies Union Suits
at 85c

One lot of Ladies Union Suits
at \$1.00

Childrens E Z Union Suits
at 95c

Special, All Wool Sport Skirting
54 inches wide at
\$2.50 and \$2.00 yd.

Very Special, Your Choice,
Remnants at 25c and \$1.00

Ladies Phoenix Silk Hose
at \$1.00

Special lot of Drapery Material
at 25c per yard

CORSETS

Special lot of American Lady Corsets
at 95c

Special lot of American Lady Corsets
at \$3.00

One lot of Brassieres to close out
at 35c

A Very Special Line of
Coats, Suits and Dresses
at \$15.00

One Line of
Coats, Suits and Dresses
at \$7.00

One lot of Crepe De Chine Blouses
at \$2.70

A few Wool Skirts to close out
at \$3.00

Special Lot of Jack Tar Wool Middies
most all sizes at \$4.50

Comforter Challie
6 yards for \$1.00

Hope Muslin
at 18c yard

42 x 36 inch Pepperall Pillow Slips
at 40c yard

27 inch Gingham
at 19c yard

6 Spools J. & P. Coats Sewing Thread
at 25c

100 yds Spool Silk Thread
at 13c

Very Special Line of Messaline
at \$1.65 per yard

Special Line of Crepe De Chine
at \$1.65 per yard

36 inch Radium Silk
at \$1.40

Part Wool Plaid Material
at 50c yard

We thank everyone, who in anyway, contributed to our wonderful success in 1923, but mortal man is never satisfied. WE WANT to do better and WE WANT YOU to do better in 1924. Our aim will be to sell more goods for less money, rather than fewer goods for more money. Come trade with the Golden Rule, where your c e c will have the power of \$\$\$.

85 BUSY STORES
Reason We Sell For Less

Golden Rule Store

Elks
Bldg.

Ashland, Ore.

Phone
No. 3.

85 BUSY STORES
Reason We Sell For Less