

ASHLAND'S ICE MAKING PLANT TO MOVE TO MEDFORD

ASHLAND, Sept. 27.—Joe Hart, manager of the local ice plant, has returned from Portland after conference with officials of leading corporations favoring removal of the concern to Medford in the interests of greater convenience connected with the icing of cars, the Southern Pacific Wells Fargo and the Pacific Fruit and Express being referred to. Another factor entering into the matter is that of reduced electric power rates. The plant here has steadfastly been a patron of the municipal system, although offered cheaper rates by the California-Oregon Power Co. These local schedules, however, have been considerably increased until the directors of the Ashland Ice and Storage Co. deem them excessive. A change to reductions offered by the rival power corporation here, in the opinion of experts, would not offset the greater convenience of the Medford branch as to truckage and other facilities, consequently the merger will probably occur, a decision being in order within a few days. The wood and coal sidelines conducted by the local plant will "cut no ice" as to remaining here, and when stocks are exhausted this feature of the concern will naturally follow in the wake of the main refrigeration business.

FIRST NORWEGIAN SERMON IN VALLEY

H. O. Nordwick, the proprietor of Medford Roller Mills, preached to the Scandinavians in the Baptist church last Sunday afternoon, which was undoubtedly the first Norwegian sermon ever delivered in the Rogue river valley. For while the Swedes are quite numerous in the vicinity of Medford, there are not many Norwegians. But a great number of the Swedes and Danes turned out to hear the speaker, who in the most excellent Norwegian powerfully appealed to the religious and national sentiments of his countrymen.

While all the three Scandinavian nationalities usually understand each other in the ordinary conversation, it is not so easy to fully grasp the meaning of the expressions as used on the platform and in the pulpit. But Mr. Nordwick used very plain language, absolutely free from English idioms, which is a difficult task for a person handling two or more languages.

Owing to the impossibility of uniting different languages into harmonious tunes, English hymns were sung. It is to be regretted that the Swedes, who are a very musical race, do not maintain a permanent singing club or, at least, a male quartette in Medford, so that they could render their beautiful anthems on such occasions as last Sunday.

NOTICE

Notice is hereby given that the undersigned will apply to the city council of the city of Medford, Oregon, at its next regular meeting, October 5th, 1915, for a license to sell malt, vinous and spirituous liquors at their place of business on North Fir street, Medford, Oregon, until January 1, 1916.

Dated Sept. 23, 1915.
ROGUE RIVER VALLEY UNIVERSITY CLUB.

ALLIES' FINANCIERS OFF FOR CHICAGO TO COMPLETE LOAN

NEW YORK, Sept. 27.—Having reached a virtual agreement with bankers of the eastern section of the country over the details of the proposed half billion dollar credit loan to be established here by Great Britain and France, members of the Anglo-French financial commission, accompanied by a member of the firm of J. P. Morgan and company, arranged to take the 2:40 train this afternoon for Chicago.

The party expects to remain in Chicago several days, returning the latter part of this week.

According to one prominent banker identified with the negotiations, adoption of the tentative program by the bankers of the west and middle west will assure its final adoption in its present state. With all parties acquiescing, ratification of the agreement will be sought from the British and French governments.

St. Paul, St. Louis, possibly Denver and other western cities, it is expected, will send their bankers to Chicago to confer with the commission.

In its present shape the plan for the loan contemplates a loan of \$500,000,000 to be granted on joint Anglo-French 5 per cent government notes which will be convertible upon maturity and at the holder's option into similar bonds running 15 to 20 years, and bearing 4 1-2 per cent interest. The five year notes will be sold slightly under par so that the investor will realize approximately 5 1-2 per cent on his investment.

GANG OF ARSONISTS SET 26 FIRES IN CITIES OF COAST

OAKLAND, Cal., Sept. 27.—Seven men and three women are being sought today by the police as a result of an alleged confession made Saturday by Charles L. Burright, revealing the operations of an arson gang. The alleged confession, the police said, contained details of twenty six incendiary fires in Pacific coast cities during the last few years on which the gang is said to have made an average profit of \$600 each. Richard Currier, formerly Burright's "partner" in the arson enterprise, is said to be the Currier now in custody at Portland, Ore., in connection with arson charges.

Among the fires set by arson gang and the insurance collected, according to the police, were the following: Los Angeles, at Tremont station in 1912, two fires, \$2400; on Florence avenue, 1912, \$800; at Reco Acres, 1912, \$900; Harrison avenue, 1912, \$1400; and three fires at suburbs, two at Ocean Park, October, 1914, \$2000, and one at Santa Monica, 1812, \$300. Tacoma—On Lawrence street, \$841. In South Tacoma, 1812, \$900. Seattle, on Forty eighth avenue, \$800.

Clark's station, near Portland, Ore. 1909, \$1800.

Vague details of other fires were given, the police said.

The method of the arson gang, according to the police, was to buy lots, build houses and furnish them, all on the installment plan and set fire to them when they were insured.

With Medford trade in Medford made.

AUTUMN ATTRACTIONS

SHOES



The family shoe store, where every member of the family can be fitted. Our qualities speak for us and sell our shoes.

Men's Shoes

Men's Calfskin Shoes, button or lace..... \$2.75 and \$2.99
The Barry Shoe, for Men, stands above all, our prices, \$3.25, \$3.60, \$4.00 and \$4.50
Work Shoes, \$2.35, \$2.70, \$3.15, \$3.60 and \$3.75.

Ladies' Shoes

Cloth Top, kid, button.....\$1.50
All Kid Button.....\$1.95
Kid Button or lace, patent tip, at.....\$2.25
Fine Kid, button or lace, flexible sole.....\$3.15
Gun Metal, button, medium and low heels, \$2.15, \$2.50, \$2.75 and.....\$3.00
Fine Velour Calf, cloth top, button.....\$3.15
Patent Leather, button, low heel, for growing girls.....\$2.35
Patent Leather, plain toe, cloth top, button, \$2.90, \$3.15, \$3.40 and.....\$3.60
New Military, lace, black cloth top, spool heel.....\$3.25

Children's Shoes

Gun Metal, button, \$1.13, \$1.35, \$1.80, \$1.65 and.....\$1.95
Dongola, button, 95c, \$1.25, \$1.45, \$1.50 and.....\$1.80

Infants' Shoes

Soft soles.....25c to 50c
Leather Soles, button or lace, 75c to.....\$1.00

Sweaters

Men's Cotton Sweaters at 59c to.....\$1.39
Men's Wool Sweaters at \$2.50 to.....\$3.50
Boys' Cotton Sweaters at 53c to.....98c
Boys' All Wool Sweaters \$1.19 to.....\$1.79
Young Men's All Wool.....\$2.25
Ladies' All Wool \$2.50 to \$3.50

Mackinaws

Men's All Wool, \$4.75, \$6.00, \$6.75 and \$8.50.
Boys' All Wool, \$3.50 to \$4.75.

Bungalow Aprons

A wide range of colors and patterns in ginghams and percales at.....45c, 50c, 53c, 60c

GOLDEN RULE

C. W. WHILLOCK & SON MEDFORD, ORE.

With a sales impetus gained from five weeks of unprecedented buying activity, this colossal mercantile movement starts on its fourth week in September value giving Monday with greatly augmented lots of fresh, crisp merchandise throughout every section of the store. The values we are giving exemplify what a gigantic commercial factor our 52 Golden Rule Stores buying organization is. In American markets, as in foreign trade centers, our tremendous outlet brings a trade recognition in the shape of discounts and special terms that rebound to YOUR benefit on merchandise you buy HERE. Direct buying connection with mill manufacturers, making a short cut to the source of supply, gives us a competitive advantage that is to the profit of our patrons. The sales goal placed for our fifty-two Golden Rule Stores for the month of August has been in a measure a test of the resourcefulness of our buying organization. The extraordinary nature of the event makes it A STORE UNLIKE ANY MEDFORD EVER HAD—in which our buying power has been convincingly demonstrated to thousands of satisfied customers. The splendid success of the first two weeks in September, in which new sales records have been established, exemplifies the ENTIRE CONFIDENCE OF THE GREAT PUBLIC in our printed word and statement—a confidence that is zealously guarded in every store act and in every piece of merchandise.

LOOK FOR THE GOLDEN RULE STORE. You will find the very things you are in direct need of; you will find new fall merchandise that you would hardly expect to be below the regular values at this season, on things for personal wear or for the home. These low prices abound through every section that are unprecedented, as they are acceptable.

Only a limited number can be given in the space at our disposal, but these specific items that are listed are examples of what buyers may expect at the GOLDEN RULE.

Ladies' Coats and Suits

Our stock is larger and better than ever, the best that the New York market affords. Our buyer was in New York last month, thereby securing the very latest styles. Look them over. The garments will please you, so will the prices.

Our Suits in all the new colors and materials, including blue serges, are priced at \$10.00, \$12.50, \$14.50, \$17.50, \$18.50 and \$22.50.

A pleasing array of Ladies' Coats at popular prices. Make your selection now while the stock is complete. They are priced at \$7.00, \$8.50, \$10.00, \$12.50, \$15.00 and up to \$27.50. Alterations made without extra charge.



LADIES' WHITE WAISTS

Some wonderful values in this line. All fresh, clean stock. Priced now at 69c, 98c and \$1.19.

LADIES' HOUSE DRESSES

Made of gingham and percale, cheaper than you can make them. our prices.....\$1.00, \$1.19, \$1.25

MIDDY BLOUSES

New patterns that are different from anything you have ever seen, at.....\$1.19

LADIES' UNDERWEAR

Fine Ribbed Cotton Union Suits, high neck and long sleeves or Dutch neck and short sleeves.....75c
The same suit in extra large sizes.....79c
A good Heavy Cotton Union Suit, high neck and long sleeves.....95c
Children's Heavy Cotton Ribbed Union Suits, all sizes.....50c
Children's Vests and Pants, all sizes, each.....25c

Men's Furnishings

Hats, worth up to \$3.00, special.....\$1.95
E. & W. Dress Shirts.....95c
Heavy Cotton Ribbed Shirts and Drawers, at, each.....48c
Fine Cotton Ribbed Union Suit, the \$1 grade, at.....89c
Fine Ribbed Worsted Union Suit.....\$1.69
Boys' Ribbed Union suit, all sizes.....50c
Work Shirts, best quality.....43c
Black Sox.....9c
Large Red or Blue Handkerchief.....5c
White Handkerchief.....5c
Canvas Gloves.....5c
Heavy Cotton Flannel Gloves.....8c and 10c

Men's Clothing

An unsurpassed showing of wonderful values in moderate priced clothing. All we ask is an opportunity to show you. Our Suits are priced at \$8.89, \$10 and up to \$15. Young Men's Suits at \$8.89, \$9.00 and \$10.00. Wonderful values in Blue Serges at \$12.50, \$13.50 and \$16.50. Men's Overcoats at \$10.00, \$12.50, \$13.50 and \$16.50.



HOSE



Whit-Leather, for men, women and children, nothing better on the market for the money, per pair.....15c

Topsy Hose for Children, two pairs for.....25c

Buster Brown fine ribbed for girls and heavy ribbed for boys at.....25c

Ladies' Buster Brown, extra wear.....25c

Ladies' Burson Seamless.....19c

Ladies' Buster Brown Fiber Silk.....50c

Ladies' Phoenix Silk.....75c

Cotton Goods

Hope Muslin.....8c
Fruit of the Loom Muslin.....9c
Devonshire Cloth.....17c
Worth Cheviot.....10c
8-4 Bleached Sheeting.....21c
9-4 Bleached Sheeting.....24c
Dundee Percale.....6 1/2c
1921 Outing Flannel.....10c
Heavy White Outing.....10c

These Outings must be seen to be appreciated.

Ladies' Flannelette Gowns

Large roomy Gowns, nicely trimmed in white and colors, at.....60c, 75c, 90c, 98c

Children's Gowns, in colors, at.....50c

White and colors at.....60c

Wool Dress Goods

36-in. Granite Cloth.....48c
36-in. Shepherd Check.....48c
36-in. All Wool Serge.....48c
42-in. Shadow Stripe, Shepherd Check, Tipperary Suiting, Nippon Crepe.....98c
42-in. New African Brown, Wool Charmouse, French Serge and Wool Poplin \$1.19

Notions

Cotton Thread.....4c
Silk Thread.....8c
Darning Cotton.....2c
Box Hair Pins, ass't'd.....4c
Large Box Hair Pins, asstd 8c
Pearl Buttons, 2 for.....5c
Safety Pins, 3 for.....5c
Dress Snaps, 2 for.....5c
Hooks and Eyes, 2 for.....5c
Luster Crochet Cotton.....4c
Peroxide.....12c
Pound can Talcum.....10c
Colgate's Toilet Soap.....8c
Colgate's Talcum.....12c

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Your customers three thousand miles off think of you as nearly a week's journey away. By the sun you are only three hours apart. By Western Union you are just around the corner.

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