

BILLY ERSKINE OF MEDFORD HERO IN WAR HOSPITAL

The difference between slinging house-roofs in Medford and fighting Austrians in Europe prompted "Billy" Erskine, who once enjoyed the former employment here, but who went to the war and got shot and now lies in a London hospital, to write to his friend, Harry Rheinerberg, a plumber of this city, and tell him about some of his thrilling experiences while enjoying the war game.

Erskine left Medford about two years ago, going to Canada. In that country he heard the call of the big noise in Europe and at once enlisted to fight for the cause of the Britons. He became a cavalryman and had many experiences at the front that taught him the vast difference between peaceable industrial pursuits and the grim occupation of slaughtering his brothers with shot and shell, poisonous gases and liquid fire. In a terrific charge into the enemy's lines, where the lightning flashes of death-dealing missiles of murder were blinding both man and beast, a shell killed Billy Erskine's horse under him and tore a few pounds of flesh and bone from his body between the shoulder blade and the hip.

Men and horses screamed and pitched and fought and struggled all about the wounded and dying, the cursing and praying, the men of fierce frenzy and fighting fury, while Billy lay there, unable to move or call, or be heard, if he had the strength to call, watching the frozen field of battle being drenched with blood. There he was, in all their ghastliness, the horrors of wanton war on the

MERCHANTS NEED CO-OPERATION FROM THE BUYING PUBLIC

"We merchants were interested in your paper's advocacy of the necessity of patronizing home industries and using home-made products in every line," said a prominent member of the Jackson County Business Men's association yesterday, "but we cannot overlook another phase of the matter of persuading people who patronize the local stores to do their part in bringing about the condition you seek. Without their individual co-operation, there is positively no hope of success. I refer to those who, when purchasing goods, follow an old-time habit of asking for one brand or another of each of several classes of goods without the least modicum of concern as to whether or not they are made in Rogue river valley or the South Sea isles. If the merchant suggest a local brand, they hesitate as if they are about to be handed a gold-brick, even if the local product be better than anything in that line we import. They are used to the old brand and sometimes insist on having it.

This is Not Loyalty. "Now the merchant cannot be expected to invite the purchaser's consternation by debating the matter extensively with him or her. We cannot afford to lose the trade simply one hand and loyal sacrifices on the other.

However, Erskine survived the battle, was picked up, received first aid and is now recovering in a London hospital. His letter to Rheinerberg indicates that he yet has enough of the fighting spirit in him to go back to the front and stay until the fatal moment comes for him, too.

because our patron doesn't want the home-made article; so we keep the imported brands to supply to those who insist on having them. This is clearly a business necessity. We carry big stocks, pay heavy rents and heavy freight tariffs, not for the sake of engaging in business for our health, but for profit.

"Rogue river valley is a good place to live for one's health, if one can afford the luxury of the finest climate under the sun, but not many business men can do that. If it's health alone they are after, they certainly wouldn't pay the heavy toll on one's physical vigor of engaging in the grocery business. But we are interested in the development of the country about us. Many of us are loyal enough to learn how we may most effectively be done. We study the details of the situation faithfully I know you are willing to concede that Medford has a large class of excellent business men.

The Consumers Must Help "Let me say that we merchants, perhaps more than any other business men, are in hearty sympathy with your effort to encourage the development of home industry. We depend directly on the individual members of the entire community for our trade. Without it we cannot pay rents. But the large part of the responsibility of encouraging home industry lies with the purchasers of the goods that the home manufacturer puts out. If the people of the community are not educated to the necessity of patronizing local producers to the extent of buying their goods; if their dearth of loyalty causes them to ignore it; if they prefer the imported goods with the freight added to the price, we have to supply them or go out of business.

"In conclusion, I want to say that it is the business especially of the home producers to introduce their goods so efficiently, so persistently and so thoroughly as to make the consumers know that they are getting a first-class article.

Deal With Them Fairly "They must make them know that they are not paying any more for it,

at least, than for the imported article of the same brand, and that they are obtaining as good if not a better article than they can get by purchasing it, from the local merchant, of an outsider.

"It is to the business interests of the local merchant to help to support the local manufacturer in every line, and thus keep the local money at home. Behind the counter and in mingling with his patrons elsewhere, he can do much; but if he have less than the fullest loyal support of the individual members of the buying public, his success will be lessened in that measure.

"I direct your attention to this feature of the matter, because it is

"CASCARETS" FOR A COLD, BAD BREATH OR SICK HEADACHE

Best for Liver and Lungs, for Biliousness, Sour Stomach and Constipation.

Get a 10-cent box now. Furred Tongue, Bad Colds, Indigestion, Sallow Skin and Miserable Headaches come from a torpid liver and clogged bowels, which cause your stomach to become filled with undigested food, which sours and ferments like garbage in a swill barrel. That's the first step to untold misery—indigestion, foul gases bad breath, yellow skin, mental fears, everything that is horrible and nauseating. A Cascaret tonight will give your constipated bowels a thorough cleansing and straighten you out by morning. They work while you sleep—a 10 cent box from your druggist will keep you feeling good for months. Millions of men and women take a Cascaret now and then to keep their stomach, liver and bowels regulated, and never know a miserable moment. Don't forget the children—their little insides need a good cleansing, too—Adv.

important. The local manufacturer, too, must know that he cannot succeed if he put out less than a first-class article. A great majority of the local buyers in any up-to-date community purchase the best quality of goods, if they know what they are. It is up to the local manufacturers and the various clubs of the city to assist the merchant in teaching them what these best goods are and why they should buy them."

You'll Astonish Them
Bake a cake with MERIT VANILLA and you'll have them all begging for the recipe. It's the flavor that insures success in every baking.
Include a 25c Bottle in Today's Grocery Order

EAT OYSTERS

OYSTERS are a most important factor in your food problem. OYSTERS are not, as has been erroneously stated, a luxury. OYSTERS are, in fact, a real daily need. BECAUSE they possess the merits of food value, food economy, healthfulness and a peculiar delicacy that lends itself to the preparation of many tasty dishes.

FOOD VALUE lies in the fact that Oysters are composed of the four kinds of nutrients, Proteins, Fats, Starches and Mineral Salts in such proper proportions as to make them an evenly balanced food, which insures easy digestion and adequate nutrient values. Watch our ad for reasons why you should eat Oysters. We carry Eastern and Olympia Oysters, Fish of all kinds, Poultry etc.

Medford Fish & Poultry Co. Phone 362

Home Baking Reduces Cost of Living



THE U. S. Dept. of Agriculture in Experiment Station Bulletin No. 142 says that ten cents worth of wheat supplies almost three times as much protein and ten times as much energy as round steak, and with some other cuts the difference is even greater.

If then, one really desires to reduce her weekly meat and grocery bills, she need only make more use of her oven.

Who ever heard man, woman or child complain that good home-made biscuits, muffins, cake and cookies appeared on the table too often? Instead the tendency is "to make a meal of them" and the variety is so great that something you bake yourself could well be the chief feature of every meal.

Home Baking is Simplified by the Use of K C Baking Powder

With K. C. you can make things moist and rich yet have them light and leathery, wholesome and digestible. Biscuits may be mixed the night before and baked fresh for breakfast. Muffins need not be dry and heavy. You can make a cake so light that you can hardly get it out of the pan whole, yet it will not fall.

K C is not like the old fashioned baking powder. It is double acting and continues to give off leavening gas until the dough is cooked through. K C is sold at a fair price—a large can for 25 cents. This would be no object if strength and purity were sacrificed, but every can is fully guaranteed under State and National Pure Food laws and to please. We take all the chances. Your money back if you do not get better results with K C than any baking powder you ever used.

Include a can in your next grocery order, try some of the new recipes that appear in this paper from time to time. Then you will have gone far toward solving this vexing "Cost of Living" problem.

DOES IT PAY?

ASK OUR GRADUATES. Their earning powers have been doubled and trebled since completing their courses of study at the

Medford Commercial College
Mid-Winter Term Begins January 3. Day and Evening Sessions



Anniversary OUR FIRST BIRTHDAY

THE GOLDEN RULE

The Fifth Anniversary of THE GOLDEN RULE and the First Anniversary of the Present Firm

We have endeavored during our first year in Medford to make this store worthy of the liberal support of the people of this community. The good trade which we have had shows conclusively that our efforts have been successful.

We intend to show our appreciation of the business which has been given us by continuing our present policy of giving the people merchandise at the lowest possible price, as only a Golden Rule store can do.

Our buyer, Mr. C. W. Whillock, is now in the east buying the new spring goods. The first shipments have begun to arrive and new goods will now be coming in every day.

C. W. WHILLOCK & SON

Shoes

We are pleased to announce that we have just added to our shoe stock the famous Buster Brown Shoes for children. "There's extra wear in every pair." The comfortable shapes and pretty styles as well as the long service they give make them popular.

- Gun Metal, button, all-leather sole, 8 1/2 to 11..... \$1.95
- 11 1/2 to 2..... \$2.25
- 2 1/2 to 6..... \$2.50
- Patent, cloth top, button, 8 1/2 to 11..... \$1.95
- 11 1/2 to 2..... \$2.25
- Patent, cloth top, low heel, button, a very dressy shoe for growing girls, sizes 2 1/2 to 6..... \$3.00
- Boys' Gun Metal Button, soled with the best leather made and a tip that is guaranteed to outlast the shoe, 2 1/2 to 6..... \$3.00

The above are all Buster Brown Shoes, but if you want a cheaper shoe, here they are:

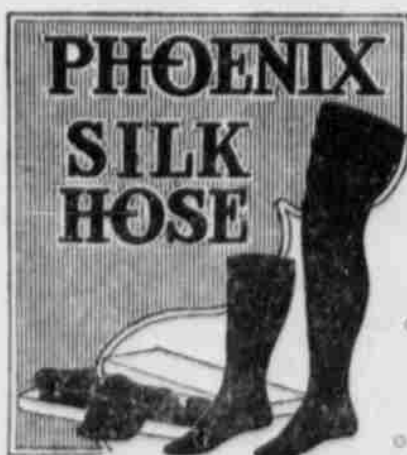
- Kid, patent tip, button, 5 1/2 to 8..... 98¢
- 8 1/2 to 11..... \$1.25
- 11 1/2 to 2..... \$1.45
- Gun Metal, button, in two grades—
- 8 1/2 to 11..... \$1.35 and \$1.48
- 11 1/2 to 2..... \$1.65 and \$1.75

We have just received a large shipment of the Barry Shoes, the shoe that stands "Above All" for men. We have this shoe in gun metal, vivi kid and glazed kangaroo, in black and Russia calf, in tan, both button and lace. These shoes are priced at \$3.25, \$3.60, \$3.75, \$4.00 and \$4.25

Wash Goods

Some of our Wash Goods are here and more are on the way. Dame Fashion says wide stripes and large flowers this year. They are here now and we would be pleased to show them to you. They are priced at 10¢ to 60¢.

- Mr. Whillock writes us that he has secured another case of Devonshire Cloth at last year's price, and we will continue to sell this wonderful cloth at..... 17¢
- 32-inch Kindergarden Cloth, fast colors..... 12 1/2¢
- 26-inch Percales, all colors..... 6 1/2¢
- Standard Outing Flannel, the 12 1/2¢ kind..... 9¢
- Amoskeag Daisy Cloth..... 11¢
- 27-inch Mercerized Poplin, all colors..... 15¢



PHOENIX SILK HOSE

Ladies' Suits

We have on hand now about 30 Ladies' Suits, nearly all of them this season's garments. We want to close out every one of these suits to make room for the new Spring Suits, and we are offering them at just what we paid for them in New York. We pay the freight. If you want a suit this is your opportunity. Come in and let us show them to you.

Medford Agency of the American Lady Corset



Ladies' Outing Gowns

All colors and white, with and without collars. 60¢ to \$1.19
Extra sizes, made of best outing..... 98¢ and \$1.19

Ladies' Neckwear

A beautiful new line of Ladies' Neckwear, just in by express. All new styles and very pleasing.

95c--Men's Dress Shirts--95c

The E. & W. Shirt in all the new patterns and colors, and with the new French cuff.