

How Farmer Fowler Fooled the Expert Oil Geologists

Eight months ago there was an ordinary little western town of a few thousand population just south of the Oklahoma border, called Burkburnett. The town pump had been banished only a short time and the popular outdoor sport was still going down to the station to watch the train come in. There was one main street, with a row of small stores, and the garage where the rural Fords came in for the frequent rejuvenation made necessary by the local impression of what constituted a road. Its people were typical of the region—big-hearted westerners who had braved a long succession of droughts and sand storms without losing their faith in north Texas.

On July 26, 1918, the placid course of the small town was suddenly changed, and with it the lives of its people and of others outside, to the farthest parts of the country. Today you would never know there had been a town there. The place is stripped of everything but the bare necessities, which means solid earth to drill in, a shelter to sleep in—you may find half a dozen people lying on planks in a seven-by-nine tent—and a "joint," where you can eat when you have to.

A Forest of Derricks
For the rest, it is a forest of 80 or 90-foot derricks, called "rigs," in the afore-mentioned patois, with essential shacks, or shelters, or tents, scattered among them. Mixed with the heavy, monotonous grinding of the rotary is the hissing of the steam from hundreds of boilers, the shouts of the workers on the rigs, the grunts of trucks and autos, laboring over the rough ways. Into the pipe lines from 200 wells pours a stream of liquid gold on its way to be exchanged for the solid metal of national currency.

A million barrels a month means \$2,250,000, and nearly all of it goes into the pockets of little men. The author of the sudden change in the destinies of Burkburnett is a former cattleman named Fowler. During the three years of drought which Texas, in common with most of the southwest, had passed thru, he had seen his grazing ranges burn up in the fierce heat of the winds, his crops of wheat and cotton fail, and his assets dwindle.

Condemned by Geologists
To the west of the town there were rich oil fields, and to the south there were shallow wells. But the big companies had been over the ground with their high-priced geologists, and condemned it—and that is where the octopus failed. There was not, in fact, a single surface indication that oil was there. But Fowler was sure that there was oil under Burkburnett, whatever anybody said, and he determined to go down and get it. It was "wildcatting" of the wildest, of course, but after three years of ruined crops a man gets reckless.

The first thing to do, since he had no capital of his own, was to form a company, but this was not an easy thing to do, for not only was money scarce after the bad years, but his neighbors did not share his optimistic belief in the treasure beneath their feet. Fowler was not an easy man to refuse; it was claimed that his methods of selling that stock bordered on those of a highwayman. But there are many today who wish he had "treated them rough," and made them buy. As it was, people finally gave him the money, \$12,000, to get rid of him, and he started drilling on the northern outskirts of the town.

5000 Barrels a Day
On the crucial day already referred

to, the Fowler well "came in," flowing better than 5000 barrels a day, and uncovering a pool that is conceded to be unusual. The first day's output paid for the well. More than that, it made of the entire town a potential oil field, and it made of every man who owned a house lot there a potential oil man.



BRYANT WASHBURN GETS LAUGH 'IT PAYS TO ADVERTISE'

Bryant Washburn, the popular farceur of pictures, kept the audience at Liberty theatre in gales of laughter this afternoon in his latest screen comedy, an adaptation from the famous stage play "It Pays to Advertise" which was one of the real successes of a few seasons back and which is essentially a comedy of young business America and as such it strikes a high water mark in the line of pictorial humor. Such situations as the hitting upon a successful advertising slogan "Thirteen Soap, Unlucky for Dirt," the scenes in the theatre of the college town and the manner in which the young men make good in their enterprise with practically no capital back of them have rarely if ever, been paralleled on the screen heretofore.

All in all "It Pays to Advertise" is one of the most enjoyable pictures that has ever been shown at the Liberty Theatre. It has originality, comedy and is well played and photoplay fans can demand little more than this.

It will play through Saturday night.

SALEM HOP GROWER SELLS 3 YEAR CROPS ENGLAND

SALEM, Ore., Feb. 27.—Henry Bents, a hop grower of Aurora, Ore., today signed contracts whereby he is to deliver his entire crop, amounting to about \$48,000 worth of hops, to Strauss and company of England. The contracts cover the years, 1920, 1921 and 1922 and is the largest made here this season.

Californiaans at the Medford include John Joralemon of Los Angeles, A. G. Nelson of Oakland, and C. H. Francee, E. B. Kinhead and H. S. Hagan of San Francisco.

JOIN CHAMBER OF COMMERCE

(Continued from Page One)

of the fourth week of intensive enrollment work. The prospect list will include the names of all persons in Medford who may be considered as prospective members of the new organization, and after its completion it will be inspected by a committee to be known as the "weeding committee," who will carefully scrutinize the names so that there will be none but live prospects to be canvassed by the team organization. The objective of the Medford campaign will be a membership of 400, and the raising of a working fund or budget of \$10,000. From this revenue of \$20,000 the activities for the ensuing year will be financed.

Installation Work
Following the preliminary work, an installation staff from the American City Bureau will come to Medford for four weeks and assist the Chamber of Commerce in installing a standardized system for the future conduct of the organization.

Then for a period of three years the Bureau will provide a consultation service, the full use of its research division at headquarters and

return visits of its staff members to advise in the carrying out of the program of work and other activities of the chamber.

Director Gheen today explained that the headquarters will be the center of the organization which will be necessary. Here the "machinery" will be built up and it will be the place of many meetings for the consideration of plans and policies in connection with the enlarged activities of the chamber.

Name Committees
The organization of the campaign in Medford will require the naming within a few days of several committees from among local business and professional men. A study will be given to figures from other cities to determine what should be finally decided upon in the way of a tentative plan of organization.

A conference will be held within the next day or so between Director Gheen and leading local men in order to map out a definite plan of procedure for the campaign. The first committee to be decided upon will be an advisory committee who will elect an executive committee to serve as a supreme body to pass upon all phases of the campaign that may develop during its progress.

Outlook is Promising
Evidence of unlimited optimism as to the outcome of the campaign is

apparent among those in charge of the expansion and reorganization movement.

"Medford has every reason to expect that before a month has passed, there will be here a widely recognized Chamber of Commerce, built solidly and in accordance with a definite program," said Director Gheen today. "We all know that we cannot match organization with individuality. We are told by our national leaders; one and all, that we will be doing our duty not alone to Medford and the state but to the nation itself, when we organize this community along lines of the greatest efficiency. "We believe that what is being done in Medford is the very best thing that can be done. On it rests largely the demands of our national life. He must be strangely placed in relationship to his country who cannot see here and everywhere that the Chamber of Commerce will be able to speak the voice of the people," is the way the thought was recently expressed by William C. Redfield.

"A Chamber of Commerce represents the business and civic sentiment of a community. Building one is taking a step towards the organization of the nation. When business and professional men and women build a Chamber of Commerce they build far their community as well as the country."

You Can't Cure Rheumatism With Liniments and Lotions

If you are afflicted with Rheumatism, why waste time with liniments, lotions and other local applications that never did cure Rheumatism, and never will?

Do not try to rub the pain away, for you never will succeed. Try the sensible plan of finding the cause of the pain. Remove the cause, and there can be no pain. You will never be rid of Rheumatism until you cleanse your blood

of the germs that cause the disease. S. S. S. has no equal as a blood cleanser, scores of sufferers say that it has cleansed their blood of Rheumatism, and removed all trace of the disease from their system.

Get a bottle of S. S. S. at your drug store and get on the right treatment to-day. If you want special medical advice, address Medical Director, 49 Swift Laboratory, Atlanta, Ga.

Now Playing—It's a Brand New Show Today.

Fine for That Heart-Achy, Down-in-the-Mouth Feeling.

Bryant Washburn
—IN—
"It Pays to Advertise"

P. S.—Every person attending "It Pays to Advertise" is entitled to \$1000 million dollars worth of stock in Mr. Washburn's "13" Soap—unlucky for dirt. Big dividends in laughs.

"13" SOAP

SUNDAY —
"The Illustrious Prince."

LIBERTY

GOOD CLOTHES
I Make Them
KLEIN The Tailor
128 East Main St.

TAXI CHANGE.
I am now connected with the Daily Taxi Co., and will be glad to accommodate all my former customers, as well as the general public.
Ben Sivertsen.
Phone 15. Brown & Brown.

Make Less Housework!
What's the use of cooking when you can have

POST TOASTIES

—says Bobby

of the fourth week of intensive enrollment work. The prospect list will include the names of all persons in Medford who may be considered as prospective members of the new organization, and after its completion it will be inspected by a committee to be known as the "weeding committee," who will carefully scrutinize the names so that there will be none but live prospects to be canvassed by the team organization. The objective of the Medford campaign will be a membership of 400, and the raising of a working fund or budget of \$10,000. From this revenue of \$20,000 the activities for the ensuing year will be financed.

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THE PRACTICAL WAY

CUT THE VACUUM SEAL TO ENJOY THE FRAGRANCE OF FRESH COFFEE

to prove the superiority of vacuum packed coffee is to Buy a can of Golden West Vacuum Packed Coffee from your grocer—cut the vacuum seal—enjoy the fragrance of fresh coffee—then treat yourself to a cup of this healthful bracing beverage.

Golden West Coffee is vacuum packed "Just Right."

GOLDEN WEST
STEEL CAN
VACUUM PACKED COFFEE
Closset & Devers
PORTLAND SEATTLE

VOLUME AND VELOCITY

EUREKA

The remarkable cleaning efficiency of the Eureka Vacuum Cleaner is the result of its ability to move a great volume of air through all fabrics at a tremendous velocity.

Good Housekeeping Institute, conducted by Good Housekeeping Magazine ranks the Eureka as having the strongest suction of twenty-six vacuum cleaners, tested by them, and suction is what gets the dirt, but not the carpet.

EUREKA

The Eureka Straight, Hair, Positive, "Broom Action" Brush loosens the lint, the thread and all other clinging surface litter. The tremendous volume of air rushing through the fabric and up into the nozzle, picks up the loosened surface litter and whizzes it on through to the dirt bag.

The brush is detachable—It may be used according to the wishes of the operator. The surface conditions of the rugs or carpets being cleaned may not require its use.

EUREKA

PAUL'S ELECTRIC STORE