

"He Who Would Get the Kernel Must First Crack the Shell"

"WHO'S WHO AND WHY" IN MEDFORD

Introducing to You the Live Progressive Firms and People Who Make up the Business Interests of Medford.

- First Prize—One Bouquet Flowers. Value \$10.00. Donated by the Maddox & Bonney Floral Shop.
- Second Prize—One Cut Glass Bowl. Value \$8.50. Donated by Martin J. Reddy Jewelry Store.
- Third Prize—Two Passes good for two weeks on Picture Attractions at either Page or Rialto. Value \$10.00. Donated by Mr. Hunt.
- Fourth Prize—One Dozen Photographs. Value \$10.00. Donated by H. C. Mackey.
- Fifth Prize—One Army Blanket or Auto Robe. Donated by the United Army Stores.
- Sixth Prize—One 3-pound Box of Candy. Donated by Valley Candy Co.

(1) Your silent servant. That is what a check book is to the modern housewife or business woman. It serves in the place of keeping a large amount of ready cash on hand with which to pay bills. It provides a receipt in any financial transaction. It serves as an undeniable record of money paid out. And last, but not least, it is handy and a time-saver. So why not start a checking account today with the Medford National Bank? This bank has paid in capital of \$100,000 and they pay 4 per cent on term deposits. They also handle commercial accounts. Since the establishment of this bank all those connected with the institution have done their best at all times to make you feel at home with them. They want to know your financial difficulties and give assistance if possible. The president has made SERVICE TO HIS PATRONS the outstanding objective of the bank and has impressed his employees with this. Who is the president of this bank; also the cashier and where is the institution located? What are their resources?

(2) Among the hundreds of music lovers of this city, there are many who have made their home happy by purchasing a piano, but how many of them have made the mistake of buying at random just to be sorry later. The house of pianos in Medford and the only place where you may choose from several makes is had, is that conducted by the Palmer Piano House. This firm carries the Mehlis & Sons Pianos, as well as others. However, this is their leading make and they are all guaranteed both by the factory and the local firm. A home without music is indeed an uninteresting place, but when you are able to push your chair back after dinner and press a button and then hear your favorite songs, then life is certainly one sweet dream. In addition to pianos, this firm also carries phonographs and they will sell you any instrument in the house on time. If you want to have your piano tuned, call this shop and they will send a man out and the work will be done right. What make of phonographs does this firm sell and where is their place located? What is their slogan. Name three pianos they carry? What are the three main features of the Mehlis & Sons Pianos?

(3) "We Lead in Low Prices, Others Follow." Is the business slogan of a firm that is well known in Medford as "The working man's friend!" They are indeed the working man's friend, for they make it possible for him to buy a complete outfit for only a few dollars and at a small percentage of what the same outfit could cost elsewhere. Their stock consists of clothing, work shirts, shoes, gloves, underwear and in fact furnishings of every description. The stock carried by this firm is not "reclaimed army goods," but it is all new stock and the goods all carry guarantees satisfactory to the purchasers. The ducking season is now open and a hunting outfit of rough clothes are very handy and for the small amount they cost at this store, you should avail yourself of a pair of heavy shoes, pants and shirt. Their store, being located at 32 N. Front St., and off the main street, it is possible for them to sell at a lower cost than those in the higher retail district. You will find this proprietor most satisfactory to do business with. How long has he been in business in Medford?

(4) No matter what may be said here, the moment you mention hardware the minds of the people of Medford will revert automatically to the hardware company at 310 Main street. The firm has a complete line of hardware and also sells oil, stoves, mechanics' tools, carpenters' tools, and a full line of paints. Their line of hardware is of all standard manufacture and they carry a large stock of Starrett's tools. Whether you build a house, a barn, a chicken coop or only a pantry shelf, you will find here all the hardware you require, staples, books, drawer pulls, brackets, etc. To know the people connected with this firm is to keep them as warm friends for they give all of their patrons personal service which means a lot, and that is why we like to mention them in our columns. What is the name of this firm? What line of paints do they carry? What make of heaters and stoves do they handle? What line of guns and ammunition do they carry? What make electric washer do they carry?

(5) "Hello, Mary. Hello, Jennie! I have not seen you for a long time. What are you doing now?" "Oh, working right along. I got another raise last week and now I shall have to pay an income tax next year. You know that has been my ambition for a long time." "Well, I got over that thrill last year. Have you been up at College lately?" "No; not for a couple of months. Don't you like the rooms up there? They are so

KNOWLEDGE COMPETITION

Following will be found a number of brief paragraphs bringing out a few of the distinctive features of characteristics of the city's institutions. There is a query or two in each paragraph. To the person who first answers them nearest correctly in detail will be given the prizes noted above. The next nearest correct answer is to be given the next prize and so on.

The answer to all these questions of the different merchants represented on the page may be had by communicating with the merchants either personal or phone.

Answers may be sent by mail or brought to this office any time before next Monday.

Next Wednesday the sequel to this feature will be published.

Keep the issue of this paper so that next week you will see where you made your mistakes.

The competition is open to everyone except the employees of this paper and their relatives.

Care Who's Who Editor.
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light and airy and so comfortably arranged. "Yes, they are. Every time I go there, I wish that I could go back to college again." "Well, I have certainly been glad that I stayed here in Medford and went to the Medford Business College, and especially when I see how ignorant of office training so many girls are when they come to get a position." "By the way, do you know of a girl that wants a good position?" "No, I don't, but go up to the Medford Business College and they will tell you of a girl, and when they do, that is the only recommendation that is necessary." "Where is this college located and who is the president? Why should a young person pay a tuition at a Business College?

(6) For the woman who wants driving comfort and for the woman who cares for her own car, the ultimate choice is the machine whose velvet clutch has been the means of making thousands of enthusiastic women motorists of those who before shunned driving. In fact this car is so easily understood and so easily operated that it seems to have been designed especially for women motorists. Of course, it's a Buick. The Buick offers mechanism that excels—lines that are graceful, distinctive and the finished requirement, a pretty woman at the wheel. At this very moment The Medford Auto Co., the Medford distributors, have all the latest models both in open and closed cars, on display at their show rooms at 226 Main street. Buick owners (and the writer is one of the happy family) declare that "mechanical perfection" and Valve-in-head are synonymous. Ask any racing driver and he will tell you of the superiority of this wonderful motor. The local dealer ranks high in the automobile world and by the establishment in this city of his high class headquarters, with its display of this wonderful car in all styles has done much to "Keep Medford Money in Medford" as before his advent in the city thousands of dollars were spent annually by residents of this city in the purchase of Buicks in Portland. Tell us how long he has been in his present location and what the Buick six Cylinder 1923 touring car is selling for here.

(7) There is hardly a home so completely furnished that it does not need one or two pieces of furniture. And we are going to tell you in this article the best place in Medford to make these purchases. It is the Morford & Wolf Hardware & Furniture Company. Their stock comprises high class walnut pieces, overhanging sitting room sets, dining room sets, bed room sets and in fact, they can furnish your entire home. These people handle absolutely nothing but the highest grade goods in their line. The store is artistically arranged and it becomes a pleasure to shop with them. You are shown every courtesy possible when in this store, whether you are a buyer or if you are just looking around. Their stock is kept up-to-date at all times and they will gladly tell you what is being used now. A store of this character is a great credit to any city and Medford is proud to be their home. They are likewise proud that they are in Medford and they show this when there is anything to be done for its good. They always lead. Where is this firm located and what floor covering do they carry? What other department do they conduct? What is their leading line of rugs? Name their leading paint?

(8) "Take your time," when looking for a plumber. If you don't you may wish you had. Here is a plumber that we can recommend, who is considered an authority in the plumbing line. He is a high class plumber and heating engineer, and has always given absolute satisfaction. Do you ever have any plumbing trouble? If so, keep the name of The Modern Plumbing & Heating Co. in mind. He carries all kinds of plumbing fixtures and supplies in stock and he will install a water heating system or tank system for you on short notice. He has the materials ready and all that is necessary is for you to say the word. He is ready to do the work. His repair department is at your service in an instant's notice. The Fire Department office is carried out in this. Mr. Williamson and Mr. Erickson use none but practical and experienced men to assist them with their contracts and they either work or personally supervise every job. You may get wealthy by good fortune but you must earn your friends, as these plumbers have done by honest effort and workmanship. What make heater do they carry in stock? Also where is shop located?

(9) Think of something good to eat and then think of REX CAFE. They are synonymous. Not only do they conduct a counter service that is most appealing to the man that is in a hurry, but have attractive tables for those that have time to sit and enjoy their meal and listen to a finished artist play the piano. At present Mrs. Dulcie C. Beebe, the present proprietress who has just recently taken over the cafe is doing everything in her power to make things as homelike as possible and is having several hundred dollars worth of work done on re-alignments. The whole cafe is being retinted and painted, also numerous other improvements so that the people of Medford "won't know the old place in a few days." If you have not already enjoyed the pleasure of a real homecooked meal at this establishment you are missing something. Drop in and meet this energetic proprietress and find out how many people the place will seat? How long are they open? How many specials do they serve at breakfast? What is the exact location?

(10) When a business establishment has reached the heights of success and prominence, it is either credited to the skillful management or to the quality of merchandise they handle. At the enterprising store of M. J. Department Store both of these are responsible for their standing in Medford. The most prominent residents of the city are among their customer list and they have been dealing with them for many years. This is only one example of their stability. Their ware can always be depended upon for being the latest on the market and the good quality never varies. "Where there is quality, there is style," and the M. J. & M. for both. The store is attractively decorated and the merchandise is displayed in such a manner that it becomes a profound pleasure to shop with them. Their courteous clerks also render great assistance with their timely suggestions of "what is being worn" and you leave the store pleased with your visit, feeling that you have wasted no time whatever. What are the slogans of this enterprising store? What is their leading line of hosiery? What children's shoes do they carry, and ladies' underwear?

(11) What is the identity of the drug store in Medford that has two names? One of these names comes to us by reason of a certain line of remedies and sundries for which it has exclusive sale in the city. They are put on the market by a large manufacturing concern which represents 10,000 stores in the United States, Canada, England, Scotland, Ireland, Wales, and the Islands. The organization is so widespread that the government made use of them to recruit the merchant marine. It is a Latin name that means "King of All." In addition to this exclusive line of remedies, this drug store carries a large stock of high class novelties and sundries as well as toilet articles, cosmetics, stationery and candy. They are exclusive agents here for a make of candy that is also known throughout the country. This candy comes in fresh at regular intervals and it is never permitted to grow stale. The proprietor of this store is surely popular. He is also very popular in Medford for his way of dealing with the people. He's your friend. Who is this energetic druggist and what line of candy does he sell exclusively? Give both names of the store. What other remedies do they use and what is their leading perfume?

(12) Here is a meat market that won't sell anything they won't eat themselves and they are particular about what they eat. When you buy meat it is important to know that it is in proper condition for eating and in order to be so it must be kept under the right refrigeration. This meat market has a modern plant for refrigeration and the meats are kept in just the right temperature to preserve them perfectly at all times. They carry a complete line of staple fresh meats, also cured meats of guaranteed quality. Courtesy, cleanliness and satisfaction are guaranteed. The proprietors have made a success in life and should be proud of it. What they have accomplished. Both proprietors are entitled to be among the "Who's Who" folks of Medford. Each one is known to be always casting sunbeams in many troubled hearts. Name this one and tell who are its cheerful, big-hearted owners. What make hams do they carry? What temperature of their refrigerator?

(13) Our "Who's Who" feature would be incomplete if we failed to include this strictly modern and up-to-date hotel. They not only cater to transient trade but people reside there month after month. The Hotel Medford is known widely through the wonderful meals they serve. Their dining room is open to the public and it is not necessary that you should be a guest in order to take advantage of their "home cooked dinners." It is an ideal place to give a dinner party as it is conveniently located and you can always depend upon a good meal served in the most stylish manner. Their hotel is conducted on the European plan. This establishment is conducted by a pioneer in the business and service to him means giving all he can for the comfort and convenience of his patrons. Entering the lobby you feel at home at once. Servitors meet you right at the door and conduct you to your room in which you find the finest beds and comfort, immediately. Suppose you tell us the location of this modern hotel and also who the wide awake proprietor is? How many people will the dining room seat and how many rooms in the hotel?

(14) If you were asked what the largest, most well equipped and complete sporting goods store is in Medford, you would undoubtedly give the Medford Harness Company for your answer. This firm has commanded a high position in the sporting goods world of Medford for several years and are noted for the quality of merchandise they sell. In addition to fishing tackle, guns, ammunition, game ball and basket ball athletic supplies, they carry the most complete stock of boots and shoes, toys, purses and leather goods, bags and trunks, etc. The proprietors of this firm have always made it an important part of their business to give accurate, prompt and courteous service to all of their customers whether they be little or big buyers; retail or wholesale customers. If there is anything, no matter how unusual, in the sporting goods line that you want, you will not embarrass this firm by asking for it, because their stock is large and various. Where is this firm located and what is the name of the leading gun? What make trunks and bags do they sell? Who is the proprietor? What is their leading brand of ammunition?

(15) No, Mr. Eads is not even contemplating a trip, but his business is of a nature that requires moving to be successful, and they are successful. Their trucks are here, there and everywhere about the city and throughout the valley every day in the week conveying freight, household goods, baggage and other articles to and from homes of residents. This modern transfer company has proved a boon to the people of Medford, in many ways, especially to the new-

comer and those who desire absolute safety in the hauling of their goods. Special attention is given every order, large or small. They are fully equipped to take care of your fine furniture, your piano, and heavy hauling of machinery is one of their "long suits." They employ only first class men—men who know how, men who are conscientious and know the business from every angle. Get in touch with these reliable transfer persons, and have your hauling done in a businesslike, snappy manner. Lots of pep and ginger is their motto. They haul anything anywhere, any place, any time. Where located? What phone? How many trucks, how long established?

(16) It's an every day Economy to own a car, and the Who's Who man has thoroughly proved that. If you could stop on your Chevrolet this minute I could easily show you what I mean. You could, of course, purchase cars with heavier bodies or with more expensive trimmings, but you can get but few cars that are so easily operated and none that are more dependable. Expensive? Oh dear, no! And that is the important part of my news today. Patton & Robinson, the Chevrolet Dealer in Medford, has made it possible for everyone of us to own one by making a small initial payment and the remainder in monthly installments. Women always get what they want eventually, and now is the time. Automobiles are still in style and will be for some time to come. The CHEVROLET OWNERS are more and more impressed with the fact that their practical, easy-riding car, that uses but little gas, is far the best car to own. Where is this agency located and what is the price of the New Superior 1923 Chevrolet touring f.o.b. here? How long has this concern been in business?

(17) Now comes a firm in the cleaning line; they clean everything but fish. They use the most modern ODORLESS cleaning processes and guarantee satisfaction. They are out for a spotless town. If they had a stepladder long enough, they could clean the spots off the sun and never mar its lustre a particle. The owner of this establishment must come up by sheer force, and has made good. Just the kind of fellows we write about; it goes to show others you can win. Another good mark for this cleaner—instead of thinking first of himself, he thinks of others, so much that they have secured the services of an expert whose duty it is to see that your clothes are properly repaired after cleaning. Call for the little delivery car with the phone number 244, if you want your garments cleaned, pressed and repaired in a manner that will please you. His hat cleaning and blocking is second to none. The doors of this cleaner were first opened 1905, and since that time he has made an army of friends. What company is this? And what's the address?

(18) No little importance can be placed on a lumber concern in a community for it is of them that lumber and materials are had to build and increase the size of the city. The Rogue River Lumber Co., has "everything to build your home." No matter whether it is a home, garage or just a chicken coop, you will find all the necessary materials you need at these yards. This company's stock of well seasoned lumber, doors and windows is well protected from the weather and you are always assured of a good guaranteed quality. This firm has just been established and those connected know the business well and there is nothing about it that they are not thoroughly acquainted with. Their experienced knowledge is at your service if you are contemplating building a house. They will tell you the kind and grade of lumber you want and also figure on how much it will take for your needs. This service is a great pleasure for this firm and they are always glad to help residents of Medford at any time. Do they carry building supplies? How many kinds of lumber do they carry? What make of roofing do they carry?

(19) Who is the watchmaker and jeweler in this city who can make your watch behave as a good watch should? He has had many years of experience. He is a jeweler and carries a dependable line of jewelry, watches, clock, silverware, sterling silver and novelties. He makes a specialty of fine watch repairing. If your watch is out of order take it to him, he will soon put it in running order at once. He is a regular watchmaker and it does not matter on which side of town you live, he invites you to test his skill. The manager is an authority in the watchmaking line who radiates good cheer, who sees good things about people and who sees good things in his fellow men, that is why he is admired and the leading jeweler of your city. His store is located in the same building with a leading Drug Store. Name this jeweler, giving his location. Name four watches he carries and his leading line of silverware.

(20) "Bread that is light, doughnuts that delight, pies just right." This is the song of a Baker whose Bread brings to mind Mother's baking day. All bread is baked out of flour, but the fact that some of it is better than others is proof that the baking has much to do with the quality. Their Pies, Cakes, Rolls, and Pastry of all kinds are likewise superior. This Bakery has won its popularity by giving the people of this vicinity quality bread together with splendid service. Here you will find one of the most modern equipped and sanitary bake shops in this section. Cleanliness is the watchword with this master baker. Most of the Restaurants serve his bread and are very well pleased. What is the name of this Bakery? Who is the proprietor? What is their daily bread capacity? He is located at 606 E. Main St. What is the big feature about the flour this firm uses?

(21) Few cars there are, indeed, that come from the factory with a full equipment on them. They have everything that is necessary for good running but when you want a bumper for protection or a stop-light and numerous other conveniences, you must install them yourself. When you want to get what you want without going to a dozen different places, just try the Auto Supply Co. They conduct a large store at 31 N. Bartlett and you can get anything from a cotter pin to Flak Tires. They carry in addition to tires a large stock of accessories, oils, greases. They also cut and install windshield glass. Suppose you stop in at this accessory store and meet these people. They look upon life with a smile and will have one for you. What is the price of a Flak 30x 3 1/2 Cord? What is the name of the fan belt they carry, and why is it so popular? What is the brand of oil they carry? What make Brake lining do they carry?

(22) Are you rich enough so you can afford to let your property go to rot? Building material these days costs a lot of money and if exposed to the elements without the proper paint protection they soon deteriorate and will have to be replaced. Only the rich can afford that, but only the foolish really do so. If your buildings are not properly painted, now is the time to do it. The long record of W. B. Thompson for complete dependability is worth consideration when you plan your painting or decorating. Mr. Thompson states he has just installed the largest line of picture moulding to be had in Medford and can supply all your needs in that line. Mr. Thompson is a groom chaser, and always wears a smile; makes a hit with customers and is generally a favorite with Medford folks. He told the Who's Who editor that he does first class work only and will take orders of no other kind, and this must be so, because he always has lots of work on hand and is fast gaining in popular favor. Tell us what is his leading line of paints? How long established? What other stock does he carry?

(23) Medford has many different commercial and manufacturing concerns located in and about its limits but one of the most enterprising and far-reaching concerns is the Valley Candy Co. This firm is strictly wholesalers but their candy is handled and sold by nearly every store from Grants Pass to Dunsmuir. If you have not already had the pleasure

of tasting some of their candy just drop in any store and ask for some of the Valley Candy Co's candy and the writer will vouch that you will be more than pleased. Their candy is manufactured by the best candy makers in the country and they are distributors for practically every kind of candy that's made. Mr. Gebauer, the manager states that they are kept busy night and day supplying the demand for their candies. Don't forget now the next time you want some candy try the candy that is distributed by the VALLEY CANDY CO.

(24) Aside from banks, no single enterprise so accurately gauges the prosperity of a community as a financially healthful building and loan association, and it is a matter of personal pride that the writer points to the Jackson County Build & Loan Association at 39-N Central, an example that might well be copied by other cities of Southern Oregon. The by-laws state that its objects and purposes shall be to encourage industry, frugality, home building and the accumulation of savings among its shareholders, members and others for the purpose of buying or building homes. The association continues to hold to these principles and due to the high character of its directors and its unselfish supervision of its affairs is one of the most ably conducted institutions of its kind. Who are the officers of this association? When was it established?

(25) The most widely known and recognized decorations for any and all occasions are flowers. They are recognized by every nation all over the world and more can be said with a small bunch of flowers than with a dozen telegrams or any form of communication. "Say it with flowers" is a fitting slogan for their usefulness and worth. The one flower shop in Medford that has created a reputation for itself for having practically any kind of flowers in season as well as all kinds of pot flowers and plants is known as The Maddox & Donney Co. They carry a complete stock of flowers at all times. This floral company has adopted the above slogan and are staunch advocates of it. When you desire to remember yourself to a friend, this is the place to come, for they will make a beautiful bouquet to order for you. The people at this floral shop have dispositions like the flowers they sell. They are always cheerful. Where is this shop located? And what line seeds are they specializing on at present? How long established? Do they make floral pieces?

(26) There is a reason for the popularity and reputation of every establishment, and few people stop to think what accounts for the prosperity of this city. There is one store in this town which has done its best to make Medford a prominent business center, and it is not only the complete stock they carry that calls people to their store, but just as well the courteous service and attention given to every one who enters the place. This store is The Medford Book Store. The proprietor of the store is just the kind of man we like to praise in our columns, for he has the interest of the people of Medford in mind at all times and through long experience and the fair treatment both toward the public and his employees this store has gained a high standing which cannot be beat by any store of the bigger cities. What is his full name and phone number? What make typewriters does he carry? How long established? What are Mr. Miller's initials A. H. supposed to stand for?

(27) The ever increasing demand for storage batteries in the United States has created a field for the fly-by-night makers and almost impossible guarantees are given as the life of their products. Motorists have been attracted by these outlandish offers and in several cases have been "stung." In order to avoid this, it is always best to put your money in a battery that carries a regular guarantee and is well known and advertised. They have something back of them and the guarantee is valuable. We refer to the Willard Battery. They are distributed in Medford by the Electric Shop who conduct a modern service station at 8th and Bartlett. They not only do battery work at this station but it is a complete service station. In fact, they put the finishing touches on your car before you start on a trip. Just drive in and have your battery tested, tank filled and ignition system looked over. It pleases them to do this work for patrons and it is satisfactory. How long established? What is the guarantee of a Willard Battery? What is phone number? Mr. Brown states he has just received a shipment of 40 batteries by freight by boat and by doing this he saves \$2 a battery on the cost of freight. Which, of course, he deducts off the price.

(28) If you want to make your friends happy, present them with a photograph of yourself. A photograph is a token of real friendship and is highly appreciated by everyone. And when you are in Medford and desire a portrait of yourself and are not satisfied with just ordinary work, go to Mackey's and you will be pleased. This is one man who is behind the camera, but not behind the times. His portrait work is indicative of this. In his studio on Main street, he will be found very busy most every day snapping and developing and then touching up, putting the finishing touches on which removes all blemishes. The art of finishing portraits is not possessed by every one but this photographer is indeed an expert at it. Then too, his prices are exceedingly moderate, considering the beauty and quality of work turned out. You are

(29) What is the firm in this city that has solved the burning question? They sell wood and coal and lots of it. This firm has baffled Jack Frost so long and efficiently that they have grown almost ashamed to look the Aurora Borealis squarely in the face. It is a mighty good thing to prepare for the cold weather while it is yet warm and with the doubtful situation in the fuel supply for the coming year, it is more important that you attend to this matter without further delay. The manager is a prince of a good fellow and is a thorough business man. He is known as the one firm in Medford that makes "Warm Hearts and Warm Friends." We enjoy writing about him because he is industrious. He works when he would like to work. He is up and doing when he would like to sleep. And his reward of success is being reaped daily. What is the name of this firm whose office is at 2nd and Fir? From what fields does his coal come? What is the principal reason of this firm's success? Why does he sell wood cheaper than any other firm?

(30) It never pays to buy a cheap suit that looks shabby after a few weeks' wear. It only proves to you that you went to the wrong tailor and that your money is wasted. But it does pay to profit by the advantageous offers of a tailor that has a good and well established reputation. Suits made by F. J. Huber last much longer than ordinary cheap suits and this is attributed to his skillful workmanship combined with his careful selection of materials. And when this expert tailor makes a suit of clothes for you, he guarantees it and stands back of what he tells you. However, he is never called upon to "make good" because his suits do it for him. If you are not sure just what cut and material you wish, Mr. Huber will gladly assist you. His knowledge of cloth will be of great benefit to you and it is cheerfully furnished. In addition to men's suits, this man also does cleaning and pressing and his work is equally as proficient in this also. Where is this tailor's shop located and what line of woollens does he use?

(31) "Where are you going, my pretty maid?" "To Mr. Lady's Beauty Shoppe, Sir," she said. Then tossed her pretty brown head, and a blush on her cheeks like poppies red, she tripped down to this beauty parlor for one of the most delightful shampoos, a relaxing facial massage, a dainty manicure and one of those bewitching hair waves that only these expert operators can give. Emerging an hour later from this parlor, this pretty maid was even prettier than when she shyly ran down Main street. The Beauty Shoppe holds an important position in this community, for to them the people look to supply beauty for the wedding hair dress and all social functions. To be successful in this particular line of work, one must be an artist of excellent taste, understanding and knowing the latest ways of dressing hair so that it will give the most beautiful effect and harmony. This is the shop that puts a wave in your hair that sticks and is located in the Hotel Medford building. Who are the proprietresses? How long established? What preparation do they sell? What hair nets do they carry?

(32) Every thrift town and city now has a 5, 10 and 15 cent store, the buying public has learned of the opportunities offered at these stores as to variety of merchandise as well as the actual money saving by buying at a store bearing the same name as a noted building in New York City. Medford has one of these stores which is located at 125 East Main street, and here you will find one of the most complete assortments of merchandise to be found outside of the twin cities. Everything from hardware to dry goods and all for 5c and a dime. This company operates stores in every important city in the United States, hence they have an enormous buying capacity. This is one of the reasons why one can buy here at such a great saving. This is a store that you must visit quite often and just look around, because you are able to find something you need at a great saving. What is the name of this store? Where located and who is the manager?

(33) "Let's go to the Movies!" This exclamation often shakes away the dullness and you gladly join the happy crowd for you know you are always going to have a real evening's entertainment. By Movies, the people of Medford mean either the PAGE or the RIALTO. It is not often that a city the size of Medford is gifted with two theaters of such high caliber, and the management, Geo. A. Hunt and Co., are always on the lookout for things that will make their many satisfied patrons even more satisfied. When a theater day in and day out gives the public the best, it is only reasonable to expect that they will always be crowded. Mr. Hunt, the manager, states that they not only have some of the greatest pictures released already booked, but they have many nice surprises in store in the way of road attractions. If you are not already one of their many steady patrons, don't fail to get into the habit as they will always assure you of a fine evening's entertainment, both in pictures and legitimate acting. What are the respective locations of these theaters? What are the respective seating capacities? (Copyrighted 1923 by Claude S. Moss)

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