

# LOUIE'S MONEY SAVERS

ORANGES

- Sweet and juicy, medium size, doz. . . . . 22c
- Pineapple, No. 2 tall can, each . . . . . 15c
- Large fat Mackrel, each . . . . . 15c
- Seed Potatoes, Early Rose, earliest of all; Eureka, Blue Victor, American Wonder. Prices right.

Next Week Is Prune Week

You Can Buy It for Less at Louie's and You Don't Have to Carry It

# LOUIE'S

Free Delivery Phone 271 Opposite New Theatre

**Fruit Steamer in Distress.**  
ATLANTIC CITY, N. J., Feb. 21.—Driven almost a mile shoreward by heavy tides and gales since she grounded on the shoals of Little Egg Harbor bay early Monday, the Atlantic Fruit company's steamer *Amelia* was within 300 yards of the shore today. The crew of 25 is aboard.

William Black and Donald McBean of the California Oregon Power company have returned from Dunsmuir, where they were sent by the company for several weeks.

## BIGGEST BASKET BALL GAME OF YEAR TONIGHT

Let's go to the armory tonight, Feb. 22, at 7:30, to see the best game of the season, the game of the most importance to Medford.

Between whom? Preliminary—Medford American Legion vs. Ashland Elks.

Main event—Medford High vs. Ashland High.

The American Legion and the Ashland Elks played last Wednesday. The Elks won by one point—27-26. This game tonight between these teams promises to be almost as good as the main event, although it is not of so much importance to the town as the main go.

The main event is of the greatest importance of any game so far played, because whether Medford goes to the state conference or not this year all depends on how Medford comes out on the four game schedule with Ashland. The first game of the set is tonight. Come out and see two good games and back up your school.

Referee tonight is Dave Evans of the state university.

The second game of the set will be played at Ashland tomorrow night. The Medford girls and the Ashland girls will meet for the preliminary.

Many of the high school students would like to go tomorrow night to the game in Ashland, but have no way of getting there. The Medford public were very kind in carrying students to the football games and the high school feels certain that they will again extend this favor.

Students wishing to go will be at Crowson's tomorrow night at 6:45. Any-one carrying students to Ashland and home again will be doing the high school a good turn and the act will be greatly appreciated by the student body.

## JACKSONVILLE COURT DISPOSES OF CASES IN RECORD TIME

The Circuit Court made a new record for speed on Friday.

Court opened at 9 a. m., with a jury in the box in case of State vs. Hickson; arguments by counsel were made, the court instructed the jury, after which the jury retired. The court then tried and disposed of the case of Kauffman vs. Page, with trial to court without jury; a jury was then called in Bishop vs. Cramwell, an action for damages growing out of an automobile wreck in which plaintiff claimed \$1000.00. This case went to the jury after trial and a verdict was rendered.

A jury was then examined and accepted in State vs. Winkle.

There were a number of orders and general matters disposed of by the court in addition to these.

There are six other cases set for hearing before jury, commencing Monday, which will dispose of the jury trials.

The new term of court commences on the 4th Monday in February, which is February 25, 1924.

## GOLDEN RULE STORE CELEBRATES NINTH ANNIVERSARY HERE

The announcement by the Golden Rule Mercantile company today of their anniversary celebration this month calls to the attention of Medford and southern Oregon people the remarkable growth of that firm in this section.

This growth has been nothing short of phenomenal and reflects credit for the sound business policies and enterprise of C. W. Whillock and C. A. Whillock, the proprietors of the Golden Rule stores. Nine years ago the first store was established in Medford. Now the Golden Rule Mercantile company owns stores both in this city and Ashland, and on April 1st, will open a store in Dunsmuir, California, with A. L. Brown in charge.

In 1915, when the Golden Rule store first opened in Medford, they boasted 5000 square feet of floor space. In 1917 this space was increased to 5400 square feet. In 1920 the Golden Rule company purchased the two story building at the corner of Central street and Sixth, which they now occupy, and have in use 20356 square feet of floor space, 9000 square feet of this being used in the stock and wholesale departments. The Ashland Golden Rule store under the management of C. B. Evans, has 4950 square feet of floor space devoted to sales rooms while the new Dunsmuir store will have 3500 square feet. The total floor space used by the Golden Rule stores under the supervision of C. W. and C. A. Whillock aggregate 28,806 square feet, more than nine times as much as the space used by the original store in Medford nine years ago.

The Golden Rule chain of stores were first established twenty-two years ago. It is interesting to know that, with few exceptions, the managers of the present line of stores came from one town, Humansville, Mo., which was then the home town of the Whillock family. Humansville then had a population of 1500 people. As an outgrowth of this business enterprise 89 busy stores now comprise the Golden Rule chain.

The 89 stores in the Golden Rule chain of stores are all closely associated in buying. Buying by these stores is combined and purchases are made direct from manufacturers through committees for all lines of merchandise. C. W. Whillock has been in the east for the last several weeks with other representatives of Golden Rule stores buying merchandise for the coming season. Orders for merchandise placed by these 89 stores total several million dollars every year.

The Golden Rule store of Medford has in stock merchandise for the whole family—dry goods, ladies' ready to wear and furnishings, notions, shoes, men's and boys' ready to wear and furnishings and trunks and suitcases. Tomorrow they will have on display the latest shipments of early spring merchandise, some items of which are listed in a double page advertisement in today's Mail Tribune. The management of the Golden Rule Store has issued a cordial invitation to everybody in southern Oregon to assist them in celebrating their anniversary and inspect their new arrivals in spring goods.

## McNary Would Rather Coax Than Use Club

Senator McNary, of Oregon, whose select committee of the senate has been hiving around the country for the last nine months collecting contradictory and irreconcilable advice reforestation bill, McNary merely plans an extension of federal co-operation with the state in devising regional forest policies that will have to be sponsored by state laws. The fifty-fifty Federal appropriation is to be increased from \$400,000 to about \$2,500,000. This will be divided among the states that adopt progressive policies in regard to protection of forests against fire. There are also provisions for the purchase of the scope of federal purchases of land for national forests, authorizing the president to annex public domain to the forests, and providing for the formulation of state laws of forest taxation that will encourage owners to reforest. McNary wants to coax the lumbermen into reforestation and not club them into it. His bill proposes to tax them \$5 a thousand feet on their lumber output and then refund \$4.95 of it if they are nice and docile and manage their properties the way the department of agriculture tells them to.—March Sunset.

**HAPPY HEALTH!**

When you are feeling cross, irritable, peevish, and "all in," you may be certain that your system needs building up to rugged health. Hufeland, the famous Swiss Tonic, has a wonderfully successful record since 1850. Don't delay—disease comes suddenly—a few doses of this reliable old remedy will give you that vigorous health which is so important to your happiness.

**BUY HUFELAND AT YOUR DRUGGIST**

# HURRAH! TODAY! BILL HART IS BACK!

His first picture in 2 years! A smashing tale of the early west.

Cast includes Ethel Grey Terry and Kathleen O'Connor.

"FIGHTING BLOOD"

MOVIE CHATS



Whoop 'er up! The two-gun man is back! As quick on the draw as ever, and ready to thrill you as only Bill Hart knows how. Honest to goodness, it's good to see him again—with his fighting American spirit and his ready pathos that sometimes brings a tear.

# WILLIAM S. HART IN "Wild Bill Hickok"

RIALTO

SUNDAY—"THE AGE OF DESIRE"

## RIALTO 2 DAYS Friday, Feb. 29

Twice Daily—Matinees at 2:30; Nights at 8:30

MAIL ORDERS NOW—ALL SEATS RESERVED. MATINEE PRICES \$1.10; 85c. NIGHTS: \$1.10 and \$1.65 including tax. Regular seat sale Wednesday, February 27th, 12:00 o'clock.

NOTE: "The Covered Wagon" orchestra consist of 15 splendid musicians—under the direction of Earl Schwartz.

## The GLORIOUS DRAMA of the WEST

DEPICTING THE VARIOUS EPOCHS IN AMERICAN HISTORY



EVENTFUL SCENES and INCIDENTS in the GREAT SPECTACLE

# THE COVERED WAGON

A PARAMOUNT PRODUCTION ADAPTED from EMERSON HOUGH'S STORY of the OREGON TRAIL

# 20th Century Grocery

You are reading this because you want to increase the buying power of your dollar. The 20th Century Stores are always prepared to cooperate and accordingly offer

SATURDAY, MONDAY AND TUESDAY

**SPECIAL ON RAISINS**—The newest pack—15 oz. package seeded or seedless 12¢. Bulk Seedless, 3 pounds 32¢

Royal Baking Powder 12 oz. cans 40¢ Corn Meal—Kiln Dried 9 pound sacks 32¢ Crackers—Fresh bulk per pound 15¢

LIMIT STARCH—Gives cotton goods that linen finish. 3 packages 25¢

Creme Oil Soap 3 bars 22¢ Small White Beans 5 pounds 45¢ Palm Olive Soap 3 bars 25¢

FANCY SOCKEYE SALMON—Rich Oil—Lass Kin Brand, 1/2 lb. tins 20¢

ROYAL GARDEN TEA—Latest pickings. Delicious, refreshing Japan, 1/2 pound package 40¢. Ceylon, 1/2 pound package 40¢.

Crystal White Soap 5 bars 23¢ Jello—All flavors 10¢ each Del Monte Catsup 16 oz. bottle 25¢

FLOUR—Fisher's Blend \$1.83; Crown, Olympic, Vim, Drifted Snow \$1.75 per sack

Bulk Shortening 17 1/2¢ 3 cans 25¢ Old Dutch Cleanser 25¢

ROGUE RIVER TOMATOES—Solid pack, No. 2 1/2 tins 15¢

ROYAL CLUB COFFEE—1 lb. tin 43¢; 3 lb. tin \$1.23; 5 lb. tin \$2.05

CRISCO—1 lb. 27¢; 1 1/2 lb. 38¢; 3 lb. 75¢; 6 lb. \$1.43; 9 lb. \$2.13

TWENTIETH CENTURY COFFEE—None better at any price. Per lb 35¢

### EXTRA SPECIAL

White King Washing Machine Soap—Small size, 2 pkgs 25¢, 1 bar 9 cent Mission Olive Soap Free. Large size, each 48¢, 2 bars 10c Coconut Oil Soap Free.

Southern Oregon Stores—Medford, Ashland, Grants Pass.