

R. L. COE & CO.

THE BIG SOUTHERN OREGON SUPPLY COMPANY

are showing this fall the largest stock of

DRY GOODS, BOOTS AND SHOES, LADIES' and MEN'S FURNISHING GOODS and MINER'S Supplies

Ever shown in Southern Oregon. The County records show that we carry NEARLY DOUBLE the stock and pay nearly DOUBLE THE AMOUNT OF TAXES of any House doing a similar business in this City. It pays to buy your Supplies from the House carrying the largest assortment, and doing the largest business. These are facts well known by every one to need further comment and you will also appreciate the fact that our long years of experience, close attention to the wants and requirements of this particular locality enables us to place before our patrons a class of merchandise of superior quality and at a lower price than it would be possible for our competitors to sell, and our large sales enabling us to handle all classes of goods in double the quantity handled by any other house. Those who buy their fall supplies before looking over our big stock

Are Simply Throwing to the Wind Hard Earned Dollars

We absolutely guarantee every article sold to give the purchaser perfect satisfaction.

We guarantee our prices, by this we mean MONEY BACK IF GOODS RETURNED. You always

find a LITTLE BETTER QUALITY, A LITTLE LOWER PRICE at the BIG STORE

R. L. COE & CO.'S

Shoe Department
Ten Thousand Pairs of
BOOTS & SHOES.

Mens' Footwear.

It will be a surprise to some people to know that R. L. Coe & Co. are selling over their counters from 400 to 600 Pairs of Shoes Every Month.

To do this amount of business necessitates our carrying nearly 10,000 Pairs of Shoes.

\$3.49



Gent's Fine Tan Calf Double Sole Shoe.
Extra Heavy Extension Scotch Edge Welt Sole for winter wear actually worth \$5.00, our price \$3.49.

Mens' Fine Shoes

at \$1.25, \$1.50, \$1.75, \$2.00, \$2.25, \$2.50, \$3.00, \$3.50, \$4.00, \$5.00. Nearly all of the above lines we carry in Congress and Lace, all the different Toes, Lasts and Sizes, and can fit any foot from 5 to 12.

Mens' Heavy Buckle Shoes.

\$1.25 single sole and tap.
\$1.50 single sole and tap, solid counters.
\$1.75 double sole and tap, all solid seamless back.
\$2.00 double sole and tap, medium high cut.

Nailed or Unnailed

Miner's and Prospector's Boots, Shoes and Rubber Goods. In Miner's Footwear

We Beat the World.

We carry from 10 to 15 different Styles of High Cut Shoes of every Price, Style, Size and Width made, and can fit any foot. Suit any taste, at the lowest possible cost.

Now don't pay a dollar more for a shoe than it's worth. Look around. It will pay you. Remember the great variety we carry and don't forget to call and get prices before you buy.

Every pair of shoes we have in the House (and we have over 10,000 pairs) are bought and sold on a basis of their real value, not what it cost and what it will bring, but what it is actually worth. We guarantee every pair of shoes to be worth its price. We are not ashamed to show any lady in the land our

\$1.50 Shoe.

We are proud of our 25 cents

more will buy our \$1.75 shoe, the name "WATCH US" is stamped on every pair.

\$1.98 Shoe

They say is a bate, now this is the only explanation our competitors attempt to make of our being able to sell a shoe that is equal in all points to any \$2.50 shoe on sale in the city. But we tell 'em it suits our customers better than our competitors.

Pingree & Smith Shoes

The name "Pingree & Smith" is synonymous with a combination of Style and Durability, unsurpassed by any shoe on the market. The "Pingree & Smith" \$3.00 is the best known shoe for the money in the United States to-day. You will see it advertised in all the great Eastern papers and when we sell a pair of Pingree & Smith shoes we feel that we have done our patrons a service that will be appreciated.

We are showing an extensive line of these goods in All Of The New Ties, Burton and Lace, Cloth and Kid Tops. When in need of a Real Good Pair of shoes at a moderate price, that will wear until you get tired of it try a pair of P. & S. shoes.

Pingree & Smith's



Isn't this a beauty? Children's Fine Dress Shoe. We do not fear contradiction when we make the statement that this is the finest and best value in a Child's shoe ever shown on the coast. Remember, money back if they fail to give you perfect satisfaction. All sizes and widths.

This is the shoe you have heard so much talk about. There never was a neater made shoe.

They're always so honest and true. They are made of all leather and are well put together.

Pingree & Smith's

FINE DRESS SHOES. Do you want a shoe that you can absolutely depend upon its wearing qualities.



Here is one. Money back if it fails to give perfect satisfaction. Hundreds of thousands of Governor Pingree's shoes sold every year all over the United States on a positive guarantee. We have sold over 5,000 Pairs of this Famous Shoe and have not had five complaints. It pays to buy a Pingree & Smith shoe.

Pingree & Smith \$3.00 Shoe

Best value in the world. Try a pair for a year and if you don't say



so we will positively agree to refund the price they cost.



Perfect fitters, perfect styles, perfect satisfaction or money back, is the way we sell 'em.

Ladies' Shoes.

Smart, Bright, Up-to-Date ladies, who always dress neatly, no matter how cheaply, can find shoes made To The Queen's Taste at R. L. Coe & Co.'s.

Ladies' Rubbers

ALL SIZES 24 cents. Yes Sir, we said Twenty-four cents.

Children's Rubbers

ALL SIZES 19 cents. Yes Sir, we said nineteen cents.

Men's Rubbers

ALL SIZES 49 cents. Yes Sir, we said forty-nine cents.

Dry Goods Department.

Quality and Style combined in Merchandise gives it value. Goods that have the element of style without quality are worthless. Also goods having the element of quality but are out of style, lose half of their value. We look to both points when buying and if an article is not absolutely correct and reliable in Style and Quality, it finds no place in our store.

Dress Goods Department.

R. L. Coe & Co.'s Dress Goods Dept. is known by merchants and people in general all over the state, and while all of the cheaper grades of goods can always be found on their counters, people have been surprised at being able to find Some Rare Genus in Dress Fabrics that ordinarily would not be appreciated outside of our large city stores. But our Policy "Nothing is too cheap if its good and nothing is too good if its cheap," has placed this department second to none in the state.

Cotton Goods.

Few, if any houses, outside our large city stores, handle cotton goods in as large quantities as we

do. We buy nearly all our staple cotton goods by the Bale, placing us in position to secure the very lowest Jobbers Prices, and where cotton goods are sold by the bolt we make prices that merchants who handle in broken packages Can Not Meet.

We simply defy any merchant in the United States to undersell us on the following lines:

Muslins, Calicoes, Gingham, Shirtings, Sheetings, Cotton Flannels, Outing Flannels, Denims, Oilcloths, Cotton Pant Cloths, House Linings and Red, White and Blue Wool Flannels.

Don't buy until you price these goods at the BIG CASH STORE.

Notion Department.

Our notion department is always complete with the very latest novelties in the market. Every article in this department is sold on its merits. We Handle no trash in Our Notion department. People who want Old Rusty Iron Pins at one cent per paper, can get them. But Not at Our Store. But you can get the very best needle pointed brass Pins full count at 5 cents.

We find that any article that can not be used for the purpose for which it was intended on account of inferior material and workmanship is worthless.

Therefore, we say to people who desire that class of goods you can get them But not Here.

Dress-Making Dept.

Would also call special attention to our Dress Making Department. We can make up to order on short notice any Dress Goods or Silks into any garment desired, such as skirts, waists or suits at very moderate rates. Consult our dress-maker.

Winter Dress Goods



Our stock of imported Black Goods. High grade novelties are attracting the attention of the very best trade in the city. Style, quality, variety and Prices, are the four great features of our Dress Goods stock. We make up any piece of goods in our Dress Goods Department at the smallest possible cost. A rich novelty is our 30 inch, all wool, Imported, Jacquard effects, in black at \$1.00. Four yards will make a suit.

Big Underwear Dept.

The Talk of the Town.

No matter how shrewd a buyer you are you can't rely entirely upon your own judgment in buying underwear. Quality is not always on the surface of any goods, there are materials and workmanship entering into the make up of underwear that can not be seen or felt and you can only be sure that you are buying the right goods at the right prices when you buy your underwear of the most reliable House, carrying the largest stock.

Muslin Underwear



We have some splendid values in Skirts, Night Gowns and drawers.

Ladies' Underwear.

Ladies' Underwear Department is more popular this season than ever. We have always had Good Goods at the lowest prices going, but never in the past eight years have we been able to show such a large variety of styles.

Last year we sold out all our winter underwear long before the season was over and could not duplicate them at early season prices.

This season, however, we are prepared to furnish every lady in the country underwear.

25 cts. will buy of us a better garment than you will be able to buy of other houses at 40 cents.

We have values at 50c, 75c, 1.00 and \$1.25 that will please you.

Union Suits

at 50c, 75c, \$1.00, \$1.25, \$1.50 and \$1.75 in White and Gray. Don't buy until you see this superb line of ladies underwear.

Men's Underwear

"This underwear just sets me wild, it's all filled up with burrs and there is more Hay than Wool about it. I would not wear it if our world make me a present of it again." These expressions are all familiar to us, all because people will persist in buying

Trash.

Now, while east last spring we placed our order for

Fall and Winter Underwear and can show you a variety of over 100 dozen and not a bit of Trash.

50 cts. will buy a nice, lined undershirt or drawers that weigh 1 1/4 pounds to the garment and can not be duplicated outside of our store for the price.

75 cts. will buy our Famous Sanitary Wool Underwear, fine medium weight, splendid value.

Now a word to you regarding our "Big Underwear Stock."

We have men's sizes from 34 to 50.

We have no hesitancy in assuring you that you will find our stock the most complete, our prices the lowest and our values far superior to anything shown in this country for 37 1/2, 42 1/2, 50, 62 1/2 and 75 cts.

1.00, 1.25, 1.50 and \$2.25.

Children's Underwear.

Do you know you often save a doctor bill by keeping the little folks well clothed in GOOD WARM UNDERWEAR. You can procure it of us NOW. Nice soft, heavy fleeced lined, in Vests, Pants

and Drawers for children 25c.

from one to 15 years for 25c. We also have a line of Strictly all Wool at from 50c to \$1.00.

We carry all sizes of UNION SUITS in all different grades for Children. We have the goods and know that our

Prices Will Please You.

Skirts and Suits.

Large city stores are making up nearly all their materials into Suits and Skirts, thereby saving their customers a great deal of time, worry and expense, and wishing to afford our patrons every advantage possible we have purchased machines and are making up a great variety of the latest skirting material. Our skirts are all made of good wearing materials, the best linings and facings and are WELL MADE. We will make up into Skirts, Waists or suits any piece of goods in our

Ladies' Wrappers



69, 75, 1.00, 1.25, 1.50, 1.75, 2.00, 2.25, 2.50. We have them that will please you.

Big Dress Goods Dept.

This is not only a great advantage to our patrons giving them better materials, better made Skirts and suits, but also keeping the money we pay for ready made Dresses and skirts at home.

We also guarantee material and workmanship in our skirts and suits to be superior to any ready made skirts on the market.

Cloak Department.

Heavy Winter Capes and Jackets can be found in profusion in all of the latest novelties.

Ladies' Wraps



Seal Plush, Astrachan and all the latest weaves, in cloth Capes, Prices and Styles to please.

A nice heavy cloth cape at \$2.75

Double cloth cape nicely trimmed with fur at \$3.85

A beauty at \$5.00

Silk Plush capes at \$2.95

We have an elegant light Tan cloth cape fur trimmed at \$8.25

We are showing some very

stylish capes and jackets in the better class of goods such as Fine Cloths, Furs, Pushes and Astrachans and take great pleasure in showing them. You may not wish to buy any of these extreme novelties but you will appreciate seeing them as they are really novelties. We therefore extend a cordial invitation to you to call and see them before they are picked over.

Ladies' Jackets



There is a certain Tone and Style to our Jackets that is worthy your attention. They fit the form, taste, and purse.

R. L. COE & CO.

Boy's Clothing.

We have been compelled to add this very important department to our already big store. Regular clothing stores do not give the attention to this department that it deserves. And as the ladies do most of the buying for the boys and it seemed difficult to procure a good assortment at medium price we have secured some very good values in Boy's Knee Pants and Suits, Boy's Long Pants and Suits, Boy's Long Cape Overcoats, Boy's Mackintoshes, Boy's Short Overcoats, Boy's Hats, Boy's Underwear, Boy's Shoes, Boy's Boots.

In fact we can fix a boy up from head to foot with good warm Clothing, Headwear and foot wear that will surprise you for cheapness and quality.

Blankets and Comforters.

The firm of R. L. Coe & Co. supplies over three-fourths of the Comforters and Blankets sold in Josephine county. We bought over 200 Blankets this fall and have sold over half of them now, although the season has hardly commenced.

We are showing good sized Double Blankets from 65 cents up.



We bought over 200 pairs of Cotton and Wool Blankets. Have more use on the way. Get our prices before you buy.

We can give you An All Wool Blanket at \$2.98.

We are showing some very

at 10, 12 and 25 cents.

COTTON, SILK AND GLORIA

UMBRELLAS

All of the latest styles. Newest designs in handles, our prices are the most interesting and styles are exclusively our own. See The Stock Before You Buy.

Window Shades

we have at 19c, 37c, 50c, 75c.

These we furnish at above prices complete with Spring Rollers, Fasteners, Sticks and Pulls. Please remember this department when you need of Wall Paper and Window Shades.



We make all of our own skirts. You get better material, better made skirts. We guarantee to very latest style and lowest price. Let us make you a skirt.



Linens, Table Linens, Crash and napkins. If you ever buy a piece of white or unbleached Table Linen of R. L. Coe & Co. and find any cotton in it, return it and get your money back. We have never bought or sold a piece of bleached or unbleached Table Linen, Damask Twill, or Napkins that had one thread of cotton in it. Try us and see.

Ladies' Hosiery



We give the best value on earth at 10, 12 and 25 cents.

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