


**Our Specialties:—**  
**The Famous W. L. DOUGLAS**  
**\$3 & \$3.50 SHOES**  
 Also \$5, \$4, \$2.50, and \$2.25.



These shoes are suitable for all classes of business and professional men. Working-men can wear them with economy, and dress their feet as stylishly as the merchant or banker. One pair will wear as long as two pairs of cheaper goods.

We have just received a fresh line of these shoes made in CALF, PATENT CALF, VICI KID, RUSSIA CALF, Etc. All sizes and widths and many new styles.

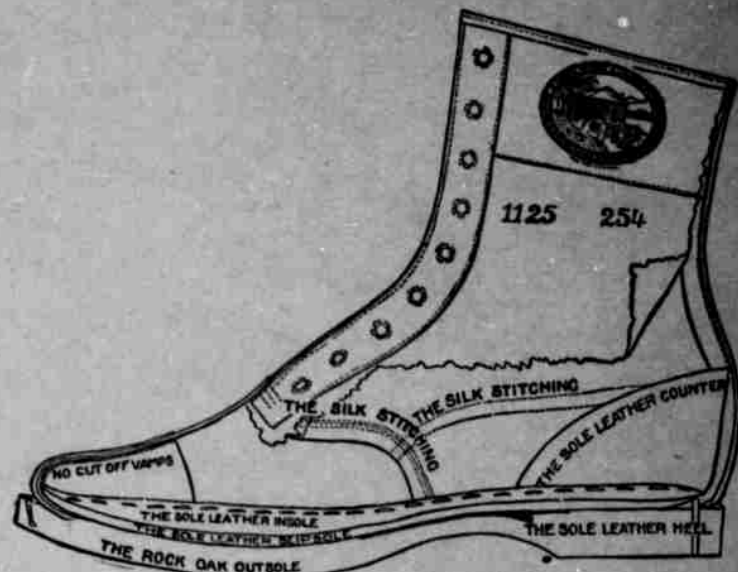
**R. L. COE & CO. Sole Agents**

THE EQUITY

# R. L. COE & CO.

## THE BIG STORE

Grand Display of New Fall Merchandise for Ladies, Men and Children's Wear. The Greatest Bargains ever Offered on the American Markets are Now on Sale in our



R. L. COE & COMPANY SOLE AGENTS.

### DRESS GOODS DEPARTMENT - SHOE DEPARTMENT - CLOTHING, SUIT AND CLOAK DEPARTMENT

#### Southern Oregon's Big Department Store

is still the front with the largest and most elaborate stock of merchandise ever shipped into this part of the state. Our drymen have been kept on the jump hauling wagon load after wagon load of freight, until our big 20-foot room is taxed to its utmost capacity to accommodate our Mammoth Fall Stock, and we were absolutely compelled to again seek an extension to our already extensive Mercantile Establishment. Last week we closed a deal for two lots 25x100 on the northwest corner of the block we now occupy and shall in the near future begin the erection of a big warehouse that will greatly enlarge our present store service and that will enable us to handle our increasing business more efficiently.

"Better Value and Better Service" is our motto.

#### Misses' and Children's Coats

Over 100 styles of Misses' and Children's coats may seem like a pretty big stock of children's coats for a town of the size of Grants Pass, but WE HAVE THE GOODS and the people visiting our Big Cloak Department are simply amazed at the immense assortment displayed.

Prices 75 cent to \$10.00.

#### New By Express

By special arrangements with our Cloak House, we have just received some entirely new models in Ladies' Tourist Coats that were brought out too late in the season and are not shown in the ordinary Western Cloak Stock. Our first shipment of these novelties was sold out in less than one week and as the second shipment has just arrived, we urge all interested to call at once and see them.

#### To The Public

There are some very important features connected with store service that are of vital importance to everyone. In the first place some of the managers of America's largest Retail establishments have recently made the statement that it is their opinion "That the general public are far more interested in the APPEARANCE rather than INTRINSIC values of merchandise and that the average person can not tell within 35 per cent the actual value of wearing apparel" and while we believe that this statement is largely exaggerated, we do know that some very successful merchants buy goods on this theory, and that the average person will buy a shoe, a suit of clothes or a piece of goods and pay a good profit if it LOOKS WELL, no matter about its value or wearing qualities.

R. L. Coe & Co. absolutely warrant quality and price of every article sold.

#### Butterick Pattern Dept.

The Butterick Patterns are so well and favorably known that it hardly seems necessary to call attention to this department, but for the benefit of those who might be interested, would say that we have been Southern Oregon's sole agents for the sale of Butterick Publishing Co. for the past 15 years and besides having an extensive sale and mail order business, on this popular line of goods that are becoming an absolute necessity to every American House, we are giving ABSOLUTELY FREE to our patrons who buy of us \$50 worth of merchandise, one year's subscription to the DELINEATOR FREE. We have over 300 subscribers to this popular magazine and if your name is not on the list, you are missing one of the good things of this life that you might have for the asking. REMEMBER IT'S FREE.

#### Phenomenal Success

The success which has enabled the House of R. L. Coe & Co to climb to the front rank of Merchandising on the Pacific Coast, has not been due to the fact that they had more money or more brains than the hundreds of merchants who have started with equal, if not superior, advantages, but have failed, but to the fact that we believe it pays in dollars and cents to observe THE GOLDEN RULE.

Every customer doing business with us has a right to expect that 25 years' of our business experience should add a certain per cent of EXTRA VALUES to every article offered for sale. Doesn't it pay you in dollars and cents to trade at THE BIG STORE by your being able to get a LARGER ASSORTMENT and better values?

We have had hundreds of people tell us that they have saved the price of from one to two pairs of shoes a year by buying their shoes of us, and while we absolutely Guarantee every article sold to be worth every cent of its cost, we distribute thousands of dollars worth of Merchandise during the year, at but a fractional part of its worth or original cost on account of exceptional purchasing advantages in the market.

#### Ladies' and Children's Cloak and Suit Dept.

We were fortunate in being able to secure the services of an expert tailor, who will have charge of our Suit and Cloak department, and as we are now showing the most extensive assortment of Cloaks and Suits ever shown in Southern Oregon, we hope that everyone interested will call at the earliest possible date, as all of our COATS, SUITS and SKIRTS are ALTERED and FITTED FREE OF CHARGE.

#### Notion Department

- 2000 yards Good Heavy Thread Unbleached Muslin at 5c
- 1500 yards Best Grade Outing Flannels — Plain, Dark Stripes and Checks; Teasel Downs, Daisy Cloths
- 100 dozen Ladies' Plain White Hemmed Stitched Handkerchiefs, extra fine, see the price; worth 60c dozen, now selling in dozen lots at..... 38c
- 60 dozen Misses Fine Lisle Ribbed Hose, Best 25c Grade, at..... 20c
- 40 dozen Children's Heavy Fleece Lined Shirts, Drawers and Pants at... 25c
- 25 dozen Ladies' Fleece Lined Ribbed Underwear at... 25c
- 60 dozen Boys and Girls Heavy Ribbed School Hose (Iron Clad) at..... 12c
- 50 dozen Ladies' Plain Seamless Hose, Double Toes and Heels, at..... 12c
- 10 dozen Ladies' Best Grade Storm Rubbers at..... 50c
- 50 dozen Men's (extra value) Heavy Winter Underwear at... 50c
- 10 dozen Henderson Full Fashion or Crescent Hip Corset White, Black and Drab, With Hose Supporter Attachments 1.00
- 15 pieces All-Wool Fancy Dress Novelties, all new weaves... 50c
- 10 pieces All-Wool 36 inch Fancy Dress Flannels at..... 50c
- 20 pairs Marysville California Wool Blankets. \$3.50 to \$15.00
- 2000 Rolls Wall Paper, extra values, at..... 10c to 12 1/2c
- Silk Finish Velveteen, all colors..... 50c
- Fine All-Silk Velvet, all colors..... \$1.00
- 150 Mahogany Toilet Brushes and Mirrors, Sterling Silver mounted at..... 25c
- 1000 yards Teaseldown Outings..... 10c
- Big stock of Ladies', Misses and Children's Ready-to-Wear Hats..... 50c to \$3.50
- Ladies' Muslin Underwear, Skirts, Drawers, Gowns and Corset Covers, exclusive designs..... 9c to \$1.49
- LADIES' FABRIC GLOVES — We are showing all of the Very Newest Things in the line of Gloves for Fall Wear, extra strong lines of Taffata at... 25c
- BLACK, WHITE AND COLORS FOR WINTER WEAR — Also a most magnificent selection of heavy weight Winter Gloves in Silk at... 75c
- 20 dozen Extra Large Size Turkish Towels, special for bath... 12 1/2c
- Table Linens, a big assortment of Special Values, at 37 1/2c, 50c, 75c, \$1.00 and \$1.25



**Armor Plate Brand**

If They Suit You, Tell Others.

If They Don't, Tell Us.

#### Clothing Department

##### MEN'S SUITS

- Black and Blue Melton at... \$ 5 00
  - Black Clay Worsted... 8 75
  - All Wool Mixtures... 10 00
  - All Wool Clay Worsteds... 12 50
  - Scotch Mixtures, Blue and Black Serges, Plain Colored and Mixed Cheviots.
- We also carry an elegant line of Fine French Worsteds, suits finely tailored, fit and wearing qualities guaranteed at
- \$13.50, \$15.00, \$16.50  
\$18.00, \$20.00.



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##### BOYS' SUITS

- Boys' assorted Wool Mixed Suits sizes 5 to 12..... 1 25
- Boys' Blue and black, two and three piece suits, mixed Serge and Kersey, sizes 5 to 13..... 1 50
- Boys' Scotch wool and serge, Norfolk Suits, plain and mixed colors, sizes 5 to 12..... 2 00
- Boys' gray all wool and mixed Flannel Suits, Norfolk and Double Breasted effects, sizes 5 to 12 at..... 2 50



##### YOUNG MEN'S SUITS

- Long Pants, 3 piece Suits, plain blouse, gray and mixed, sizes 10 to 20, at..... \$5.00
- Dress Suits, Scotch mixtures, plain blue, black and brown, at..... \$6.50, \$7.50, \$8.50, \$9.50
- Men's Work and Dress Pants, some extra values at 1.25, 1.50, 1.75, 2.00, 2.50, 3.50, 4.00 and 5.00

#### TRUNKS, BAGS, SUIT CASES AND TELESCOPES

We have just received a most complete line of above goods in all sizes, styles and prices. Don't buy a trunk until you see the big stock at

R. L. Coe & Co. — The Big Store.

#### Ladies' Dress Skirts

150 of the very best values obtainable in Ladies' Walking and Dress Skirts are now on sale in our Cloak Department. The exceptional values shown are worthy of your earnest consideration. Prices from

\$1.50 to \$12.50

All Skirts and Suits fitted and altered free of charge by an expert tailor.



#### Notion Department

We have recently installed an 80-compartment Plate Glass Notion Cabinet, showing samples and prices of our entire notion stock, and every customer can take in at a glance our price and style of all kinds of notions and novelties. This is the very newest device for showing notion stocks, and we are sure will be greatly appreciated by our patrons. You will find nothing but the BEST GRADES of Notions in this Cabinet. Best Brass Pins, all sizes. 50c Best Steel Needles, 5c; Best Cabinet Hair Pins, 5c; 2 Spools Best Darning Cotton, 5c; Tooth Brushes, 10c, 15c, 20c and 25c; Good School Lead Pencils 10c dozen; 4 and 6 yard Finishing Braid, 5c, 10c and 15c; Best Duplex Steel Nickle Safety Pins, all sizes, 5c; Best Castile Witch Hazel and Pine Tar Soaps, extra value, 5c; 1/2 Ream Best White Wove Note or Letter Paper at 15c, 2 for 25c; Extra value Real White Pearl Buttons, worth double the money, at 5c and 10c; 1 doz Box Fine Rubber Crimped Hair Pins 10c; Feather Bone Foundation Collar, black and white, best grades, 10c, 1 for 25c; White Turnover Embr. Collar at 10c, 15c and 25c; Big job in Wide Laces 10c, 15c and 20c grades, slightly soiled at 5c per yard; All sizes best grades Hooks and Eyes, per card, 5c; Best Grade Child's Hose Supporters 10c, 15c and 20c; Big Stock just in of Wool Shawls, Fascinators, Scarfs and Laces at 25c to \$5.50;



#### Special

- 200 yards Extra Heavy Linen, Half Bleached, Crash, at..... 10c
- Is extra good value at 12 1/2c
- 500 yards Best Quality Cambric Lining, all colors, at..... 5c
- Extra Good Values in COTTON BLANKETS 75c, 85c, \$1.00, \$1.25, \$1.50, \$2.00
- BARGAIN—6 dozen 50c Fancy Colored Pillow Slips, elegant new designs, 25c
- Ready Made MUSLIN SHEETS 50c 65c 75c
- 150 Pairs BLANKETS Size 10 to 12, quarter cotton, 75c to \$2.00.
- Size 10 to 14, quarter wool, \$3.50 to \$15.00.
- We guarantee the best values ever shown.

#### Shoe Department

Every man, woman and child in the county is looking for the best values obtainable in Footwear, and it is perfectly natural that every merchant should think that he has just a little better values than his competitor.

The true value of any Shoe is not tested by the merchant, however, but by the customer. Our customers often know more about the intrinsic value of a Shoe than it is possible for us to know. This is certainly true of some of the older and more reliable Shoe Factories in the country. It is, therefore, with pardonable pride that we call the attention of the public to the past 12 or 15 years record of our Big Shoe Department. Seventy-five percent of the Shoes handled in our Shoe Department have been made by three of the largest, oldest and most reliable shoe factories in the world, viz.: The Pingree Shoe Co. of Detroit; The Douglas Shoe Co. of Brockton and the Hamilton Brown Shoe Co. of St. Louis. If these makes of Shoes ARE THE BEST YOU CANNOT AFFORD TO BUY ANY OTHERS. Our records show that we have sold over 50,000 pairs of Shoes, and every line of Shoes we carry has been thoroughly tested, and as we carry the largest and most complete stock of footwear in this part of the state, you can't afford to buy Shoes until you see R. L. Coe & Co's Big Stock.

#### The Gloria Shoe for Women.

A record of nearly fifty years has placed the PINGREE make of Shoes in the front rank of the World's Best Footwear Manufacturers. The style and durability of the "Pingree" made Shoes are so well established, not only in this country but throughout Europe, that they are known and accepted as the "Standard of Excellence" Everywhere.

#### Pingree's Gloria for Women.

Stamped and sold everywhere for..... 3.50

The best Shoe in the world.

#### Pingree's Governor for Men.

Stamped and sold everywhere at..... 4.00

The best Shoe in the world.

#### The Pacific Logger.

Southern Oregon Miners, Dear Sirs: Are you looking for a shoe? One that will stand wear and water? Well, to make a long story short, WE HAVE IT "and are ready to deliver the goods." ABSOLUTELY WARRANTED.

#### A Word About Our Shoe Department.

We now have complete the largest stock of Ladies', Men's and Children's footwear ever shown in Southern Oregon, and those who visit our Shoe Department will be convinced that our styles and prices are all that could be desired by the most exacting customers.

#### W. L. Douglas.

High Top Tan Shoe..... \$6.50

This is the best shoe made by the great Douglas Shoe Co. and is made to fit and wear.

#### Ladies' "Majestic" shoe at..... \$2.50

Soft vici kid top and enamel kid uppers. A fine dress shoe at a medium price that any lady could wear and feel that her feet were properly and comfortably dressed.

#### Ladies' "Majestic" shoes at..... \$2.50

Fine vici kid, patent tip, heavy welt, extension sole; all sizes, C, D and E widths.

#### Boys' Shoes.

Boys' Heavy Double Solid Shoes "Cado", all sizes 1 to 5..... 1.50

Boys' Heavy Oil Grain Shoes, seamless, double sole and tap "Grit", 1 to 5 at 2.00, 12 to 13 at..... 1.75

#### Men's High Top Tan Shoes.

Hand sewed, 3 soles, viscalized, tan bottom and upper, fits well and wear like iron..... \$5.00 to \$6.00

Men's High Top Black Shoe, double sole and top, top cut 13 inches high..... 4.00



#### 3 BIG SHOES

That requires three big factories with a capacity of 500 pairs each per day to supply the demand.

The "Hamilton" Shoe at \$1.50 made by H. B. Shoe Co.

The "Watch Us" Shoe \$2.00 Made by H. B. Shoe Co.

The "Picnic" Shoe at 2.50 Made by H. B. Shoe Co. Sold all over the United States at same price.

#### Children's Shoes.

Not the ordinary kind but one that we warrant all solid. Calf and kid—heel and spring heel. Children like them because they look nice. Parents like them because they wear.

5 to 8 size, kid and calf, at..... 1.00

8 1/2 to 12 1/2 size, " "..... 1.25

13 to 2 size, " "..... 1.50

The only fault you will find with them is the price. They look too good to sell at such a low price.

# R. L. COE & CO. - THE BIG STORE