

"GOLDEN RULE"

Open For Business Saturday Morning Oct. 29th With a Big INTRODUCTORY SALE

On Saturday Morning at Nine o'Clock the "Golden Rule" Will Make Her Initial Bow

To the trading public of Medford and surrounding country. It is with deepest regret we are unable to announce a formal opening, but the extreme circumstances under which we have labored in opening our doors to the trade in Medford has compelled us to forego this pleasure. In taking our place among the merchants of Jackson county we want to state plainly and forcibly our method of doing business.

The "Golden Rule" Will Be a Strictly One Price Cash House. We Believe in Buying for Cash and Selling for Cash. **CASH BUYS CHEAPER**

We belong to the Golden Rule Association and have unlimited buying power. We buy for less and sell for less on every line we handle.

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| <p>Many Splendid Special Sales</p> <p>Here you will find a number of special sale items. You will find many more in the store. Come to the Introductory Sale and examine our store and these bargains.</p> <p>BEDDING. Complete lines of comfortables, sheets, pillow slips, pillows, blankets, etc. ALL SIZES AND LOWEST PRICES. Agency for the "Maish" comforts, filled with one piece of pure, white, clean laminated cotton down. "BEACON" BLANKETS SOLD HERE.</p> <p>RUG SALE. Smith's Palisade E size Rugs; special value. \$1.45 Colonial Vel. and Axminster Rugs; 27x60; Intro. Sale price, only. \$2.65 Axminster Rugs, 36x72; special Introductory Sale price. \$4.25 FLOOR RUGS, 9x12. \$12.50 TO \$22.50</p> <p>LADIES' KID GLOVES. Ladies' kid gloves, all sizes and colors; a Golden Rule pick-up; worth \$1.25 to \$2. Introductory Sale price. 65c</p> <p>RIBBON SPECIAL. All colors and black and white, in fine silk ribbon; worth 25c and 35c yard; Introductory Sale price. 15c</p> <p>STANDARD PRINTS. Blues, silver grays, navy, black and white; big line; special low price. 5c</p> <p>AMOSKEAG APRON CHECKS. One' yard to 1000 yards; choose now at, yard. 71-2</p> <p>OUTINGS. Plain and fancies; good line to choose from; Introductory Sale prices, per yard, up from. 7c</p> <p>COAT'S THREAD. 6 SPOOLS 25c</p> | <p>Men's Depart'nt Very Complete</p> <p>You can come here for anything a man wears and we will fit you out in the best values money can buy and at the right prices Here are a few special sale hits—many more to be seen at the store:</p> <p>MEN'S TROUSERS. One lot, worth \$4.00; diagonal and other patterns; dark grays and mixtures; all sizes. Introductory sale price. 2.50 Men's corduroy pants, browns, tans, beavers; exceptional values at. 3.50</p> <p>MEN'S HATS. "Gordon," "Lauphere Skinner," "Ermine" and "J. B. Stetson" brands: all new styles and novelty shanes; sizes 6 7-8 to 7 1-4; worth from \$3.00 to \$5.00. Special Introductory Sale price. 2.45</p> <p>MEN'S UNDERWEAR. Hygienic fleeced underwear; regular 65 value; our low price, per garment. 50c</p> <p>MEN'S SUITS. New style dark diagonal suits with invisible stripe; worth regular \$12.50; Introductory Sale. 7.50 New style suits in heavy suiting; usual price \$15.00; browns and grays and dark mixtures; Introductory Sale. 10.00 New style worsteds, chevots, homespuns, etc., suits; browns, grays, dark mixtures; worth regular \$16.50 and \$17.50 sellers. Introductory Sale. 12.50 Agents for the famous and celebrated Kuppenheimer brand of clothing; all the latest styles; newest cloths; extra values for this Introductory Sale. 25.00 \$22.50 and. 25.00 OTHER SPECIAL VALUES IN SUITS FROM \$13.50 TO \$20.00</p> <p>BOYS' CLOTHING. You will find a very complete line of boys' and children's clothing here; all sizes; new styles; extra good grades. THE PRICE IS BELOW THE LOWEST.</p> | <p>Ready-to-wear For Women</p> <p>Complete lines of Ladies' Suits, Dresses, Skirts, Coats, etc. Come and see the range of styles and fabrics. The prices range from the cheapest to the best values that can be found in a first-class store anywhere.</p> <p>SPECIAL MENTION. Is made of the Millinery Department. Time and space will not permit us to do more than invite you to call and see these new goods.</p> <p>LADIES' SKIRTS. Ladies' Dress Skirts, from \$5.00 to \$7.50; new styles; fine patterns; exceptional Introductory Sale price. 3.65</p> <p>LADIES' COATS. All new styles; all sizes; splendid values; black and colors; fancies and plain; Introductory Sale prices up from. 7.50</p> <p>HOSIERY. Children's and misses' Hosiery, all sizes and right grades. 20c Hosiery for 13c. A complete line of children's ribbed cotton Hosiery; Topsy brand; 20c grade, for. 13c Misses' Leader, 25c. Misses' combed lisle, linen heel and toe; our trade winner; a special value; to go here for. 25c</p> <p>Ladies' Hose. Ladies' 35c Burson Hose: all sizes; best seller in the land; our low figure. 25c UNION CREPE PAPER, 10c ROLLS; our special price. 5c</p> | <p>Shoe Section Exceptional Values</p> <p>SHOES We are prepared to please every fancy with our Shoe lines. Misses' shoes in all sizes, including the best and most widely known brands. BARRY'S SHOES ARE BEST \$2.50 to \$5 "SELBY" Shoes for women are sure to please everyone who uses them \$2.50 to \$5 WOMEN'S OXFORDS \$1.65 and to \$4.00 Call here for anything in shoes for boys and small children. We know we can give you values that you have never seen before.</p> <p>DARNING COTTON. Coats' Darning Cotton. Introductory sale price, 3 spools. 5c</p> <p>SUNDRIES SPECIALS. Colgate's Glycerine, 2-oz. size. Introductory Sale price. 15c Sanitol—Pure Cold Cream, Introductory Sale price. 20c Colgate's Talcum Powder 25c grade. Introductory Sale. 20c Men's Talcum Powder, Special Introductory Sale price. 18c Williams' Talcum Powder, Special Introductory Sale price. 18c Our Own Safety Pins; all sizes. Introductory Sale, card. 4c</p> <p>Men's Shirt Departm't</p> <p>DRESS SHIRTS. The famous Ferguson & McKinney Dress Shirts; all new patterns; all new styles; special value, \$1.00, \$1.25, \$1.50, \$1.65, \$1.75</p> <p>MEN'S WORK SHIRTS. All sizes; dark colors; the very strongest and best grades; sold regular in most stores for 75c; our low price. 50c</p> |
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The Peoples', Popular, One Low Price, Cash Store

Akins, Benton & Company

St. Mark's Building,

Corner Main and Holly Streets