

# Our Great Second Introductory Sale

## A Sale of Merit -:- A Sale of Great Saving Power

This is not a bankrupt sale or a sale of out of date merchandise, but A Great Saving Sale for the purchaser on the cleanest merchandise money can buy, inaugurated for the sole purpose of getting acquainted with more people and getting more people acquainted with our GOLDEN RULE SYSTEM of MERCHANDISING. We believe in advertising, but also believe every time a merchant receives a dollar from a customer he should give that customer a great big dollar's worth of merchandise in return. There is only one way to do this---  
**BUY FOR CASH, SELL FOR CASH, AND ONE PRICE.** :: :: :: :: :: :: ::

### Sale Begins Saturday, March 18th at 9 o'clock

### Sale Ends Saturday Eve., Mar. 25 at 10 o'clock

<p><b>Ladies' White Waists</b></p> <p>Worth up to \$2.00, at ..... 98c                  Ladies Waists; worth up to \$2.50 ..... <b>\$1.23</b>                  One lot of Waists, broken sizes, worth \$1.85 to \$3.25 ..... <b>\$1.49</b></p> <hr/> <p><b>Ladies' \$1.50 Kid Gloves</b></p> <p>New, fresh stock, but broken sizes; all colors..... 73c                  Ladies' \$1.50 to \$2.00 Kid Gloves; all colors and sizes ..... <b>\$1.18</b>                  One lot ladies' long Kid Gloves; worth up to \$3.00; colors ..... <b>\$1.29</b></p> <hr/> <p><b>Introductory Sale on Men's Ties</b></p> <p>Men's 50c pure silk four-in-hands in an endless variety of colors and shades ..... 29c                  Men's 25c and 35c pure silk four-in-hand Ties; all colors ..... 13c</p>	<p><b>Hose</b></p> <p>Get acquainted. Prices on Hose:</p> <p>Children's heavy ribbed Hose, black only, all sizes ..... 9c                  Children's heavy school Duplex Hose, worth 20c, at..... 15c                  Misses' XLNT lisle Hose, with linen heels and toes..... 25c                  Men's tan Hose, white heels and toes, special ..... 8c                  Men's Ajax Hose; regular 20c quality; special ..... 15c                  Men's 35c grade; all colors; fancy Hose ..... 25c</p> <hr/> <p><b>Belts, Etc.</b></p> <p>A big lot of ladies' and children's Belts; all colors; patent leather and fancy; worth up to 35c..... 9c                  Linen Torchon Lace to match, all widths ..... 5c                  Beautiful Val. Laeces and Insertions; worth 10c; sp'el 5c                  Best American Prints on sale at all times ..... 5c</p> <hr/> <p><b>200 Beautiful Rugs at Introductory Sale Prices</b></p> <p>These are 27x60 in size and come in velvets, axminsters, wilton velvets and body Brussels; worth up to \$4.00; special ..... <b>\$1.69</b>                  9x12 Axminster Rugs, oriental and floral designs ..... <b>\$20.65</b>                  Ingrain Squares, 7.6x9, at ..... \$3.50                  8.3x10.6 at ..... \$4.50   9x12 at ..... \$5.00</p>	<p><b>Our Ladies' Suit Departm't</b></p> <p>is now full of this season's best—best in material, best in make, best in style. Our prices are <b>\$13.50, \$17.50, \$20.00, \$22.50, \$25.00</b> and ..... <b>\$35.00</b></p> <hr/> <p><b>Notions</b></p> <p>Visit our Notion Department for your little wants:</p> <p>Darning Cotton, 3 for ..... 5c                  Wire Hairpins, 4 packages ..... 5c                  Horn Hairpins, regular 25c, at, dozen ..... 10c                  A big display of Toilet Paper, special ..... 8c                  Menen's Talcum Powder ..... 18c                  Rubifoam ..... 20c                  Colgate's Talcum ..... 20c                  True Seal Vaseline, jar ..... 5c</p> <hr/> <p><b>Curtains</b></p> <p>* We now have on display a most beautiful display of Lace Curtains at 49c and up to \$10.00 pair.</p>
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### ... ASK ABOUT OUR PROFIT SHARING PLAN ...

<p>A Beautiful Display of                  set Covers, Chemise, Gowns                  Drawers. All now on dis-</p>	 <p><i>American Lady</i></p>	<p>Ladies' Undermuslins in Cor-                  Combination Skirts and                  play At Get Acquainted Prices.</p>
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# ... THE GOLDEN RULE ...

Akins, Benton & Co. - - - - - Medford, Oregon