

GOLDEN RULE

September 15 Premium Day September 15

We have been in Medford only ten months, coming here entire strangers, but within this short space of time we have thoroughly demonstrated that good merchandise can be sold here at eastern prices. Yet we realize we are only partially acquainted with the trading public of Jackson County. Now to extend our acquaintance we are going to select Friday, September 15th for our Grand Premium Day. We have been and will continue to use the well known Rogers brand of silverware for our premiums, also many beautiful patterns in our 27x60 Axminster and Brussels rugs.

Special Offer For Premium Day

FRIDAY, SEPTEMBER 15TH, WE WILL GIVE TO EACH CUSTOMER THAT MAKES A ONE DOLLAR PURCHASE ONE BEAUTIFUL 12-PWT. TEASPOON. REMEMBER WE CAN NOT AFFORD TO GIVE THESE SPOONS WITH ONE DOLLAR PURCHASE BUT WE WANT TO GET YOU ACQUAINTED WITH OUR STORE, OUR MERCHANDISE, OUR WAY OF DOING BUSINESS AND ESPECIALLY WITH THE MERITS OF OUR SILVERWARE,

Second Special Offer For Premium Day

ALL CASH REGISTER TICKETS FOR FRIDAY, SEPTEMBER 15, AND TURNED IN ON THE SAME DATE WILL HAVE DOUBLE PURCHASING POWER, TICKETS BEARING OTHER DATES WILL NOT BE GOOD ON THIS SPECIAL OFFER. MAKE A VISIT TO THIS ENTERPRISING BUSINESS HOUSE ON FRIDAY, SEPT. 15TH.

Ladies' Hats, Suits Coats and Skirts

NOW BEING SHOWN BY THE GOLDEN RULE. A STYLE FOR ALL REASONABLE IN PRICE TOO. THE QUALITY IS ALWAYS HIGHER THAN THE PRICE. A FEW MINUTES SPENT WITH US WILL BE OF VAST IMPORTANCE TO YOU IN SELECTING YOUR FALL WEARING APPAREL.

YOU CAN FILL ALL YOUR WANTS IN DRY GOODS, NOTIONS, FURNISHING GOODS, BEDDING, CURTAINS, ETC., AT OUR STORE.

Special sale of Men's Laundered Shirts Friday: Shirts worth \$1.00 and \$1.25, special for Friday only 79c; size 14-2 to 17



Thoroughbred
HATS
Are ett er



YOUNG MEN'S NOBBY FALL STYLES, AS WELL AS ALL THE STYLES. A HAT FOR EVERY MAN.



We are Showing a very Complete Line of School Shoes

THE SHOE THAT MAKES TRIPS TO SCHOOL MUST HAVE STURDY QUALITIES AND MUST BE COMFORTABLE AND GOOD LOOKING TOO. OUR CHILDREN'S SCHOOL SHOES AT \$1.25, \$1.50, \$1.75, \$2.00 ARE THE BEST SCHOOL SHOES THAT CAN BE MADE.

SMART SHOES FOR THE YOUNG MAN

WE'RE SHOWING THE SWELL THINGS, SHOES WITH ALL THE NEW FALL STYLE, KINKS WORKED TO THE LIMIT, CHOICE LEATHERS AND ARTISTIC SHOE MAKING AT

\$3.50, \$4.00 and \$5.00

CLOTHING OF QUALITY FOR ALL MANKIND. WE ARE SHOWING THE STRONGEST LINE OF MEN'S, BOYS AND CHILDREN'S CLOTHING IN SOUTHERN OREGON. MEN'S PURE WOOL SUITS AT

\$12.90, \$13.50, \$15.00 \$18 and \$20

EVERYONE OF THEM A SPECIAL VALUE.

TRY ONE OF OUR SPECIAL SCHOOL SUITS FOR YOUR BOY. THEY ARE STRONGER BECAUSE THEY ARE MADE BETTER.

We want your Fall Business

AND ARE GOING TO BID STRONG FOR IT WITH MERCHANDISE OF UNQUESTIONABLE CHARACTER, OUR TERMS NEVER CHANGE—CASH AND ONE PRICE ENABLES US TO UNDERSELL.

Akins, Benton & Co.