

GOLDEN RULE

FIRST ANNIVERSARY

GOLDEN RULE

CELEBRATION

On October 29, 1910, THE GOLDEN RULE made her initial bow to the Medford public. Since which time she has enjoyed a most splendid business and made a phenomenal growth. Only twelve short months have elapsed yet, this enterprising institution has forged ahead of the main procession and now stands in the front ranks of Mercantile establishment of Southern Oregon. For our success we are profoundly grateful and extend our thanks to our many loyal customers for their faithful support during this our first year among you.

On the eve of our First Anniversary we want to say we expect to make our second year a record-breaker and ask your continued patronage assuring you we will continue to sell Merchandise at Eastern Prices giving you the cleanest and biggest dollars worth of value for your money it is possible for you to secure anywhere.

Our Anniversary Celebration Commences Oct. 28 and Ends Nov. 4

During this 7 Days Anniversary Celebration we expect to move an enormously large amount of merchandise. We will spare no effort to please. The PRICE on every article in our store is TEMPTINGLY low, but for this Anniversary Celebration Week we will make many special inducements.



Thoroughbred Hats

Are popular in style, quality and price. The style is always correct, the quality the best, the price right, \$3.00.

Men's novelty and staple hats all colors, \$1.50, \$2.00, \$2.50.

Clothing For All Mankind

Our Clothing Department has enjoyed more than its share of prosperity in our business building the last twelve months, but we've increased it until now it is complete in every detail. Both Men's and Young Men's Suits are carried in stock, for the stout man, for the slim man, as well as regulars. Kuppenheimer clothes are better because they are pure wool, hand tailored, steam shrunk.

At \$22.50, \$25.00, \$27.50, \$30.00

See our popular clothing at \$8.00, \$10.00, \$11.50, \$12.50 and \$15.00

25 Men's and Boys' Suits at 25 per cent discount this week



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Our Boys' Suit Dept.

is teeming now with the season's best clothes and fashion's latest models. You will find your money's worth of value wrapped up in every garment. We have a very complete line at



\$2.75, \$3.65, \$4.00, \$4.50, \$5.00, \$6.50



Children's Ready-made Dresses to Save Work and Time

HATS- For the Ladies At Big Reductions

33 1-3 OFF ALL MILLINERY

Every Hat must be sold. No Hats carried over here. Select now and save one-third on your new winter hat.

Ladies' Kid Glove Sale

200 pairs of Short Kid Gloves, all colors, regular \$1.25 to \$2.00 values

This Week Only 69c

Another big sale of Men's Laundered Shirts. Beautiful patterns, all sizes 14 to 17, \$1.00 and \$1.25 values

Go at 79c

Anniversary Sale On Wool Dress Goods

Every Piece of Wool Dress Goods Slashed Deep For This Sale

500 yards of beautiful Korea Silk in pink, light blue, lavender, black, reseda, old rose and blue, this week **29c**

500 yards of beautiful Suzine Silk, all colors. Anniversary celebration price **29c**

Our Shoe Department is full of the Best Shoes that ever came to Southern Oregon

Every pair sold under our own Golden Rule name. Ladies' shoes carried in stock \$1.50 to \$5.00. All widths. Men's shoes \$2.50 to \$7.50.

Nothing but solid leather shoes sold here. We sell shoes at eastern prices and can please you.

"Good for Bad Boys"

Shoes have style which will please the boys. They are made good and solid, which will please the parents---are the best kind for boys as they will stand hard wear.

SOLD BY

Akins, Benton & Co.



We are headquarters for all kinds of bedding, sheets, cases, blankets, pillows and comforters.

Our terms are cash. No goods will be charged to any one. Our prices are marked in plain figures. A child can buy as cheaply here as the parent.

Akins, Benton & Co.
MEDFORD, OREGON