

Spring 1912

Dependable Merchandise

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This season finds us better prepared than ever to care for your wants in the merchandise line. Never before have the Golden Rule associated stores bought in such immense quantities. Never before have we secured such price concessions. A corps of expert buyers and ready cash did the work. The goods are here. Counters and shelves are packed to overflowing. Visit this store early. It is only a matter of selection. Our prices will do the rest.



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The House of Kuppenheimer
Chicago

We can supply the whole family, from the little fellow to the old gentleman. Our suits are made exclusively for the Golden Rule; made to fit; made of the very best materials it is possible to put into suits at the prices we ask.



These Suits will please the boy because they are stylish. The value will please the parent.

Kuppenheimer Suits Are Better

This is not an exaggeration, but a plain fact backed up by hand-tailored, steam-shrunk, all-wool garments. We only ask you to compare them with other suits at the same prices. We are now displaying the new spring shades. Golden Rule Suits go at \$9.50, \$10.00, \$11.50, \$12.50, \$15.00, and \$16.50. Kuppenheimer Suits at \$20.00, \$22.50, \$25.00 and \$30.00.



Copyright "A"
The House of Kuppenheimer
Chicago
Dauntless Trousers, union made, \$3.50 to \$5.00

The advantage of distinctive fashions are combined with unusual wearing qualities. Nowhere else do you get such good values in dependable merchandise



Stylish Footwear for those Who Care

The reason our shoe business has increased so rapidly is because our styles are always the newest and prices the lowest. We know how to fit you, too. A trial will convince you.

You want shoes for the child that are comfortable, also shoes that will give the child good service. We are able to fill your wants to the minutest detail. Golden Rule Shoes are better. A trial will convince you.



"A Child Might Go Bare-foot in a Kyn-B Shoe and Never Miss the Stockings."

Good for Bad Boy Shoes are good for bad boys and not bad for good boys. They have extra heavy soles cut from the best slaughter stock. The uppers are Puritan calf, tanned so they will not get hard.

PUMPS AND OXFORDS

Never were prettier, more nobby styles than we are showing for spring. The Colonial Pumps are the correct thing. Have them in tans, patents, gunmetals and Nubuck.

Prices from \$2.50 to \$4.00



Our shoes are the best to be had. The lasts are correct, the styles the latest. They are all made of solid leather, no matter how cheap. You can save money and start a bank account if you place your shoe business with us. We know how to fit you, too.

Men's Shoes, \$2.25 to \$7.50

Women's Shoes, \$1.50 to \$4.50



Clever, Classy Costumes at Popular Prices to start the Spring Shopping

Attractively styled, carefully tailored, perfectly finished garments. Compare and prove to your own satisfaction the superiority of our Suits, Coats and Dresses over others at equal prices. Suits \$15.00 to \$30.00. Dresses \$4.50 to \$35.00

THE Barry Shoe "FOR MEN WHO CARE TO DRESS WELL"

THE HEIGHT & SHOE FASHION

Of course you want fashionable shoes — Barry Shoes meet that test. No shoe is more stylish or more up-to-date at any price. You also want the best of wearing qualities, and the shoe that fits your foot comfortably. Barry Shoes meet that test, too. They are conscientiously and beautifully made up by skillful Union labor, of materials that are as worthy and meritorious as those which are put into any shoe on the market. Thousands of our best dressed men in all parts of the country wear Barry Shoes. Come in and buy a pair and your feet will be stylishly, comfortably, and economically shod.

AKINS, BENTON & CO.

ABOVE ALL

Visit Us for Your Dry Goods Wants

- A few prices for comparison:
- 72x90 bleached sheets.....38¢
 - One piece bleached sheets, 72x90, 75¢
 - 42x36 bleached cases.....11¢
 - 8-4 standard bleached sheeting...23¢
 - 9-4 standard bleached sheeting...25¢
 - 42-in. bleached pillow casing...13¢
 - Yd. wide house lining.....4 1/2¢
- A big line of white counterpanes.



Kayser's

Patent Finger-Tipped Silk Gloves—50c up

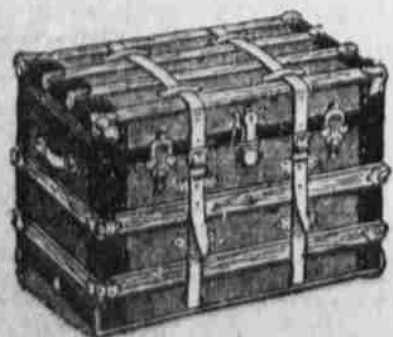
Look out for silk gloves that won't wear. You want the Kayser fit and finish—the Kayser tip—the guarantee in every pair. You get them here at the price of the cheapest—all with "Kayser" in the hem.

Any brand of Calico, 5c. Staple check Gingham, 7 1/2c. French Dress Gingham, 10c. 12 1/2c, 15c, 18c, 30c

Own a 4-in-1 House Dress. They cost no more and give twice the service.



Trunks, Grips, and Suitcases for less, good ones, too. Suitcases \$1.65 to \$12.50. Grips \$2.00 to \$10.00.



It is our aim to handle the very best merchandise at popular prices it is possible to secure, and sell at one price for cash. We can and will save you money on your purchases

See our \$1.00 Waists. Values up to \$2.25. Sizes 34 to 44. These come in French Gingham also white.

Golden Rule Medford, Oregon

Men's Work Shirts, cut extra full, all seams double stitched. Big line to select from. Not cheaper, but better for 50c