

# The Golden Rule Way of Creating Business

MOST ANYONE CAN CREATE TRADE BY AMBITIOUS ADVERTISING, BY MISREPRESENTATION, BY MISTAKES IN BUSINESS. BUT WE ARE TRYING TO CONSTRUCT TRADE, BUILD A BUSINESS PERMANENTLY, AND WITH THIS ABSOLUTE PRINCIPLE OF BUILDING PERMANENTLY ALWAYS BEFORE US, WE ARE NATURALLY VERY CONSERVATIVE AS TO WHAT WE SAY IN ADVERTISING, AS TO WHAT WE PROMISE IN SALES—NATURALLY VERY CAREFUL OF OUR WRITTEN OR VERBAL WORD.

**WE ARE TRYING TO CREATE TRADE TODAY THAT WILL CONSTRUCT BUSINESS TOMORROW**

THIS STORE AND ITS SUCCESS IS FOUNDED ON THE BUSINESS BUILDING IDEA OF ALWAYS PLEASING CUSTOMERS—OF SATISFACTION ALWAYS. THIS BUSINESS CANNOT EXPECT TO BE ANY BIGGER THAN THE PLANS ON WHICH IT IS ORGANIZED, AND IT IS ORGANIZED ON THE ONE ABSOLUTE RULE OF RELIABILITY.

## READY!--A Spring Nosegay of Beautiful Dress Cottons for 1916

The Spring Exhibition of New Wash Cottons signalizes a notable triumph over obstacles caused by conditions abroad. You will agree when you have seen it, that in freshness, in charm, in variety and in the matter of price it is unequalled in Medford. It establishes, for one thing, the AMERICAN cotton-weaving art on a new plane of beauty. Foreign wash goods, to be sure, are well represented—delightful new creations by Rodier, king of his craft abroad, crisp figured voiles in all favorite shades. But the AMERICAN goods take first rank. There are exquisite designs, on sheer voiles, in wonderful printings, dashing new skirt-ing fabrics, which will be worn this summer.

Primrose Batiste, a large range of patterns and colors ..... **12½c**  
 Flaxons, many pretty patterns ..... **15c**  
 Modette, 34-inch mercerized, non-shrinkable, in pink, blue and black stripes, also fancy stripe ..... **20c**  
 36-inch Princess Chiffon ..... **25c**  
 29-inch Egyptian Tissue ..... **25c**  
 36-inch Novelty Stripe Mousseline ..... **35c**  
 36-inch Printed Marquisette ..... **50c**  
 38-inch Printed Patisienne ..... **58c**  
 40-inch Duchesse Voile ..... **75c**  
 Mercerized Poplin, a much-wanted cloth, in black and white and all the staple colors ..... **15c and 25c**

**WHITE GOODS**  
 27-inch Crepes ..... **15c**  
 Egyptian Dimity ..... **15c**  
 36-inch Pique ..... **25c**  
 36-inch Gaberdine ..... **25c**  
 40-inch Batiste ..... **25c**  
 38c Embroidered Voile ..... **50c**

**SHEPHERD CHECKS**  
 We have this much used pattern in different sized checks and several qualities—  
 36-inch Cotton Cloth ..... **25c**  
 36-inch Wool and Cotton Cloth ..... **50c**  
 40-inch All Wool ..... **\$1.00**  
 40-inch All-Wool Fancy Checks ..... **\$1.19**

## HOSE



If you want Hose that will wear, try some of these.

Children's School Hose ..... **2 for 25c**  
 Whit-Leather, the best for the money, at ..... **15c**  
 Buster Brown, the hose that looks well and wears well ..... **25c**  
 Misses' extra fine mercerized ..... **25c**  
 Buster Brown, fine gauge hose, for ladies ..... **25c**  
 Fiber silk, lisle heel and toe, ladies ..... **50c**  
 Phoenix silk, the best for the money, at ..... **75c**

## Comfort Size Cotton Batts

2½-pound Batt ..... **75c**  
 2½-pound Fine White Cotton ..... **\$1.00**  
 3-pound choice Cotton ..... **\$1.25**

## Koveralls for Children 75c

These garments are made of blue denim trimmed with red, both long and short sleeves. Also made of blue middy cloth and khaki color middy cloth with short sleeves. Sizes 1 to 8 years.

## Men's Spring Underwear

Jersey Ribbed Union Suits ..... **59c**  
 Fine Jersey Ribbed Union Suits, long or short sleeve ..... **89c**  
 Athletic Style Union Suits ..... **93c**  
 Chalmers' Poreoknit, short sleeve and knee length, or long sleeve and ankle length ..... **89c**  
 Boys' Mesh Knit Union Suits ..... **29c**  
 Boys' Poreoknit Union Suits ..... **50c**



## Ladies' Spring Suits and Coats

Introducing the very latest models, all selected by our buyer on his recent trip to New York City. An impressive collection of fascinating models of woolen cloths and silks; also wool and silk combinations.

The Coats are priced at **\$5.00, \$6.00, \$7.50, \$10.00** and up to **\$15.00**. The prices on Suits are **\$10.50, \$12.00, \$15.00** and up to **\$25.00**. A splendid new line of Skirts just in, plain tailored serges. The prices range from **\$1.48 to \$5.00**.

## New Arrivals in Spring Blouses

Beautiful Voile Waists, with the new two-in-one collar ..... **\$2.00**  
 Heavy quality Crepe de Chine Blouses, tailored models ..... **\$2.50**  
 Georgette Crepe, effectively hemstitched, with the new collars and cuffs ..... **\$3.50**

## DRY GOODS

These are not so-called "sale" prices or "going out of business" prices, but our every-day prices. Compare them.

Best quality Prints ..... **5c**  
 28-inch Dundee Percales ..... **6½c**  
 Cotton Challies ..... **5c**  
 Cheviot Shirtings, a good general purpose cloth ..... **10c**  
 Pretty Dress Gingham ..... **10c**  
 Best Colored Outing Flannel ..... **9c**  
 White Outing ..... **10c**  
 Amoskeag Daisy Cloth, white ..... **11c**  
 Hope Bleached Muslin ..... **8c**  
 Fruit of the Loom Muslin ..... **9c**  
 Berkely No. 60 Cambrie ..... **12½c**  
 Berkely No. 100 Cambrie ..... **16½c**  
 36-inch Long Cloth ..... **15c**  
 House Lining ..... **5c**  
 Serpentine Crepe ..... **15c**  
 A. C. A. Ticking, will hold feathers, at ..... **18c**  
 Best Colored Oil Cloth ..... **17c**  
 Best White Oil Cloth ..... **20c**

## DRAPERIES

36-inch Marquisette, in white, cream or ecru ..... **12½c**  
 36-inch Fine Serim, in white or ecru, at ..... **20c**  
 40-inch extra fine Marquisette, white or ecru ..... **25c**  
 36-inch Silkoline ..... **12½c**  
 36-inch Cretonne, a good comfort cloth, at ..... **12½c**



There has been sharp advances on the prices of Notions, but early buying has enabled us to keep our prices nearly the same. Only a few advances.

J. & P. Coats Thread ..... **4c**  
 Corticella Silk Thread, 100 yds. .... **8c**  
 Hooks and Eyes ..... **4c**  
 Dress Snaps ..... **5c**  
 Box Assorted Hair Pins ..... **4c**  
 Coats' Silk Finish Crochet Cotton ..... **4c**  
 Good Lead Pencils ..... **2 for 5c**  
 Good Pearl Buttons ..... **2 for 5c**  
 Fine Pearl Buttons ..... **5c**  
 Safety Pins ..... **3 for 5c**  
 Large size Peroxide ..... **12c**  
 Pound can Talcum ..... **10c**  
 Colgate's Talcum ..... **12c**  
 Air Float Talcum ..... **8c**  
 Williams' Shaving Soap ..... **4c**  
 1000 sheets Toilet Paper ..... **6c**  
 One pound package Writing Paper containing 144 sheets ..... **15c**  
 Good Envelopes to match ..... **5c**

## Ladies' Underwear for Spring

Sleeveless Gauze Union Suit, lace knee, for ..... **25c**  
 Ribbed Union Suit, no sleeve, lace knee, for ..... **35c**  
 Extra fine Jersey Ribbed Union Suits, sleeveless, lace or tight knee, all sizes, including extras ..... **50c**  
 Gauze Sleeveless Vests, **10c, 12½c, 15c** and ..... **25c**  
 Crepe Gowns, white or colors, **63c, 79c** and ..... **\$1.00**

## SHOE DEPARTMENT

We take great pride in this department. Our business here is steadily increasing, owing to our large number of satisfied customers. We take pleasure in showing our Shoes and we can shoe any member of the family.

### MEN'S SHOES

Berry Shoes "above all" for men, the new spring stock is just in, they are made of gum-metal, vici and kangaroo, in both button and lace, in all the new toes. Our prices will save you money.  
**\$3.25, \$3.60, \$4.00, \$4.25, \$4.50**  
 A good solid calfskin Shoe in button or lace ..... **\$2.75**  
 Work Shoes that will give service, **\$2.70, \$3.15, \$3.60** and ..... **\$3.75**  
 Boys' Calfskin Shoes, both button and lace, sizes 9 to 13½, at ..... **\$1.15, \$1.48 and \$1.70**  
 Sizes 1 to 2, **\$1.48, \$1.70** and ..... **\$2.00**  
 Sizes 2½ to 6, **\$1.67, \$2.00, \$2.25** and ..... **\$2.50**  
 Buster Brown Shoes, with a tip guaranteed to outlast the shoe ..... **\$3.00**

### WOMEN'S SHOES

Patent, button, cloth top, plain toe, Louis heel ..... **\$3.15**  
 Patent, button, cloth top, plain toe, cushion sole ..... **\$3.00**  
 Buster Brown, low heel, patent, button, cloth top, for girls ..... **\$3.00**  
 The same style shoe in gummetal ..... **\$3.00**  
 Dongola, button, plain toe, kid top, Cuban heel ..... **\$2.95**  
 All kid, diamond tip, button, patent foxing, Cuban heel ..... **\$3.15**  
 Kid, button, patent tip, welt ..... **\$3.15**  
 Plain toe, 7-inch cloth top, Cuban heel, patent or gum metal ..... **\$2.60**  
 Gum metal, button, English Walking Shoe for girls ..... **\$2.75**  
 Buster Brown, gum metal, button, low heel, built for service ..... **\$2.50**  
 Kid, patent tip, button or lace ..... **\$2.25**  
 Kid, patent tip, button, at ..... **\$1.50 and \$1.90**  
 Flexible, comfort shoe, button or lace ..... **\$2.45**  
 Vici Lace Comfort Shoe at ..... **\$1.85**



### CHILDREN'S SHOES

Infants' button or lace ..... **75c**  
 Infants' patent button ..... **90c**  
 Infants' fine kid or patent for ..... **\$1.00**  
 Kid, button, patent tip—  
 Size 5 to 8 ..... **98c**  
 Size 8½ to 11 ..... **\$1.25**  
 Size 11½ to 2 ..... **\$1.45**  
 Baby Buster Brown, flexible sole, foot-form, 5½ to 8 ..... **\$1.60**  
 Little gents' gum metal, lace, 6 to 9 ..... **\$1.48**  
 Gum metal, lace—  
 8½ to 11, **\$1.35** and **\$1.48**  
 11½ to 2, **\$1.65** and **\$1.75**  
 Buster Brown patent or gum metal, 8½ to 11 ..... **\$1.95**  
 11½ to 2 ..... **\$2.25**



## MEN'S FURNISHINGS

44 dozen Work Shirts going at **3 for \$1**  
 Best quality Work Shirts ..... **45c**  
 Red, Blue or White Handkerchiefs ..... **5c**  
 Black Sox ..... **9c**  
 Dress Socks, black, tan or gray, at ..... **2 for 25c**  
 Heavy Black Socks ..... **2 for 25c**  
 Dress Suspenders ..... **25c**  
 Garters ..... **15c**  
 Boston Garters ..... **20c**  
 Canvas Gloves while they last ..... **5c**  
 Canton Flannel Gloves ..... **8c**  
 Canton Flannel Knit Wrist ..... **10c**  
 Heavy Work Socks, per doz. .... **89c**  
 Four-in-Hand Ties ..... **13c and 23c**  
 Dress Shirts with collar in cream, tan and stripes ..... **53c**  
 E. & W. Dress Shirts, with soft or laundered cuffs ..... **95c**  
 Dress Hats, \$2.50 to \$3.00 values, special at ..... **\$1.50**  
 New Spring Caps ..... **39c and 50c**  
 Boys' Caps ..... **29c, 39c and 50c**  
 Khaki Pants, with cuffs and belt loops, at ..... **\$1.15**  
 Whipcord Pants ..... **\$1.15**  
 All-Wool Dress Pants ..... **\$3.50**



THE Golden Rule Medford, Ore.