

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	6 1/2c
Cotton Challies	5c
Cheviot Shirtings, a good general purpose cloth	10c
Pretty Dress Ginghams	10c
Best Colored Outing Flannel	9c
White Outing	10c
Amoskeag Daisy Cloth, white	11c
Hope Bleached Muslin	8c
Fruit of the Loom Muslin	10c
Berkely No. 60 Cambric	15c
Berkely No. 100 Cambric	17c
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

THE GOLDEN RULE

Where It Pays to Pay Cash

If you're a cash buyer the GOLDEN RULE belongs to you. It is the store that gives you the fullest advantage of CASH purchasing power. It has advantages which no other store in Medford enjoys, because the Golden Rule is the only store of its kind in Medford.

When you stop to analyze, it is obvious, for many reasons, that the CASH STORE like the Golden Rule can sell for less because it—

Has a low store rental.

Has no delivery expense.

Has no interest to pay on borrowed money.

Has no highly paid officers.

Gives no trading stamps, coupons, etc.

Has no expense of credit department, collectors, etc.

We go to the marts of trade and, through our buying connections, get the most dependable merchandise at right prices. Cash buying gives us advantage of every discount. You will like to shop the Golden Rule way—the cash way—for it's sure to pay you.

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, 12 1/2c, 15c and	25c
Crepe Gowns, white or colors, 63c, 79c and	\$1.00

Ladies' Muslin Underwear

A New Line Just Received.

Corset Covers, up from	25c
Gowns, the new kimono style, crepe and muslin, 75c to	\$2.00
Muslin Petticoats, wide lace and embroidery flouncees, \$1.00 to	\$2.50
Envelope Chemise, nainsook, lace or embroidery trimmed, 98c to	\$2.00

Spring's Complete Display of Coats and Suits

Garments that are practical and delightful. Introducing the latest models, all selected by our buyer in New York City.

Coat Prices \$5, \$6, \$7.50, \$10 and up to \$15

Suit Prices \$10.50, \$12, \$15 and up to \$25

More Men Are Looking to This Store for Their Outfits

We've got a lot of good things to show you—hats, shirts, ties, boys' clothes, shoes, underwear—all new, bright, seasonable goods for this time of year. You'll find them worth a visit.

\$15 Men's Suits \$15

This is our popular priced line and contains many new patterns.

\$16.50 Our No. 1915 Blue Serge \$16.50

An all-wool serge and guaranteed to hold its shape and the price is the same as last season.

Boys' Suit with an extra pair of pants \$5.00



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

Imported Pongee Silk

One not familiar with market conditions cannot realize how low our prices on these silks are. We could not buy today and sell at anything like these prices:

24-inch cloth	39c
35-inch cloth	69c

WASH GOODS

What wonders of design and weaving are shown in the new cotton fabrics. More beautiful, more charming and in more variety than this store has ever shown.

24-inch Antrim Lawn	5c
27-inch Shadow Voile	10c
27-inch Crepes	12 1/2c
30-inch Primrose Batiste	12 1/2c
29-inch Flaxons	15c
27-inch Printed Seed Voile	16 1/2c
34-inch Modette	20c
36-inch Princess Chiffon and Rice Voile	25c
29-inch Egyptian Tissue	25c
27-inch Mercerized Poplin	15c and 25c
36-inch Lace Voile	35c
36-inch Mercerized Voile	50c
40-inch La Fleur Dutchess	75c

DRAPERIES

36-inch Marquisette, in white, cream or ecru at	12 1/2c
36-inch Fine Serim, in white or ecru at	20c
40-inch extra fine Marquisette, white or ecru, at	25c
36-inch Silkoline	12 1/2c
36-inch Cretonne, good comfort cloth, 12 1/2c	

NOTIONS

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
Corticelli Silk Thread, 100 yds.	8c
Hooks and Eyes	5c
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
Peroxide, 8 oz.	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
Colgate's Toilet Soap	8c

Koveralls for Children 75c

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

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.

WOMEN'S SHOES



Patent, button, cloth top, plain toe, Louis heel priced at

Patent, button, cloth top, plain toe, cushion sole at

Buster Brown, low heel, patent, button, cloth top, for girls

The same style shoe in gunmetal

Dongola, button, plain toe, kid top, Cuban heel

All kid, diamond tip, button, patent foxing, Cuban heel

Kid, button, patent tip, welt

Plain toe, 7-inch cloth top, Cuban heel, patent or gunmetal

Gunmetal, button, English walking shoes for girls

Buster Brown, gunmetal, button, low heel, built for service

Kid, patent tip, button or lace

Kid, patent tip, button at \$1.50 and \$1.90

Flexible, comfort shoe, button or lace

Vici lace comfort shoe at

Women's Low Cuts

Four-strap, two-button, patent, steel head trimmed

Four-strap, gunmetal, Cuban heel

Patent Mary Jane, white ivory soles and heels

Patent, two-strap, Cuban heel

Kid, two-strap, Cuban heel

Patent pump, Louis heel

Patent Mary Jane, white trimmed

Gun metal, Mary Jane, white trimmed

Patent, three-strap, Louis heel

Patent, two-strap pump, low heel

Patent, two-strap sandal

Gunmetal, three-strap, Cuban heel

Vici, two-strap, Cuban heel

Patent Mary Jane

Gunmetal, two-strap, low heel

Kid sandal, one strap

White canvas, leather soles and heels, all styles

White canvas oxford, rubber sole and heel at

White tennis shoes at money-saving prices.

MEN'S SHOES

Barry Shoes "above all" for men, the new spring stock is just in, they are made of gunmetal, vici and kangaroo, in both button and late, 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 at

Work shoes that will give service

Boys' calfskin shoes, both button and lace, size 9 to 13 1/2 at

Sizes 1 to 2, \$1.48, \$1.70 and

Sizes 2 1/2 to 6, \$1.67, \$2.00, \$2.25 and

Buster Brown shoes, with a tip guaranteed to outlast the shoe

CHILDREN'S SHOES

Infants' button or lace

Infants' patent button

Infants' fine kid or patent for

Kid, button, patent tip, size 5 to 8

Size 11 1/2 to 2

Size 8 1/2 to 11

Baby Buster Brown, flexible sole, foot-form, 5 1/2 to 8 at

Little Gents' gunmetal, lace, 6 to 9

Gun metal, lace—

8 1/2 to 11 \$1.35, \$1.48

11 1/2 to 2, \$1.65, \$1.75

Buster Brown patent or gunmetal, 8 1/2 to 11

11 1/2 to 2

Patent Baby Doll

Kid, two-strap sandal

Kid Baby Doll

90c, \$1.10 and \$1.25

CHILDREN'S SLIPPERS

Patent Baby Doll

Kid, two-strap sandal

Kid Baby Doll

90c, \$1.10 and \$1.25

MEN'S FURNISHINGS

44 dozen Work Shirts going at 3 for	\$1.00
Best quality Work Shirts	45c
Red, Blue or White Handkerchiefs	5c
Black Sox	9c
Dress Socks, black, tan or gray	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 values, special	\$1.50
New Spring Caps	39c and 50c
Boys' Caps	25c, 39c and 50c
Khaki Pants, with cuffs and belt loops	\$1.15
Whipcord Pants	\$1.15
All-Wool Dress Pants	\$3.50

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' Poroknit, short sleeve and knee length, or long sleeve and ankle length	89c
Boys' Mesh Knit Union Suits	29c
Boys' Poroknit Union Suits	50c



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 hile, for ladies	25c
Fiber silk, hile heel and toe, for ladies	50c
Phoenix silk, the best for the money at	75c

COMFORT SIZE COTTON BATTS

2 1/2-pound Batt	75c
2 1/2-pound Fine White Cotton	\$1.00
3-pound choice Cotton	\$1.25