

CALLING OUT THE RESERVES

DRY GOODS

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

Best quality Prints	5c
28-inch Dundee Percales	6 1/2c
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
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

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 Molette	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

Several of the nations now at war have mobilized their fighting forces and been obliged later to call out the over-aged and under-aged. Calling out the reserves does not mean men only, but it extends to gold, silver and other financial reserves.

THIS IS AN EARNEST CALL

To the younger fellows in business to bring forward their strength and powers and apply them to the educative and military park of our work, which is not a new thing to us, and yet a further word we give to the long-time workers to tend to be up and at it with their RESERVES OF TIME, RESERVES OF TALENT, RESERVES OF ENERGY—so that the forward march of our business shall be continued with greater pride in its success, and greater ability to be worthy of the confidence placed in us by our patrons.

LADIE'S UNDERWEAR for Spring

Sleeveless Gauze Union Suit, lace knee	25c
Ribbed Union Suit, no sleeve, lace knee	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, 25c
Crepe Gowns, white or colors	\$3c, 79c, \$1

LADIES' MUSLIN UNDERWEAR

A New Line Just Received

Corset Covers, up front	25c
Gowns, the new kimona style, crepe and muslin	75c to \$2.00
Muslin Petticoats, wide lace and embroidery flounces	\$1.00 to \$2.50
Envelope Chemise, mainsook, lace or embroidery trimmed	98c to \$2.00

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

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

WHITE GOODS

27-inch Crepes	15c
Egyptian Dimity	15c
36-inch Gaberdine	25c
40-inch Batiste	25c
38-inch Embroidered Voile	50c

No Trouble at All to Select Just the Suit You Want Here



Men's all wool suits, with unbreakable front, guaranteed to hold its shape, in checks, stripes and plain weaves... **\$15.00**

Montgomery all wool suits in plaids and fancy mixtures **\$11.50**

Young men's suits, all wool and good styles **\$10.00**

Our 1915 all wool blue serge (compare this with others) **\$16.50**

These suits were bought early and are no higher in price than they were last year

Boys' Clothes

A fine lot of snappy new Norfolk suits have just come in; handsome patterns, new colorings and, fine tailored. Many of them have an extra pair of trousers. **\$3.50 to \$5.00**

All wool blue serge **\$4.65 to \$5**



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	\$3.15
Patent, button, cloth top, plain toe, cushion sole, at	\$3.00
Buster Brown, low heel, patent, button, cloth top, for girls	\$3.00
The same style shoe in gunmetal	\$3.00
Dougala, 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 gunmetal	\$2.60
Gunmetal, button, English walking shoes for girls	\$2.75
Buster Brown, gunmetal, 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	\$2.15
Velveteen comfort shoe at	\$1.85

Four-strap, two-button, patent, steel head trimmed	\$3.25
Four-strap, gunmetal, Cuban heel	\$3.00
Patent Mary Jane, white ivory sides and heels	\$2.95
Patent, two-strap, Cuban heel	\$2.75
Kid, two-strap, Cuban heel	\$2.75
Patent pump, Louis heel	\$2.75
Patent Mary Jane, white trimmed	\$2.65
Gunmetal, Mary Jane, white trimmed	\$2.65
Patent, two-strap, Louis heel	\$2.35
Patent, two-strap, low heel	\$2.25
Patent, two-strap sandal	\$2.25
Gun metal, three-strap, Cuban heel	\$2.25
Velveteen, two-strap, Cuban heel	\$2.25
Patent Mary Jane	\$1.95
Gunmetal, two-strap, low heel	\$1.85
Kid sandal, one-strap	\$1.15
White canvas, leather soles and heels, all styles	\$1.50
White canvas oxford, rubber sole and heel, at	\$1.65
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, velveteen 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, at	\$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 13 1/2, at	\$1.15, \$1.48 and \$1.70
Sizes 1 to 2	\$1.48, \$1.70 and \$2.00
Sizes 2 1/2 to 6	\$1.67, \$2.00, \$2.25 and \$2.50
Buster Brown shoes, with a tip guaranteed to outlast the shoe	\$3.00

CHILDREN'S SHOES

Infants' button or lace	75c
Infants' patent button	90c
Infant's fine kid or patent for	\$1.00
Kid, button, patent tip, size 5 to 8	98c
Size 1 1/2 to 2	\$1.15
Size 8 1/2 to 11	\$1.35
Baby Buster Brown, flexible sole, foot form, 5 1/2 to 8, at	\$1.60
Little Girls' gunmetal, lace, 6 to 9	\$1.48
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 gun metal—	
8 1/2 to 11	\$1.95
11 1/2 to 2	\$2.35

CHILDREN'S SLIPPERS

Patent Baby Doll	\$1.15, \$1.40 and \$1.60
Kid, two-strap sandal	\$1.00, \$1.20, \$1.35
Kid Baby Doll	90c, \$1.10, \$1.25



MEN'S FURNISHINGS

Work Shirts going at	3 for \$1.00
Best quality Work Shirts	45c
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
Cuban Flannel Gloves	8c
Canton Flannel Knit Wrist	10c
Heavy Work Socks, per doz	89c
Four in Hand Tie	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
Knick Pants, with cuffs and belt loops	\$1.15
Woolen 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
Clubbers' Pongee, short sleeve and knee length or long sleeve and ankle length	89c
Boys' Mesh Knit Union Suits	29c
Boys' Pongee Knit Union Suits	50c

COVERALLS FOR CHILDREN 75c

These garments are made of blue denim treated with red, both long and short sleeves, also made of blue muslin cloth and knickerbocker utility cloth with short sleeves. Sizes 1 to 8 years.

HOSE

If you want Hose that will wear, try some of these.	
Children's School Hose at 2 for	25c
White-Leather, the best for the money, at	15c
Buster Brown, the hose that looks well and wears well, for	25c
Misses' extra fine mercerized, at	25c
Buster Brown, fine gauge hse, for ladies	25c
Fiber silk, hse heel and toe, for ladies	50c
Phoenix silk, the best for the money, at	75c



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
Carroll's Silk Thread, 100 yds.	8c
Hooks and Eyes	5c
Box Assorted Hair Pins	4c
Coats' Silk Finish Crochet Cotton	4c
Good Lead Pencils	2 for 5c
Good Lead Pencils	2 for 5c
Fine Pearl Buttons	5c
Safety Pins	3 for 5c
Porcelain, 8 ct.	12c
Round eye Tabern	10c
Colgate's Toilet Paper	12c
Mr. Flat Tabern	8c
Williams' Sanitary Soap	4c
1000 sheets Toilet Paper	6c
One pound package Writing Paper, containing 144 sheets	15c
Good Riveshires to match	5c
Colgate's Toilet Soap	8c

COMFORT SIZE COTTON BATTS

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

The GOLDEN RULE STORE

MEDFORD "Where It Pays To Pay Cash" OREGON