

55

Busy Stores the Reason We Sell for Less

Fall Opening

GOLDEN RULE

Fair Week

55

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Our New Addition, which contains our "Ladies' Ready-to-Wear Department" and ladies' rest room, is now complete. This addition, being the second one in two and a half years, gives us double the floor space we originally had, making it the lightest store in town, being lighted by two large skylights; it also separates our ladies' and men's departments, with the exception of the shoe department, and enables us to give our customers more room and better service. Each department is now filled with the new fall goods in all the materials, patterns and styles. Large, complete assortments of

Ladies' Ready-to-Wear—Dry Goods—Notions—Shoes—Men's Furnishings—Men's Clothing—Young Men's and Boys' Clothing—Boys' and Men's Hats and Caps

We invite you to inspect our store. Make it your headquarters during the Fair. When tired, visit our resoom. **Not a sale, but our prices as long as our present stock lasts. Compare them.**

For Men and Boys

For Ladies and Children

Men's Furnishings

Largest assortment of Men's Furnishings in Southern Oregon, at the lowest prices.

Dress Shirts, laundry cuffs; E. & W. brand... \$1.00
 Dress Shirts, French cuffs; E. & W. brand... \$1.00
 Dress Shirts, soft collars; E. & W. brand... \$1.00
 Dress Shirts, collars attached... 75¢
 Dress Shirts, collars attached... 69¢
 Dress Hose... 15¢ and 30¢
 Silk Hose, Phoenix brand... 55¢
 Paris Hose Supporters... 23¢
 Paris Double-Grip Hose Supporters... 25¢
 Dress Suspenders... 25¢, 39¢ and 50¢
 Sleeve Holders... 5¢, 10¢ and 25¢
 Dress Ties... 15¢, 25¢, 35¢ and 50¢
 Best grade German dye Bib Overalls at... \$1.29
 Bib Overalls... \$1.00
 Work Pants at... \$2.00, \$2.25 and \$2.75
 Khaki Riding Pants... \$2.98
 Work Cotton Socks... 10¢
 Canvas Gloves... 10¢ and 15¢
 Leather Work Gloves... 35¢, 90¢, \$1.25 and \$1.75
 Wool Work Socks... 25¢, 35¢ and 50¢
 Wool Dress Pants... \$3.50, \$3.75, \$4.25, \$4.50
 Work Shirts at... 63¢ and 75¢
 Flannel and Wool Shirts at... \$1.50, \$1.75, \$2.25 and \$2.65



Men's Clothing

Fall and Winter Suits

are here in all the new styles and patterns.

Don't buy a suit until you have looked over our assortment.

Don't fail to see our Suits at... \$15.00

Blue Serge, All Wool Suits at... \$15.00 and \$21.00

Other Suits in All Wool, in the hard finishes at... \$18.75 and \$19.65

Dress Suits at... \$13.50 and \$15.00

Young Men's Suits... \$12.50 to \$18.00

Mackinaw Coats at... \$8.25 and \$8.75

Overcoats, All Wool, at... \$11.25, \$11.85 and \$13.50

Boys' Clothing

BOYS' SCHOOL SUITS

Boys' School Suits. You don't have to look any further.

Priced at \$3.50, \$4.65 \$6.00 and \$7.35.

Boys' Knee Pants at 75¢, \$1.00, \$1.25, \$1.50 and \$1.75.

Boys' Mackinaw Coats and Overcoats.



Men's and Boys' Hats and Caps

New Hats, New Caps, at same old prices. The Famous Neil Hat is now \$3.00.

Other Dress Hats at 98¢, \$1.39, \$1.65, \$2.00, \$2.25 and \$2.50.

Men's Caps, 50¢, 65¢, 75¢ and \$1.25.

Boys' Caps, 25¢ and 50¢

Boys' Rah, Rab, V Hats, 25¢ and 50¢.



Trunks and Suitcases

Fiber Suit Cases... \$1.00, \$1.69 up to \$3.50

Mattng Cases at... \$2.90

Trunks at... \$5.00, \$6.00, \$6.25, \$8.50, \$10.00

Leather Suitcases at... \$5.50 and \$6.00

Leather Bags at... \$4.50 and \$5.15

Shoes

MEN'S WORK SHOES

A large assortment to choose from, both in Shoes and High Tops. Work Shoes at \$3.05, \$3.75, \$4.50, \$4.75, \$5.00 and \$6.25

Men's Boots, 10-inch, \$4.90 to \$7.10

Men's Boots, 16-inch, at \$9.25 and \$10.00

BOYS' SCHOOL SHOES

Boys' School Shoes, large assortment at: Sizes 9 to 13 1/2 at \$1.95, \$2.45, \$2.55 and \$2.75

Sizes 11 1/2 to 2 at \$2.30, \$2.85 and \$3.10

Sizes 2 1/2 to 6 at \$2.50, \$2.95, \$3.50 to \$4.75

English, 1 to 6, at... \$3.15

BOYS' HIGH TOP BOOTS

Sizes 9 to 13 1/2 at \$2.10 to \$3.25

Sizes 1 to 2 at... \$3.85

Sizes 2 1/2 to 6 at... \$4.35

Come and let us fit you for your Fall Footwear.

Skirts

Fall and Winter Skirts in all the fancy silks and wool materials, in the new fancy striped, plaids and checks, priced at \$4, \$4.50, \$5, \$5.50, \$6.50, \$7.50 to \$10.00

Ladies' Underwear and Gowns

Our stock of Ladies' Fall and Winter Underwear is now complete. Don't buy your underwear until you have visited this department and see the quality and get our prices, as we only have room for a few numbers in this ad.

Ladies' Cotton Ribbed high neck long sleeve Union Suits at... \$5¢

Ladies' Cotton Union Suits at... \$1.00

Heavy Cotton Union Suits at... \$1.40

Extra sizes in same at... \$1.50

Five Worsted Union Suits at \$1.79, \$2 and \$2.40

Ladies' Outing Flannel Gowns at 95¢, \$1, \$1.25 and \$1.50

Pajamas in outing flannel at... \$1.25 and \$1.50

Ladies' Union Suits, in age 6, 75¢; age 8, 80¢; age 10 at... 85¢

Ladies' Waists

The famous Fern Waist—the best on the market at \$1.00; the Fern Waist at \$2.00.

Crepe de Chine Waists at \$3.50 to \$5.50.

Georgette Crepe Waists at \$5.50.

Jap Silk Waists at \$2.50 to \$3.50.

Ladies' and Children's Hosiery

Our Fall Hosiery Department is filled with the new Lingerie for Ladies and Children's School Hosiery.

Ladies' Black Lisle Hose at... 29¢ and 35¢

Ladies' Black Cotton Hose at... 15¢

Ladies' White Lisle Hose at... 35¢

Ladies' Black Silk Fibre Hose at... 55¢

Ladies' Phoenix Silk Hose at... 90¢ and \$1.25

Both Black and White Children's School Hose at, per pair... 15¢

Children's Buster Brown Hose, in both black and white, from 5 to 8 1/2 at 25¢; from size 9 to 10, at pair... 30¢

AMERICAN LADIES' SILK UNDERSKIRTS

A nice line of the new Silk Skirts, all the new shades and patterns. Priced at... \$2.25 to \$6.50

American Corsets, Priced from \$1.00 to \$5.00

Coats, Suits and Dresses

For Women Who Appreciate Distinction IN STYLE IN QUALITY IN VALUE

You will find in our Garment Department a most extensive assortment of Coats, Suits and Dresses, ready to wear. The style lines are absolutely correct, being faithful reproductions of the latest accepted Paris models. The quality of each material used is intended to compliment the beauty of each design. The infinite pains taken in finishing is seldom found in ready-to-wear garments retailed at double their price. Our Garment Department is eager to show them to you. Price is surprisingly less than you would expect to pay.

Coats priced at... \$10.50, \$11.75, \$13.50 to \$40.00

Dresses priced at... \$8.50, \$15.00 to \$25.00

Suits priced at... \$12.50, \$18.50 to \$37.50



Dry Goods

This department is always busy, as it is ever filled with the newest goods in all the new silks, wool materials, wash fabrics and staple dry goods at the lowest prices on the best quality of merchandise represented in this department.

SILKS

Cotton Crepe de Chine, 36 in. at, yd. 60¢

Beauty Silks, 27 and 36 inch, at, yard... \$1.75 and \$2.00

China Silk, 27-inch, at, yd... 50¢

Crepe de Chine, all the new shades, in 36 and 40-in., at, yd... \$1.60

Georgette Crepe, 40 in., in all the shades, at... \$1.75 and \$2.00

Tub Silks, in all the new stripes, 36 in., at, yard... \$1.00

A new line of Messaline, all shades, 36 in., at, yard... \$1.35 to \$1.50

Taffeta in 36 in., in all the newest shades, at... \$1.25, \$1.50 and \$1.75

Military Satins, in solid colors, in 38-in., at, yard... \$2.10

Beautiful line of Gros de Londer Silk, in stripes, 38 in., at, yd... \$2.25

Solid colors on same, at, yd... \$1.75

Fancy Stripes Taffeta and Satins at... \$1.75 and \$2.00

WOOL DRESS GOODS

Fancy Plaids, in all-wool French serges, 48 inch, at, yd... \$1.75 and \$2.00

Beautiful Broadcloth, 50 in., at... \$2.25

Shepard Checks in all wool, from 36 in. to 48 in., at... \$1.00, \$1.50 to \$2.00

Shepard Checks, in cotton, 25¢ to 50¢

Nice assortment of Fancy Plaid Serges yard, from... 55¢ to 75¢

Complete line of Storm Serge, 36 in. to 42 in., all wool, from... 95¢ to \$1.25

Fine French Serges, in all new shades, 36 to 54 inch, yd... \$1.00 to \$2.25

White Baby Flannels, yard, from... 38¢ to 75¢

Wool Challies, 27-in., yard... 50¢

LININGS AND SATEENS

Complete stock of Linings and Sateens, in 36 in., at, yard, 16 1/2¢, 25¢, 35¢ and 50¢

WASH GOODS

25-inch Percales at... 11¢

32-in. Gingham, in fancy plaids and checks, at... 22 1/2¢

Best grade Shirtings at... 18¢

Galatea, fast colors, at... 23¢

32-in. Devonshires at... 23¢

Good Outing Flannel, in fancy stripes, at... 12 1/2¢

White, in the same grade, at, yd... 13 1/2¢

Heaviest Outing Flannel, in white and colors, at, yard... 14¢

Quilt Challies, in all the newest patterns, 36-inch, at... 15¢

BATH ROBE

Nice assortment of Bath Robe Material, 27 inch, at, yard... 45¢

MUSLINS AND TOWELINGS

We carry one of the largest stocks of Muslin, House Linings, Sheets, Pillow Cases, Pillow Tabings, Sheetng in both the bleached and unbleached, in all widths; Toweling in cotton crashes and linen, in the bleached and unbleached, in Oregon at the lowest prices. Other staple dry goods and notions too numerous to mention.

Children's Coats

Nice line of Girls' and Misses Coats in the new styles and materials, all sizes and at prices that are in reach of all. Priced from... \$2.25 to \$12.50

Notions Department

You can always save money in our Notion Department. One cent on an article looks small to lots of people, but if you stop to think a moment it means 20 per cent saving on a 5¢ article. Where can you loan your money at that interest?

Machine Oil, bottle... 6¢

Air Float Talcum Powder... 9¢

Pound can Talcum... 12¢

Pearl Buttons, 2 cards... 5¢

Pearl Buttons... 5¢ and 10¢

White Pearl Trimming Buttons, regular 15¢ a card, at... 8¢

Shaving Soap, cake... 5¢

Peroxide Cream at, jar... 10¢

Mentholatum at, jar... 23¢

Poerless Face Powder, box... 9¢

Wax Crayons, 8 colors, box... 1¢

Children's Hose Supporters... 10¢

Hair Nets, good quality... 5¢

Tooth Brushes... 5¢, 10¢ and 15¢

Tooth Paste... 10¢ and 25¢

Combs... 10¢, 15¢, 25¢ and 50¢

Pound Paper... 25¢

School Pencils at 1c, 2 for 5¢

Envelopes at... 5¢

Crayola at... 5¢

Envelopes at, pkg... 5¢ and 9¢

Spelling Tablets at... 5¢

Dress Snaps at... 5¢ and 9¢

Hooks and Eyes, black or white, at... 4¢

Good Safety Pins, all sizes... 5¢

Regular 5¢ pins, pkg... 4¢

Regular 10¢ Pins, pkg... 9¢

Peroxide, large bottle... 15¢

J. & P. Coats Sewing Thread, 6 for... 25¢

Cortelli Sewing Silk Thread 10¢

Large School Tablets, ea... 5¢

Large Pen Tablets, each... 10¢

These are only a few of the articles in our Notion Department. When in need of Notions, let us show you.

Ladies' House Dresses and Aprons

Nice line of Ladies' House Dresses, all sizes up to 50, priced at... \$6.00, \$15.00 to \$20.00

Bungalow Aprons at... 80¢

Waitress' Aprons at... 25¢

Ladies' More Suits, just the thing for housework and outdoor work of all kinds, priced at... \$2.75

Blankets and Bath Robe Blankets

Cotton Blanket, size 56x72, at... \$1.25

Cotton Blankets, size 64x76, at... \$1.75

Cotton Blankets, size 68x80, at... \$2.00

Heavy Cotton Blankets, 70x80, at... \$2.25

Woolnap Blankets, 64x76, at... \$2.75

Beacon Fancy Cotton Blankets, assorted colors, 68x80, at... \$3.00

Beacon's Indian Blankets at... \$4.50

Beacon's Jacquard Comfortable, size 72x90, with silk binding... \$8.00

Fancy Plaid Wool Blankets, 66x80, at... \$6.50

5-lb. Dark Oregon Wool Blankets at... \$6.75

6-lb. Dark Oregon Wool Blankets at... \$8.10

Crib Blankets at... 50¢, 70¢ and \$1.48

Beacon's Bath Robe Blankets, in all the fancy plaids, colors, also the Indian Robes at... \$3.50

Ladies' Purses and Handbags

Everything in the newest Purses and Hand Bags, priced at... 25¢, \$1.19 up to \$3.00

LACES AND EMBROIDERIES

Complete stock of Laces and Embroideries in all widths. Laces priced at, yd. 5¢ to 25¢

Embroideries per yard, from 5¢ to 2.00

Kabo Corsets

Priced from \$1.00 to \$3.50

Men's Fall and Winter Underwear

Our Fall and Winter stock of Underwear is in. As it was bought six months ago, our selling price is about the same as the wholesale price today, so don't wait until your sizes are gone.

Medium weight Cotton Union Suit at... \$1.00

Heavy weight Cotton Union Suits, Coppers brand, at... \$1.69

Natural Wool Union Suits Coppers brand at... \$2.25

Light weight Wool Union Suits at... \$2.25 and \$3.00

Natural Wool Union Suits, Wright's brand... \$2.50

Natural Wool Union Suits, Wright's brand... \$2.50

Heavy Cotton two-piece Underwear, a suit... \$1.50

Heavy Fleece-Lined Cotton Union Suits at... \$1.38

Two-Piece medium weight Wool Suits at... \$3.00

Two-Piece Natural Wool at, Suit... \$2.36

Boys' Furnishings

School Blouses, Kaynee brand, all sizes and patterns, fast colors, at... 55¢

School Shirts in stripes, at... 55¢ and 60¢

Dress Shirts without collars... 75¢

Winter Union Suits, Cotton... 75¢

Wool Union Suits, Copper Brand, at... \$1.00, \$1.25 and \$1.30

Canvas Gloves at, a pair... 10¢

School Hose... 15¢, 25¢ and 30¢

Windsor Ties at... 35¢

Hose Supporters... 10¢, 15¢ and 25¢

Shoes

We carry one of the largest stocks of Shoes in Southern Oregon and our prices are the lowest. We buy only the standard brands of shoes. For ladies we carry the famous Maxine shoe, manufactured by the Brown Shoe Co., also the Duttonhofer shoe. In men's, the Barry shoe for men who care to dress well, also the Peters dress shoes. A complete line for every member in the family.

LADIES' DRESS SHOES

Brown kid with cloth top, lace dress boot, at... \$5.75

Grey kid with cloth top, lace dress boot at \$5.75

Champagne kid with cloth top, lace dress boot at... \$7.50

Black Kid Lace Boots at \$4.50, \$4.98, \$5.00 and \$6.75

Button Dress Shoes at \$4.00, \$4.75, \$5.00, \$5.50 and \$6.25

Lace Dress Boots, champagne cloth top, black kid vamp, at... \$6.75

Other Dress and Heavier Shoes at \$2.50, \$2.59, \$2.85, \$3.50 and \$4.00

MISSES' DRESS SHOES

Patent leather vamp, cloth top, Dress Shoe... \$3.60, \$3.75 and \$5.00

School Shoes, cap toe, gummetal, button, \$2.85, \$3.50 and \$4.00

English last in Dress Shoes at... \$5.00

CHILDREN'S SCHOOL SHOES

School Shoes and Dress Shoes—

Sizes 5 1/2 to 8 at \$1.35, \$1.60, \$2.05 and \$2.25

Sizes 8 1/2 to 11 at \$1.45, \$1.55, \$1.80 and \$2.90

Sizes 11 1/2 to 2 at \$1.69, \$1.89, \$2.40 and \$3.00

Infants' Soft Sole Shoes at 35¢ and 50¢

Infants' Shoes, Heaver soles, at 75¢, 85¢ and \$1.00

MEN'S DRESS SHOES

Black Dress Shoes, in button or lace, at \$3.15, \$3.50, \$3.75, \$4.00, \$4.75, \$5.00 and \$5.90

Black Dress Shoes, in button or lace, at \$3.15, \$3.50, \$3.75, \$4.00, \$4.75, \$5.00 and \$5.90

English last, lace, black or tan, at \$5.00

English last, lace, tan, with tan Neolin sole, at \$5.75 and \$6.00

English black, with white Neolin sole, at... \$6.25

