

SAVE MONEY!—TO BUY FOURTH LIBERTY BONDS

J. & P Coats Sewing Thread 6 for 25c.

Men's Suspenders at 25c pair

One Lot Men's Dress Shirts at 75c.

Ladies' Shoe Laces 10c pair.

Colgate's Toilet Soap 10c.

Machine Oil 9c.

School Pencils at 1c each.

Hope Muslin at 27c yard.

One Lot Children's Rompers at 50c.

Corticelli Silk Thread 100 yards at 12c Spool

Men's Heavy Cotton Union Suits at \$1.95.

Men's Cotton Sweaters at \$1.00.

Men's Shoe Laces 3 pair for 10c.

Peroxide 15c Bottle.

Men's Best Grade Dress Hat at \$3.00.

Men's Cotton Union Suits at \$1.65.

Close at Six all days except Saturday, close at 9:30 to 10.



LADIES' READY-TO-WEAR

LADIES' SUITS

Here are suits from America's best makers, in a multitude of smart styles, for street, school and dress occasions. These garments are all made of the new materials, and in the latest trimmings. Ask to see the Princess Suits, they are made of the all wool materials, tested and pre-shrunk, and thoroughly tailored. Our suits are priced at \$15, \$19.50, \$22.50, \$25.00, \$27.50, \$35.00, \$40.00 to \$52.00

DISTINCTIVE FALL COATS

Come in as soon as possible, while the assortment is quite complete, and try on the model that appeals to you, even if you are not ready to purchase just yet. We want you to see for yourself how stylish these coats look—How well they fit—How distinctive they are.

We carry the Princess Coats, the coats with quality, style and of all wool materials, this year above all quality counts.

Our coats are priced at \$9.00, \$12.50, \$15.00, \$18.75, \$23.75, \$25, \$27.50, \$35.00 to \$47.75.

NEW FALL DRESSES

Charming new dresses for school, street, business, and afternoon wear. Any number of styles, from the plain to the more fancy ones. Made in all the newer materials and shades.

Silk Dresses, priced at \$12.50 to \$25.00
Wool Dresses, priced at \$7.50 to \$32.50

CHILDREN'S COATS

Nice line of Children's Coats, size 2 to 14, at \$3.75 to \$14.00

SEE THE NEW FALL SKIRTS

New Dress Skirts in silk at \$5.50, \$7.50, \$10.00 to \$13.50
New Dress Skirts in wool, at \$5.50 to \$16.50

SILKS

36 inch Lining Silk, all colors, at \$1.50
27 inch China Silks, all colors, at 69c
40 inch Pussy Willow Taffeta \$2.18
40 and 36 inch Crepe de Chine \$1.50 and \$1.75
40 and 36 inch Georgette Crepe \$1.95 and \$1.98
36 inch Silk Poplin \$1.35
36 inch Satins \$2.00 and \$2.65
36 inch Novelty Silks in latest plaids and colors for fall \$2.00

WOOLS

36 inch French Serge, all wool \$1.25
42, 44, 46 inch material \$1.50 to \$2.75
In Serges, Gaberdines, Poplins and all the most popular materials for durability and beauty; showing a good variety of colors.
40 inch Plaids, in wool mixed \$5c to \$1.25
50 inch Chiffon Broadcloth at \$2.65
Black and White Shepherd Checks, at \$1.25, \$1.50, \$1.75 to \$2.65
54 inch all wool Coat Materials \$2.50 to \$3.75
36 inch Corduroy, at \$1.25
All wool Flannels, 27 inch in khaki, navy blue and gray at \$1.25



DRY GOODS

Ginghams, 27 inch at 22 1/2c
Other Ginghams, 32 inch at 35c and 40c
Rumper Cloth at 35c yard

MUSLIN AND SHEETINGS

Muslin and Sheetings, Pillow Tubings, Ready made Sheets, and Pillow Cases below today's wholesale market.
Sheets at \$1.50 and \$1.75
Hope Muslin at 27c yard

LADIES' DRESS SHOES

Many of our new Fall Shoes are in, and many more on the way. We can save you money in this Department. All kinds of shoes at all kinds of prices.

High Heel, tan kid, Dress Shoes, turn sole, at \$8.75
High Heel, black Dress Shoes, welt sole, at \$7.00
High Heel Dress Shoes, turn sole, at \$7.00
Military Heel, black kid, Dress Shoes, turn sole, at \$7.00
High Heel, dark grey cloth top, Dress Shoe, welt sole, at \$8.95
High Heel, light grey cloth top, Dress Shoe, welt sole, at \$8.95
High Heel, mouse grey cloth top, Dress Shoe, welt sole, at \$8.95
Military Heel, tan calf, Dress Shoe, welt sole, at \$7.00
Military Heel, black kid, Dress Shoe, welt sole, at \$6.35
Other Dress and Street Shoes, too numerous to list here, priced from \$3.10, \$3.75 to \$5.00
Don't fail to get a pair of the Dress Shoes off the Bargain Counter at \$5.00
Misses Dress and School Shoes, sizes 2 1/2 to 6, in black and tan, priced at \$3.00, \$3.25, \$4.00 to \$5.50

SHOES FOR THE LADY THAT NEEDS A WIDER TOE

Medium Heel, Button Dress Shoe, at \$6.00
Medium Heel, Lace Dress Shoe, Cushion sole, at \$6.25
Medium Heel, extra wide, fine kid stock, rubber heel, at \$5.75

LADIES' FELT AND KID HOUSE SLIPPERS

Ladies' Felt House Slippers, leather sole and heel, at \$1.69
Kid House Slippers, in red, wine and blue colors, at \$1.25
Other House Slippers, in felt, at \$2.10

CHILDREN'S DRESS AND SCHOOL SHOES

Large assortment of kinds and prices to choose from, at saving prices.
Infants' Soft Sole Shoes, at 35c and 50c
Child's Shoes, sizes 3 to 5, at 89c to \$1.85
Child's Shoes, sizes 5 to 8, at \$1.55, \$1.69, \$1.85 to \$2.25
Child's Shoes, sizes 8 1/2 to 11, at \$1.85, \$2.10, \$2.50 to \$2.90
Child's Shoes, sizes 11 1/2 to 2, at \$2.30, \$2.85, \$3.50 to \$4.00

When buying Children's Shoes, be sure and see the Buster Brown Shoes. We carry them in all the new foot form lasts. They fit good, wear good, look dressty, made smooth and easy inside, and please the customers.



Buy Shoes for the whole family at this store and save money to help Uncle Sam

By supplying your Fall and Winter needs in Shoes, Dry Goods, Ladies' Ready-to-Wear, Men's and Boys' Clothing, and Men's and Boys' Furnishings of all kinds, at the

GOLDEN RULE STORE

MEDFORD, OREGON

Better Goods for Less Money than You Can Buy Them for Elsewhere

WE claim our merchandise to be as cheap as any syndicate or retail organization in America. This fact is reflected in our value giving, although there are syndicates and buying organizations who operate more stores in number than we do, yet they have nothing on us in quality of merchandise, prices, appearance of stores, or in volume of business per store. We are members of the Golden Rule Buyers' Association, representing 56 stores, located as follows:

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| Aikens & Aikens.....Lander, Wyoming | Golden Rule Mercantile Co. & Burley, Idaho | J. N. McCracken & Co. Helena, Montana |
| J. H. Aikens.....Denton, Montana | Golden Rule Merc. Co. El Centro, California | J. N. McCracken & Co. Bozeman, Montana |
| J. H. Aikens.....Lewiston, Montana | Golden Rule Mercantile Co. Oakley, Idaho | J. N. McCracken & Co. Livingston, Montana |
| T. J. Aikens & Sons.....Morrisonville, Illinois | Golden Rule Mercantile Co. Pocatello, Idaho | McCracken & Gentle.....Crawford, Nebraska |
| Aikens & Cresap.....Miles City, Montana | Golden Rule Merc. Co. San Diego, California | McCracken & Gentle.....Douglas, Wyoming |
| Aikens Bros. & Brown.....Basin, Wyoming | Golden Rule Merc. Co. Twin Falls, Idaho | McCracken & Henry.....Big Timber, Montana |
| Barnett & Co.....Alliance, Nebraska | Golden Rule Store.....Ashton, Nebraska | McCracken & Vaughan.....Columbus, Montana |
| Barnett & Co.....Antioch, Nebraska | Golden Rule Store.....Superior, Nebraska | Chas. H. Niblack.....Dillon, Montana |
| Barnett & Murphy.....Scottsbluff, Nebraska | Golden Rule Store.....Eustis, Nebraska | R. A. Rattray.....Bayard, Nebraska |
| Barnett & Noble.....Belle Fourche, So. Dakota | Grissom & Co.....Glasgow, Montana | G. S. Samsel.....Idaho Falls, Idaho |
| Brown, Ekberg Co.....Holdrege, Nebraska | Golden Rule Co.....Polson, Montana | Samsel & Co.....Beach, North Dakota |
| Brown, Ekberg Co.....Minden, Nebraska | H. C. Hulstone.....Roundup, Montana | Shaver & Co.....Sidney, Montana |
| Benton & Hoffman.....Wheatland, Wyoming | Heinze & Co.....Wolf Point, Montana | Schlatter & Co.....Chinook, Montana |
| J. P. Croft & Co.....Sheridan, Wyoming | Kiersey & Barnett.....Fort Collins, Colorado | Vannice Bros.....Klamath Falls, Oregon |
| Elliott & Hood.....Logan, Utah | Lindsay & Co.....Casper, Wyoming | Webb & Co.....Forsythe, Montana |
| Elliott, Hood & Coffey.....Trenton, Utah | Lindsay, Webb & Co.....Chadron, Nebraska | C. W. Whillock & Son.....Medford, Oregon |
| Golden Rule Co.....Deer Lodge, Montana | Lindsay & Brookins.....Worland, Wyoming | Woodward & Co.....Havre, Montana |
| Golden Rule Co.....Phillipsburg, Montana | Lindsay, Webb & Norland.....Thermopolis, Wyo | Worthington & Co.....Glendive, Montana |
| Golden Rule Merc. Co. American Falls, Idaho | Mashburn, Jones & Co.....Grant's Pass, Oregon | |

Come in and get our prices, see the quality and styles of the new Fall merchandise in all the departments. Our clerks will gladly show you the goods. Altho there are some things we are unable to get, you will find a large assortment. We invite you to come and make us a visit. Don't forget to buy your goods early this year or you may get left

We mark our goods as low as they can be sold. We have but one price—THE LOWEST POSSIBLE

MEN'S CLOTHING

You can save from \$5.00 to \$10.00 on your fall suit here. This may sound big but we have the values to back it up. We just receive shipments of clothing bought months ago, when suits were much cheaper than now, and they are all wool fabrics.

All Wool Suits in blue serges and other attractive patterns at \$18.50, \$20, \$22.50, \$27.50 to \$30.00

Young Men's School Suits at \$15.00 to \$25.00

All Wood Mackinaw Coats at \$10.00

Men's All Wool Overcoats at \$17.50, \$23.75 to \$25.00

BOYS' SUITS

Although we have sold it seems all the boys in the county a suit, we still have a nice assortment left in all the new patterns and styles.

Priced at \$7.50, \$8.25, \$8.50, \$11.00 to \$12.00

Boys' Mackinaw Coats at \$7.50 to \$10.00

Overcoats at \$7.50, \$9.00 to \$12.00

Boys' Short Pants at \$1.25, \$1.50, \$2.00 and up

MEN'S AND BOYS' SWEATERS

Nice line of all wool Sweaters for men and boys. These were bought months ago, and could not be bought at all on today's market.

Men's Cotton Sweaters at \$1.00

Men's all wool Sweaters at \$6.00, \$6.35, \$7.50, \$10.00

Boys' all wool Sweaters at \$2.45 and \$3.00

Boys' Cotton Sweaters at 50c, \$1.35, \$1.50, \$2.00

BATH ROBES

Ready made Bath Robes, priced at \$2.25, \$3.35, \$5.00, \$5.50 to \$6.75.

Bath Robe Blankets, cords to match, at \$4.75

Bath Robe material, 27 inch, at 60c.

MEN'S AND BOYS' FURNISHINGS

Laundry Cuff Dress Shirts at \$1.00 and \$1.50

French Cuff, best grade Dress Shirts at \$1.50

Soft Collar Dress Shirts at 95c, \$1.00 to \$1.50

Dress Suspenders at 25c, 40c and 50c

Dress Hose (Buster Brown Brand, at 35c, 3 pairs \$1.00

Dress Hose in other brands at 20c, 25c, 35c and 40c

Silk Hose at 50c and 75c

Light cotton winter Union Suits at \$1.29 suit

Medium cotton winter Union Suits at \$1.65 suit

Heavy cotton winter Union Suit at \$1.95 suit

Heavy cotton fleeced Union Suits at \$1.95 suit

Cooper's best grade cotton Union Suits at \$2.25 suit

Cooper's part wool Union Suits at \$2.85 suit

Wright's heavy all wool Union Suits at \$4.25 suit

Work Shirts, full sizes and well made, at 90c, \$1.00, \$1.49

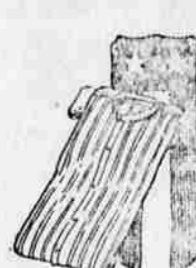
Flannel Overalls at \$1.75, \$1.95, \$2.25 to \$2.50

Heavy Khaki Pants at \$2.25, \$2.65 to \$3.00

Good heavy cotton work Pants at \$2.25, \$2.65 to \$3.00

Waist Overalls at \$1.95

Unionalls at \$3.35 to \$4.00



BLANKETS AND COMFORTS

You can save money on your Blankets here. The largest stock we ever had to offer and they are below wholesale prices.

Cotton Blankets from \$1.50 to \$5.25.

Heavy Cotton Blanket, 60x76, at \$2.75.

Heavy Cotton Blanket, 72x80, at \$3.00.

Wool Finish Blanket, \$4.85, \$5.25 to \$5.40

Indian Blankets, at 5.75

Come in and see them.

SCHOOL SUPPLIES

Get your school supplies here.

Tablets, 5c; Pencils at 1c, 2 for 5c, and 5c; Ink at 5c and 10c;

Colored Crayons, at 5c; Spelling Tablets, at 5c.

Stationery in Boxes and Pound Paper, also.



Colored Crayons, 8 in Box at 5c.

Rumper Cloth at 35c yard.

Ladies' Heavy Cotton Hose at 20c.

Canvas Gloves at 15c pair.

Men's Work Shoes at \$3.25.

Boys' Cotton Sweaters at 90c.

Men's Heavy Work Shoes at \$5.00.

San Silk Spool 5c.

Dress Snaps 5c Card.

School Tablets at 5c.

Assortment Lace at 5c yard.

Good Combs at 10 and 15c.

Oil Cloth Bibs at 15c.

Men's Canvas Gloves at 15c pair.

Paris Garters at 25c.

Ink at 5 and 10c.

Oil Cloth all colors at 35c yard.

You Can Save Money at This Store



Buy That Liberty Bond TODAY



Close at Six all days except Saturday, close at 9:30 to 10.	Good Pearl Buttons 5c each.	Men's Canvas Gloves at 20c pair.	Bib Overalls at \$1.75.	Jet Oil Shoe Polish 10c.	Ladies see our Bargain Counter Dress Shoes at pair, \$5.00.	Palmolive Soap at 10c.	Children's Hose Supporters at 10 and 15c.	32-inch Gingham at 30c yard.	Fancy Edging at 5c piece.	Men's Handkerchiefs 10c, 3 for 25c.	Men's Work Socks at 20c pair.	Shinola Shoe Polish 10c.	Colgate's Shaving Soap 5c Bar.	Air Float Talcum 9c.	School Pencils at 2 for 5c.	28-inch Pencils at 30c yard.	Children's Hose at 15c pair.	Ladies' Handkerchiefs at 5 and 10c.	Work Shirts at 90c.	Men's Cotton Union Suit tan \$1.29.	2 in 1 Shoe Polish 10c.	You Can Save Money at This Store
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