

70  
BUSY  
STORES  
THE REASON  
WE SELL FOR  
LESS

# All Departments Filled With the NEW SPRING & SUMMER WEAR

OUR BIG BUYING POWER, WITH OUR CASH SYSTEM, AND BIG VOLUME OF SALES ENABLES US TO PLACE THIS SEASON'S WEAR AT VERY LOW PRICES TO OUR CUSTOMERS. WE HAVE LARGE ASSORTMENTS TO CHOOSE FROM IN ALL DEPARTMENTS. MAKE YOUR SELECTIONS NOW. WE HAVE MANY ARTICLES NOT PRICED IN THIS AD. WE INVITE YOU TO VISIT OUR STORE.

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Work Socks  
2 pair  
for 25c

Dress Socks  
2 pair  
for 25c

Good Soft  
Collar Dress  
Shirts  
for \$1.00

B. V. D.  
Union Suits  
at  
\$1.25

Sealpax  
Union Suits  
at  
\$1.25

Good Knit  
Union  
Suits for  
men  
at 98c

Boy's Union  
Suits  
at 50c to 75c

Men's  
Leather Work  
Gloves  
at 50c and up

Good heavy  
full cut  
Work Shirts  
at 89c

Good Dress  
Ties for men  
and boys  
at 50c

One-strap  
Leather House  
Slippers  
for \$2.00

American  
Lady Corset  
at  
\$2.00  
to  
\$7.00

Our Ready-to-Wear Department is complete and up-to-date throughout. We are receiving new goods daily, and if you are going to need a new Dress, Suit, Coat or Wrap this season, it would be wise to select them while the stock is complete.



### LADIES' DRESSES

In Georgette Crepe, Crepe de Chenes, Taffetas, Satins and the new Canton Crepe; assorted colors and styles, priced at **\$10.50, \$19.75, \$25, \$27.50, \$35 and \$46.50.**

We also have a good line of Organdy Dresses in misses' and ladies' sizes; assorted colors and styles; priced from **\$5.65 to \$9.75.**

### NEW SPRING SUITS

Not only is this a wonderful showing from the standpoint of quality, but the values are exceptional and the styles uncommonly smart. Whether your taste runs to the plain tailored models or to the novelty styles there is a suit here that will please you in every particular. Tricotine, Serge, Wool, Jersey and other desirable fabrics, in all the new season's wanted colors. Suits for sport wear, for street wear, for dress occasions. Sizes 16 to 53. Prices range from **\$16.50 to \$77.00.**

### COATS FOR ALL OCCASIONS at surprisingly low prices.

Coats for sport, street and dress wear in the most desirable materials, including Polo Cloth Tricotine Romania, Duvet, De Laine and Serge. Prices range from **\$9.00 to \$65.00.**

### SEPARATE SKIRTS

Blue and Black Serges priced from **\$5.65 to \$12.75.** One line Silk Poplins priced at **\$4.00.** Plaid Skirts, a good assortment of colors, styles and sizes. Prices range from **\$7.50 to \$18.75.**

### GINGHAM DRESSES

From sizes 2 to 46, for both street and house wear. We have a wonderful line to choose from. Ladies' Dresses priced from **\$1.75 to \$7.50.** Misses' Dresses priced from **\$1.75 to \$7.50.** Children's Dresses priced from **70¢ to \$6.75.**

### THE BABY'S DEPARTMENT

Is complete and you will find everything very reasonably priced. Coats, Dresses, Petticoats, Kimonas, Sacques, Caps and Jackets. Everything for the baby.

### BLOUSES

In Crepe de Chene on Georgette in the new colors and styles. Priced from **\$5.65 to \$12.50.** Jersey Blouses **\$2.25, \$2.9¢, \$3.25** Pongee Waists priced at **\$2.35**

### JERSEY SUITS

Some very smart models, colors Brown, Navy and Copen, with white skirts. Priced at **\$37.50** A few more left in Brown, Heather, Navy and Copen. Sizes 18 to 40. Priced at **\$16.50** The Printzess line of Jerseys, assorted colors and sizes. Priced at **\$27.50** A good line of Misses' Serge Suits. Priced at **\$16.50** **LADIES' PETTICOATS** Priced from **\$1.00 to \$7.50.** Big selection awaits you.

### BOYS' PLAY SUITS

From 2 to 9 years. Priced from **\$1.40 to \$2.80**



Matchless Clothing of every kind for Men, Young Men and Boys. We have just received new shipments of Clothing and Hats from the East, and are able to offer you better goods for less money than heretofore offered in Medford.

### MEN'S SUITS

Grey Serge at **\$30.00**  
Blue Serge at **\$35.00 to \$39.50**  
Blue Serge, extra size **\$26.00, \$39.50**  
Two-piece Wool Khaki Suits at **\$28.00, \$33.00**  
Good Wool Suits in brown and blue at **\$19.00**  
Other Suits at **\$30.00 to \$45.00**

### YOUNG MEN'S SUITS

A good Suit with two pairs of pants, for small High School boys at **\$23.10**  
One lot five Brown Suits **\$26.20**  
One lot Grey Suits at **\$24.50**  
Other Suits at **\$25.00 to \$40.00**

### BOYS' SUITS

One lot Suits, ages 16 to 16, just in, in different shades of green **\$10.00 to \$12.00**  
Other Suits, ages 9 to 16, at **\$10.00 to \$16.20**  
Ages 6 to 8 **\$5.25 to \$10.00**

### BOYS' PANTS

Boys' Corduroy Knee Pants at **\$1.00 to \$2.85**  
Other Knee Pants at **75¢ to \$3.00**  
Men's Work Suits. A good Khakia. Priced at **\$7.35**  
A good Moleskin Smith with lace leg pant. Priced **\$11.50**

### MEN'S PANTS

Men's Dress Pants at **\$3.50 to \$10.00**  
Men's Work Pants **\$3.15, \$3.50, \$4.20 to \$4.75**  
Men's Corduroy Pants at **\$5.60 to**

Men's Corduroy Pants at **\$5.60 to \$6.30**  
Men's Khaki Pants at **\$1.50 to \$2.80**  
Men's Khaki Riding Pants at **\$2.10 to \$4.20**

### HATS

Yes, we've got 'em galore. Felt Hats in black, blue, green, brown and grey at **\$2.25 to \$4.50**  
Men's Outing Hats at **50¢ to \$1.00**  
Children's Hats at **50¢ to \$2.00**  
Men's and Boys' Caps at **50¢ to \$1.00, \$1.10, \$1.40, \$1.45, \$1.65, \$1.80 and \$2.90**

### WASH GOODS

Devonshire Cloth at yard **32 1/2¢**  
Galatea Cloth at yard **37¢**

### FANCY PLAIN AND WHITE VOILES

White Voiles at **35¢, 45¢, 50¢, 75¢ to \$1.40**  
Plain Color Voiles at yard **53¢**  
Fancy Figured Voiles at yard **35¢ to \$1.75**  
Figured Flaxon at yard **39¢**  
Figured Batiste at yard **35¢**



### SILKS

Crepe de Chene at **\$1.65 to \$1.80**  
Georgette Crepe at **\$1.35 to \$1.45**  
Canton Crepe, at yard **\$4.65**  
Jerrette, colors Old Rose, Navy, Black, Brown, at yd. **\$3.90**  
Pussywillow Silk, plain colors at, yard **\$3.00**  
Black Satin at **\$1.50, \$1.75, \$2.00 to \$3.50**  
Black Taffeta and colors **\$1.50 to \$2.50**  
Changeable Silk Poplins, yard **98¢**  
Colored Pongee, heavy weight at **\$1.90**  
Natural color Pongee at **95¢, \$1.12, \$1.30, \$1.54 to \$3.15**  
Tub Silks in Fancy Stripes at **\$1.85**  
Fancy Dru-Kiss Skirting at **\$6.00 yard**

### MUSLIN SHEETINGS

Hope Muslin at, yard **17¢**  
36 inch Muslin at, yard **14¢**  
36 inch Bleached Indian Head Muslin at, yard **25¢**  
36 inch Brown Muslin at **12¢, 15¢ to 18¢**  
No. 60 Berkley Cambric at, yard **25¢**  
No. 100 Berkley Cambric, yard **33¢**  
7-4 Bleached Sheeting, yard **43¢ to 56¢**  
8-4 Bleached Sheeting, yard **48¢ to 60¢**  
9-4 Bleached Sheeting, yard **52¢ to 70¢**  
10-4 Bleached Sheeting, yard **57¢ to 80¢**  
40 inch Pillow Tubing, yard **38¢**  
36 inch Pillow Tubing, yard **33¢**  
42 inch Pillow Tubing, yard **35¢**  
A. C. A. Feather Ticking, yard **29¢**  
Burlap, plain colors, yard **28¢**  
Burlap, fancy pattern, yard **52 1/2¢**  
Heavy Outing Flannel, yard **20¢**  
30 inch Khaki Cloth, yard **28¢ to 49¢**

### CURTAIN SCRIMS

Large assortment to choose from in White, Cream and Ecru, priced at **21¢, 23¢, 33¢, 35¢ to 80¢**  
Fancy Scrims at **50¢ to \$2.00**

### LADIES' UNDERWEAR

Knit Vests priced at **15¢, 25¢, 35¢ to 50¢**  
Knit Union Suits at **50¢, 80¢, 90¢ to \$1.00**

### CHILDREN'S UNION SUITS

Age 4 to 14 years. Priced at **45¢, 65¢ to 68¢**  
Pearl Union Suits **68¢**  
Bear Brand Union Suits **50¢**

### LADIES' AND CHILDREN'S HOSIERY

Ladies' Cotton Hose at **35¢, 40¢**  
Good Lysle Hose, white, black, brown and Grey at **50¢**  
Ladies' Silk Hose at **\$1.00, \$1.15, \$2.00**  
Ladies' Fancy Silk Hose at **\$2.30, \$2.88 to \$4.45**  
Children's Hose, Buster Brown make, in white brown and black. Sizes 5 to 7. Priced at **30¢**  
Sizes 7 1/2 to 8 1/2. Price **35¢**  
Sizes 9 to 10. Price **40¢**

### SHOES FOR MEN

Men's Dress Shoes, Barry make. Shoes priced at **\$8.50, \$9.00 to \$10.00**

### MEN'S OXFORDS

Barry Oxfords. Priced at **\$8.45 to \$9.25**  
Other Oxfords at **\$6.45 to \$9.45**

### LADIES' OXFORDS

Priced at **\$5.00, \$6.25, \$7.50 and \$8.75**  
White Kid Oxfords at **\$9.00**  
White Kid Strap Pumps at **\$9.00**  
White Canvas Oxfords at **\$4.15**  
Other Shoes, Oxfords, Pumps, too numerous to mention in this add.  
Big line of Tennis Shoes and Oxfords just arrived. The prices on these shoes the lowest.

Big Shipment  
fancy  
Ginghams  
at  
19c yd.

Big Shipment  
36-inch  
Cambric  
at  
20c yd.

Devonshire  
Cloth  
Large Range  
Patterns  
at 32 1/2c

Big assortment  
Laces  
at  
5c yard

Palmolive  
Soap  
8c  
bar

Colgate's  
Talcum  
at  
15c

J & P Coats  
Sewing Thread  
at  
6c spool

Silk  
Sewing Thread  
at  
13c spool

Ladies'  
Silk Hose  
in white,  
brown, black  
and grey  
at \$1.00

Children's  
Koveralls  
at 90c to  
\$1.10

Big line  
Boy's  
Wash Suits  
at \$1.45 to \$2.80

Jackson Co.  
Corset  
priced at  
\$2.00 to \$7.00

North Central Golden Rule Mercantile Co., Inc. The Busy Street