

1921---Christmas Shopping Guide---1921

The reason you save here. We buy our merchandise in large quantities with 71 other Golden Rule Stores from the largest manufacturers in America. We buy for cash which gives us all discounts allowed. We in turn sell this merchandise to our customers for cash eliminating the expense and bad accounts accrued by the credit system. All departments are filled with practical Xmas gifts for each member of the family. This merchandise all purchased in the manner above stated and priced to you at Golden Rule prices.

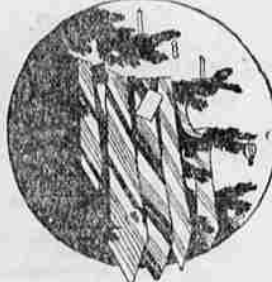
Do Your Christmas Shopping Early While the Selections Are Best

XMAS SUITS FOR MEN AND YOUNG MEN

Make your selections now. A splendid gift for the men
Best grade all wool Blue Serge Suits, \$23.00 to \$33.00
Other all wool Suits, priced at
\$21.00, \$30.00, \$32.80 to \$47.50
One lot Young Men's Suits, priced at \$13.50
Other Young Men's Suits, priced at \$26.00 to \$50.00
Oregon All Wool Cashmere Suits for Young Men at
\$20.50
Youth's Suits of Oregon All Wool Cashmere, priced at
\$19.00
Big line of Men's Overcoats, Mackinaws and Work
Coats

Boy's Knee Pant Suits, priced from \$7.75 to \$15.00
Boy's Mackinaws, Overcoats and Work Coats
If there is anything in clothing you want we haven't got
we will get it for you

MEN'S FURNISHINGS FOR XMAS



Dress Shirts, priced
\$1.00, \$1.50 to \$3.00
Dress Ties
50c, \$1.00, \$1.25 to \$1.50
Dress Belts, 50c to \$1.00
Xmas Handkerchiefs in fancy
borders, priced at 25c
Initial Handkerchiefs, 15c to 25c
Pure Linen Handkerchiefs, priced
at 25c to 50c
Suspenders in Xmas boxes, 60c to \$1.00
Belts in Xmas boxes, at 60c to \$1.00
Hose Supporters and Belt Set, Xmas boxes at 75c
Tie, Belt and Hose Supporter Set, Xmas boxes at \$1.75
Tie and Belt Set, Xmas boxes at \$1.75



Do
Your
Christmas
Shopping
Early

Coats and Suits

LADIES READY TO WEAR DEPARTMENT

You will find in this department a good assortment of Ladies Suits, Coats, Dresses, Waists, Blouses, Skirts, Petticoats, House Dresses and Aprons, also a good line of Silk underwear. Remember either of these would make her a good Xmas gift.

LADIES COATS

The tailleurs for Autumn show numerous interesting variations of design which provide styles for many types and needs, in women's and misses' sizes. There is a very interesting group of fur-trimmed models—a large variety of embroidered suits and coats—a distinctive collection of plainly tailored garments emphasizing beauty of line.

These Coats are priced at
\$15.00, \$18.00, \$22.50, \$25.00,
\$30.00, \$40.00, \$50.00, \$70.00,
and \$100.00

LADIES DRESSES

In Serge and Tricotine, Satins, Crepes, Taffetas and Canton Crepes, priced at
\$10.50, \$12.50, \$16.50, \$18.50,
\$25.00 and up to \$49.00

LADIES WAISTS AND BLOUSES

In assorted colors and styles, some beaded and embroidered models, others in the lace trimmed and the plain tailored ones. The prices are from \$3.35 to \$10.50
Pongee Waists, priced at
\$2.25 and \$3.35

SUITS

Feminine fancy finds perfect expression in a new Autumn Printzess Suit.

A great fashion authority once said that a tailored suit is the basis of every well-dressed woman's wardrobe.

In these Printz originations is embodied the subtle Parisian touch. In the skillful combination of fabric, color, decoration and detail of workmanship, lies their distinctiveness.

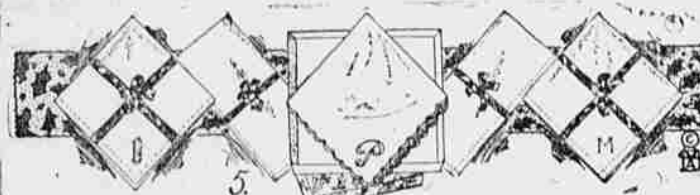
These Suits are priced at
\$30.00, \$40.00, \$45.00, \$50.00,
\$63.00 and up to \$83.00

Other lines of Suits that we have are priced at \$19.00, \$22.00, \$29.50 and up to \$50.00

LADIES' SILK PETTICOATS

All Silk Jerseys, priced at
\$3.00 and \$3.75
All Silk Jerseys, embroidered, priced at \$4.25
All Silk Taffetas and Satins, priced from \$3.00 to \$10.50
Silk Underwear very reasonably priced. See our's before buying elsewhere.

RIBBONS



Plain and fancy ribbons, all sizes and colors
Fancy figured and Roman stripe ribbon for sashes and bags, price 35c to \$2.60 yd.
One lot fancy satin ribbon, price yard . . . 50c
One lot fancy taffeta ribbon, price yard . . . 25c

GIVE HER A HAND BAG FOR XMAS

Just received a beautiful line of new Bags, real leather, ranging in price from
\$1.00 to \$12.50

Sterling silver tops with velvet and satin Bags, price \$4.50 and \$5.00

Silver Bags top, 50c, \$1.00 to \$2.50

HAIR ORNAMENTS

Fancy back and side combs, priced from
50c to \$2.50

Come in and look these over

BOX STATIONERY

Big line for Christmas, priced 25c and up

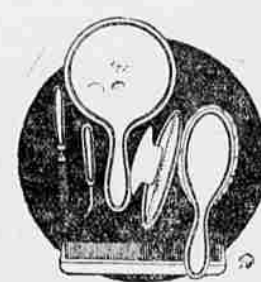
XMAS HOUSE SLIPPERS

Big Assortment House Slippers and Mockins for Ladies, Men and Children. Reasonably priced.

Shop Early While the
Selections Are Good



IVORY GOODS



Military Brushes . . . \$4.90
Shavings Sets, \$1.45,
\$2.85, \$3.00 to \$5.65
Pin Cushions . . . \$2.00
Nail Buffers . . . \$1.00
Hair Receivers . . . \$1.45
Jewel Cases . . . \$2.85
Perfume box . . . \$1.50
Talcum Powder can
. . . 65c, 95c

Cloth Brushes . . . \$3.35 to \$4.90
Hair Brushes . . . \$4.90 to \$5.65
Cuticle Knife . . . 35c
Mirrors . . . \$3.35, \$5.65, \$6.65

DOLLS

Dolls of all kinds. Kid body dolls, cloth body dolls, dolls for all the children.

Cloth body dolls, real hair and go to sleep eyes . \$1.65, \$1.90 to \$2.10
Kid body dolls, real hair and go to sleep eyes . . \$1.10, \$2.40 to \$4.50
Doll heads, unbreakable, each 25c
Doll heads, chinaware \$1.00, \$1.15
Doll wigs . . . 25c to 50c



CHRISTMAS HANDKERCHIEFS

The best line of imported hand embroidered linen Handkerchiefs in Southern Oregon.
Come in and see this line.

Hand embroidered, all pure linen, made in Switzerland, \$2.75

Hand embroidered, all pure linen, made in Switzerland, \$1.75

Hand embroidered, all pure linen, made in Switzerland, \$1.00

Hand embroidered, all pure linen, made in Ireland, 90c, \$1.00

Hand embroidered, all pure linen, made in Ireland, 35c to 50c

1 doz. Handkerchiefs, handsomely boxed, hand embroidered, box \$1.15

Beautiful line of embroidered Swiss Handkerchiefs, in price from 5c, 10c, 15c, 25c, 35c and 40c

The Daylight Store—Medford's
Largest Department Store

Golden Rule Mer. Co., Inc.

Phone 245

72 Busy Department Stores—the
Reason We Sell for Less