



*Printzess  
Coats and Suits*

*Hickey-Freeman  
Suits for Men*

# THE GOLDEN RULE MERCANTILE CO.

Announces Their Ninth Anniversary and the Arrival of

## New Spring Merchandise

Here Are a Few of the Items and Prices That We Are Offering

### Silk Dresses

See our new Spring Silk Dresses:  
One lot, Special at.....**\$10.50**  
One lot, Special at.....**\$14.65**  
One lot, Special at.....**\$20.65**  
Other Dresses priced at **\$25.00**  
to **\$45.00**

### Sport Wool Dresses

These beautiful Sport Dresses  
only.....**\$14.25**  
Other Wool Dresses priced—  
**\$14.65 to \$36.00**

### Blouses

Beautiful line of Blouses, plain  
and figured silks.....**\$5.65**  
to **\$12.00**

Special lot of Blouses, just re-  
ceived.....**\$3.35**

### House Aprons

Not the cheap, flimsy, poorly  
made ones usually found at such  
prices, but smartly fashioned,  
fast colors and beautifully trim-  
med, pretty combinations, at  
**\$1.89**

During the month of February we are celebrating our Ninth Anniversary in Medford. These nine years have been prosperous ones for us. We have built up, what we consider one of the finest Department Stores in Southern Oregon and Northern California, in our building at the corner of Central and Sixth Streets. In Ashland we have a branch store that is considered one of the finest in that city. April 1st, we will open still another store at Dunsmuir, California.

We cordially invite you to visit our store this month. When you come we will have for your inspection the very latest creations for spring in women's wear, dry goods and men's wear as well as footwear for the whole family.

### New Spring Coats

One lot of plaid and striped  
Coats at.....**\$11.65**  
One lot, Special at.....**\$20.65**  
Other Coats priced at **\$13.00**  
to **\$38.00**

Coats and Capes for children, 2  
to 12 years, at.....**\$4.50 up**

### Sweaters

New shipment of Ladies' Sweaters—Silk, wool and silk and wool.

### Skirts

Ladies' Dress Skirts, in plain,  
plaids and brocade, from **\$4.25**  
to **\$18.65**

Beautiful Silk Knit Skirts and  
Suits.

### Apron Dresses

Not the cheap, flimsy, badly-cut  
dresses one usually finds at such  
prices, but smartly fashioned,  
fast color, dependable shades,  
Fresh, crisp trimmings and pre-  
tty combinations. Gingham and  
Crepes. Each.....**\$1.89**

### SHEETS AND PILLOW CASES

42x36 Pillow Slips.....**30¢**  
42x36 Pequot Pillow Cases.....**43¢**  
42x36 Pepperell Pillow Cases.....**40¢**  
45x36 Pepperell Pillow Cases.....**45¢**  
45x36 Pequot Pillow Slips at.....**47¢**  
72x90 Pequot Sheets at.....**\$1.79**  
81x90 Pepperell Sheets, at.....**\$1.55**  
Lowest prices on Blankets, Comforters, Bed  
Pads and Pillows.

### TOWELS

Hand Towels.....**13¢**, or **2 for 25¢**  
Huck Towels, red borders, each.....**15¢**  
Linen Huck Towels, hemstitched, each **50¢**  
Turkish Towels, per pair.....**42¢**  
Fancy Turkish Towels.....**50¢** and **\$1.00**

### New Spring Piece Goods

New Spring Ginghams, 32 inch at **24 to 29¢**  
New Spring Tissues.....**39¢**  
Fast Color Suitings.....**45¢**  
Percales.....**19¢** and **25¢**  
See our new Linens and Ratines.  
Fancy and Plain Voiles.....**45¢ to 54¢**

### CHALLIE

Comforter Challie, wide range of patterns,  
**15¢** and up

### NEW SILKALINE

Beautiful Patterns in yellow, blue, lavender  
and pink.....**20 to 28¢**

### NEW SPRING SILKS

New line of Fancy Figured Silks.....**\$2.75**  
to **\$3.89**  
Figured M. J., yard.....**\$1.85**  
Crepe de Lene, yard.....**\$1.29**

### DRAPERIES

New draperies, the very latest fabrics and  
designs, are here for your selection. Ship-  
ments have just arrived.  
New Curtain Serims and Nets, per yard,  
**19¢ to 70¢**  
New Spring Jap Crepe.....**23¢ to 27¢**

### NECKWEAR

Just received, large assortment of Collar  
and Cuff sets.....**50¢, 75¢ and 98¢**  
New Vestees.....**50¢ and 98¢**

### CORSETS

Special lot of Corsets.....**\$1.00**  
Special lot of American Lady and P. N.  
Corsets.....**\$1.50 and \$1.85**  
Practical Front models **\$4.50 \$5.25 and**  
**\$6.75**

### HOSE

Phoenix Silk Hose.....**\$1.00 to \$1.90**  
Ladies' Cotton and Lisle Hose...**25¢ to 50¢**  
Buster Brown Hose for children.

"The Daylight Store for the  
Whole Family"  
Corner Central and 6th Sts.



Buying Quantities of Merchan-  
dise in Conjunction with  
89 Busy Stores