

New Spring Wear for Men and Women

SHIPMENTS JUST RECEIVED FROM THE EAST

Offered During February at

Famous Golden Rule Prices



THE GOLDEN RULE ALWAYS WELCOMES PRICE COMPARISON

SPRING MERCHANDISE ARRIVING

Besides the items listed in this advertisement we have a large and complete assortment of good, dependable merchandise, including Staple Dry Goods, Notions and Furnishings at very attractive prices. Every day we receive new men's wear and furnishings and soon our spring stock in the men's department will be complete.

We will be pleased to show you our spring merchandise and feel that you will be benefited by looking at our stocks and prices.

Mail orders are promptly filled.

WHY WE OFFER THESE LOW PRICES

89 Stores, members of the famous Golden Rule chain of stores, buy their merchandise together in quantities. Quantity buying naturally means lower prices to us and we, in turn, offer you the advantage of these lower prices.

We would suggest that you call, thoroughly inspect our merchandise and compare our prices. You will then appreciate what Golden Rule collective buying means.

DRY GOODS

- 72 inch Brown Pepperell Sheeting, at yard **49¢**
- 27 inch Outing Flannel, at **18¢**
- 36 inch Outing Flannel, at **24¢**
- 27 inch Daisy Cloth, at **22¢**
- 36 inch Daisy Cloth, at **28¢**

Get our prices on Bleached and Brown Sheetings before buying.

Our buyers are now returning from the eastern markets. They report a stable market and no indications of material changes in prevailing prices. Consequently now is a safe time to buy your spring necessities.



Men's Furnishings

- Lisle Dress Hose..... **3 pair for \$1.00**
- Men's Dress Shirts with Collars at **\$1.00**
- Other Dress Cotton Socks at **15¢ to 25¢**
- Men's Dress Shirts, no collar at **\$1.00**
- Big assortment of new Spring Shirts to choose from. Both with and without collars. Shirts without collars in the better grades, priced at **\$1.50, \$1.90, \$1.95 to \$2.50**
- Dress Ties priced **50¢, 75¢, 80¢, 95¢ to \$1.25**
- One lot of Men's Dress Hats at **\$2.98**
- Other Dress Hats priced **\$2.50, \$3.85 to \$6.30**
- Men's Fancy Dress Wool Shirts **\$4.25, \$5.60 to \$5.75**
- Men's Caps **65¢, \$1.00, \$1.75 to \$2.25**
- Men's 220 weight Bib Overalls at **\$1.19**
- Khaki Pants and Work Pants very reasonable prices. Also the very lowest prices on the best grades of work shirts.
- Men's Dress Cotton Socks, pair..... **10¢**
- Cotton Work Socks..... **2 pair for 25¢**
- Good Canvas Gloves..... **15¢ to 25¢**
- Dress Suspenders..... **50¢ to \$1.00**
- Leather Work Gloves **55¢, \$1.00 to \$2.25**

SPRING SHOES FOR ALL

- In the growing girls' Shoes, sizes 2 1/2 to 7
- Grey color Suede, flat heel, one-strap Pumps at **\$3.59**
- Dark tan color Suede, flat heel, one-strap Pumps at **\$3.59**
- Flat heel, fancy patent Sandals at **\$3.45 to \$4.95**
- Flat heel, one-strap Satin Pumps at **\$4.19 to \$4.75**
- Flat heel, patent and grey one-strap Pumps at **\$4.75**
- Flat heel, Brown Calf Skin, one-strap Pumps at **\$4.95**
- Brown Calf Skin Oxfords **\$4.00 to \$5.40**
- Black Oxfords, flat heels at **\$4.25 to \$5.25**

LADIES' DRESS PUMPS AND OXFORDS

- Utz & Dunn Heel Hugger Oxfords **\$7.50 to \$8.45**
- Utz & Dunn Heel Hugger Pumps at **\$7.95**
- Utz & Dunn Arch Supported Oxfords **\$8.95 to \$9.85**
- Street Oxfords priced **\$4.25 to \$6.15**

The new tan suede, junior French heel, fancy pumps at **\$8.35**

Other Dress Pumps, too numerous to mention. Priced at **\$3.29, \$5.95, \$7.50 to \$8.00**

MEN'S DRESS SHOES

Just received, a big shipment of the famous Barry Dress Shoes and Oxfords.

Barry Dress Shoes **\$7.00 to \$9.25**

Barry Dress Oxfords at **\$7.25, \$7.50, \$7.75 to \$7.95**

Brown Dress Oxfords at..... **\$4.35 to \$4.79**

Men if in want of a New Dress Shoe or Oxford, here is the place to save money on them.

See our line of Men's Kangaroo Shoes at **\$7.50 to \$8.95**

CHILDREN'S SHOES AND SLIPPERS

Our new Spring line of Children's Pumps are in all the new styles and very reasonable price. Both in school and dress Pumps and Shoes

Notions

- Sewing Silk, 100 yard spools..... **13¢**
- Bias Tapes, all widths
- Fancy Trimming Braid, bolt..... **10¢**
- Kotex, regular size **55¢**
- New Belts, white and colors... **25¢ and 50¢**
- Embroidery Flosses, 6 strand mercerized, 2 skeins for **5¢**
- Embroidery Flosses, Fibersheen, skein **5¢** or **3 for 10¢**
- J & P Coats Crochet Cotton..... **10¢**
- Coats Machine Thread..... **6 for 25¢**
- Hughes Ideal Hair Brushes..... **\$1.25**
- Keep-Clean Hair Brushes..... **50¢**
- Dressing Combs **15¢ to 98¢**

TOILET GOODS

- Colgates Taleum Powder..... **20¢ and 25¢**
- Colgates Dental Paste..... **10¢ and 25¢**
- Palm Olive Soap **8¢**
- Hinds Honey and Almond Cream..... **50¢**

NEW BAGS

- New Purses and Bags **\$2.25 to \$5.25**

SPRING BARGAINS IN OUR MEN'S DEPARTMENT!

Men's Suits

- An extra good, well tailored Bankers' Grey Serge, with two pairs of pants, at..... **\$45.00**
- A hard-finished dark grey worsted fine tailored suit, with two pairs of pants, **\$37.50**
- A good light grey worsted, well made at **\$31.50**
- A good grey serge suit, with two pairs of pants **\$28.50**
- We still have nearly all sizes O. D. Serge well tailored Norfolk style, at..... **\$25.00**
- Our new suits of the same quality and style will be higher.
- 69 first class, all wool suits, both serge and worsted at..... **\$28.50 to \$35.00**
- Remember we carry the famous Hickey-Freeman line of clothing—the best tailored line in America. Call and inspect this line. Priced right.

Young Men's Suits

- A nice dark checked pattern of the Washougal Mills cloth at **\$30.50**
- A finely tailored suit in dark, rich mixed colors..... **\$35.00**
- An extra fine, nicely tailored suit of a dark rich color, with two pairs of pants..... **\$47.25**
- A dark brown worsted with a pin stripe..... **\$25.00**
- 53 other suits at prices ranging from..... **\$17.50 to \$34.50**
- Men's odd Coats, sizes 36 to 42, at **\$4.25**
- Aqua-repel Pants, double front and back **\$3.98**



SPECIAL Suits for Men and Young Men

We still have a few suits at ridiculously low prices. These suits are of good, dependable material, but are broken lots, and we need the space they occupy for new suits which will soon arrive. Come in and look these suits over. Priced at **\$12.48, \$14.98, \$16.48, \$22.98, \$24.98**

A big line of Men's and young Men's trousers at..... **\$3.95 to \$7.50**

Boy's Suits

A good line of Boys' Suits, all sizes, at **\$6.50** and up

BOYS' TROUSERS

All sizes and many colors at **\$1.25 to \$2.85**

MEN'S SHIRTS

See our window display of Work and Negligee Shirts

Good Work Shirts, only..... **69¢**

Men's Negligee Shirts, only..... **95¢**

Collar attached Shirts in the better grades, priced at **\$1.25, \$1.50, \$1.95 to \$2.25**

UNDERWEAR

Our Men's and Boys Spring and Summer Underweares are here. A wonderful line to choose from. All at very low prices. Don't fail to see these values.

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



Main Store—Medford, Ore.
Branche in Ashland
Dunsmuir Store Opens April 1