

"The Biggest Little City in the West."

# THE WEATHER MAN SAYS

Shop Our Windows For Sensational Savings

# BUY NOW FOR FALL

A Real Harvest of Bargains for YOU



## New Shipment of PHOENIX HOSE

- No. 304 medium weight, silk and fiber, with lisle garter top. All wanted shades, **\$1.00**
- No. 365 Medium weight pure silk, 10-inch lisle garter top, seamed back, in mock fashion, **\$1.25**
- No. 404 Medium weight pure silk, with self clock pattern; 9-inch lisle garter top, **\$1.50**
- No. 719 Extra fine gauge, spring needle, pure silk Hose. Seamed back, mock fashioned; 9-inch garter top **\$1.50**
- No. 740 Heavy weight, pure silk, with extra mercerized elastic; ribbed top, seamed **\$1.50**
- No. 368 Full-fashioned, medium weight with 8-inch Lisle garter top. All wanted colors **\$1.85**

—and the old weather man emphasized his tip to southern Oregon and Northern California shoppers with some chilly, damp weather and an unusual offering of merchandise at the Golden Rule.

Southern Oregon men and women call for BARGAINS and we are giving them. This is the most sensational event—the most radical reductions—yet offered by the Golden Rule Store, where every-day prices are lower than sale prices of other stores. We are celebrating the vacation of our store room, formerly occupied by the Jackson County Building & Loan Association, and you will be convinced more than ever before, of the tremendous advantage of buying for cash, together with 95 other busy Golden Rule stores. Cash buying and Cash selling means Lower Prices. Compare them and you'll agree. The bargains are offered—

### AT THE HEIGHT OF THE FALL SHOPPING SEASON

which means that you can make the savings on women's fall ready-to-wear, men's furnishings, dry goods, notions and shoes for all the family at a time when you want savings!

### PRICES ARE SLASHED

Quantity buying enables us to do it. Read every word about this gigantic event! Note every price! They mean DOLLARS SAVED for you. These bargains have never before been offered by a Medford store!

### Wonderful Values in Cheaper Coats

For Ladies; in all wanted colors and all sizes; fully lined throughout; full length. Trimmed in good grade fur at **\$16.75**  
Choose yours while sizes are complete **\$16.75**

### Ladies' Coats at \$13.75

New and pretty Ladies' Coats; fully lined; fur collars and cuffs; well made and full length. This lot, while they last at... **\$13.75**



PRINTZESS COATS

Many of the Styles

PRINTZESS COATS

## 20 Coats at \$47.50

Regardless of prices we are going to sell **Printz-Biederman Coats at \$47.50** which formerly sold at \$59.00. There are only 20 left.

They are glossy surfaced, cut fabrics, self striped and plaided and new pile fabrics distinguish this group of handsome coats. Full lined, convertible self collars, fur trimmed collars and cuffs.

## B. & M. High Grade COATS



Originally selling for \$75.00, are on sale at

**\$59.50**

There Are Only 5 Coats Left

### NEVER SHOWN BEFORE

Call in and see our new line of Wool Sweaters just in. Comes in Wool, Brushed Wool and Neck Styles that have never been shown in Medford before. Price **\$3.50 to \$8.25**

These Coats Must all Go; We Have Decided That **Jump in and Buy Until it Hurts**

You Never Will Get Such Values at These Prices Again

## Hurrah! Just Arrived---

Hurrah! For less expensive Coats. Most all have Fur Collars, Cuffs; fully lined and richly finished—in all the latest shades.

They arrived just in time for quick action. Colors: Black, Bunny, Pewter, Henna and Brown

**\$25**

### Winter Coatings

Kynda, 54 inch, comes in self same squares. Beautiful for Winter Coats. In Brown **\$5.10**  
Blue Pentature Coatings, 54 inch, in all wool, etc... **\$3.38**

Black and Gray Wool Coatings **\$2.45** the yard

Blue and Brown Coatings, full 54 inches wide **\$3.38**



### Men's Overcoats

Men's all wool Overcoats in fancy patterns at \$16.45, and other Overcoats, from

**\$16.45 to \$38.00**

### Corduroys

Have you seen our beautiful new Corduroys—all the wanted shades. Your wardrobe isn't complete without a Dressing Gown from one of these patterns. The yard—

**98c to \$1.10**

Full line of Men's Suits at usual low Golden Rule Prices

### Boys' Suits

Big line of Boys' 2 pants Suits, from

**\$8.95, \$9.45 and up**

### New Patent--

Cut out gore in Oxfords, with the new Oriental-Spanish heel. See this Shoe at once. **\$6.45**

## In Our Piece Goods Department

In Our Piece Goods Department We Have	1101 Outing; good weight; 36 inches wide, at <b>25¢</b> the yard. Comes in fancy and plain.	Hopedale Muslin at <b>15¢</b> the yard
27-inch Daisy Outings at <b>25¢</b> the yard; regular weight.	Hope Muslin There you are, <b>17¢</b> the yard	Pillow Cases Gold Seal, 36x42, at <b>25¢</b> each
27-inch Snowflake Outing, good weight, at <b>18¢</b> .	Pepperell Sheeting 8-4 Sheeting at <b>50¢</b> yard 9-4 Sheeting at <b>55¢</b> yard 10-4 Sheeting at <b>60¢</b> yard	Pepperell Sheets 81x90, at <b>\$1.55</b> ; seamless
Coleman Sheets 72x90, priced at <b>\$1.40</b> 81x90, priced at <b>\$1.55</b>	Unbleached Sheeting Same as Above 8-4 Sheeting at <b>47¢</b> yard 9-4 Sheeting at <b>52¢</b> yard 10-4 Sheeting at <b>57¢</b> yard	Pequot Sheeting 9-4 Sheeting at <b>55¢</b> yard 9-4 Sheeting at <b>60¢</b> yard 10-4 Sheeting at <b>65¢</b> yard
Pequot Sheets 72x90 priced at <b>\$1.65</b> 81x90, priced at <b>\$1.70</b>	Unbleached Sheeting Same as Above—"Pequot" 8-4 Sheeting at <b>52¢</b> yard 9-4 Sheeting at <b>57¢</b> yard 10-4 Sheeting at <b>62¢</b> yard	

No Goods Sold to Merchants; To the Trade Only

## Largest Line of Flannel Nighties Now in---

Medford  
Ashland  
Butte Falls  
Dunsmuir  
Calif.



make Warm Friends