

# Springtime and Easter

Snow only on the distant mountain peaks. Oh yes, Old Mother Earth is again dressed in her wonderful coat of green, the trees have beautiful pink and white blossoms and the birds, with their early morning songs stir us with life anew. 'Tis no wonder we all want to look and be at our best on Easter Morn. Say! we're no poets but we do know the

95 Busy Stores  
The Reason We Sell for Less



Medford, Ashland, Butte Falls  
and Dunsmuir

Has Wonderful Selections of EASTER GOODS to Choose from at REASONABLE PRICES

## Bargains in Our Men's Department

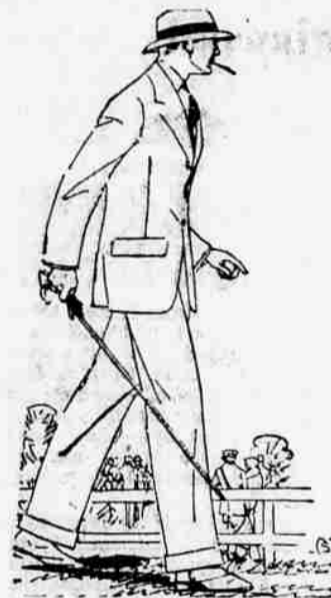
A Fine Line of Men's and Boys' Caps in the Latest Styles and Colors

- For men priced at.....\$1.25, \$1.35 to \$2.50
- For boys priced at.....\$1.00, \$1.50 to \$1.75
- Other caps for both men and boys at.....60¢, 75¢ to \$1.00
- Men's hats as good as John B. Stetson's, in the new spring shades and styles at.....\$4.25 to \$6.30
- Other good dress hats at.....\$2.25, \$2.50 to \$3.25

### MEN'S AND BOYS' SUITS

- Men's and young men's dress suits in the famous Rico-Rochester make, good colors, the best of materials and finely tailored; priced at.....\$33.25 to \$38.25
- Other suits for both men and young men at.....\$14.85 to \$23.50
- Boys' two-pant knicker suits; a big line to choose from; good dependable materials; priced at.....\$7.95 to \$15.00

A Few Other Suits for Less Money.



- The non-fade Raynee wash suits for children, in sizes from age 1 to age 8, in the new spring colors, at.....\$1.95 to \$2.80
- Children's summer dress hats at.....50¢, 75¢ to \$1.00
- Boys' knicker pants at.....\$1.00 to \$2.80

- A new line of men's and young men's odd trousers just in, priced at \$3.25 to \$7.00
- Men's outing hats in straw.....15¢ to 55¢
- Men's outing hats in khaki.....60¢ to 90¢
- Men's outing hats in linen.....90¢ and 95¢
- Boys' outing hats in straw.....10¢ to 35¢

## Beautiful Display of Easter Wearing Apparel for Ladies and Misses

See Our Line of Betty Wales Dresses. Priced \$27.50 to \$28.50.

The new spring flannel dresses, both in long and short sleeves. Priced.....\$10.50 to \$25.00

Everything that is new in silk dresses are now on display here. Priced.....\$10.75 to \$40.00

See our line of the new fiber silk slip-on sweaters, high neck and long sleeves; beautiful colors. Priced.....\$2.00 to \$7.00

Wonderful display of the new coats shown here in all the new styles and colors. You must see these garments to appreciate their beauty. Priced from.....\$9.75 to \$35.00

Big line of the new spring wash dresses in linen, voiles and English broadcloth. Priced.....\$4.75-\$12.75

When in need of house aprons see our line. Priced 50¢, 98¢ and up.



Special Ladies' Suits for Easter . . . . . \$16.50

## We Have a Special Showing of Dry Goods and Silks for Easter Time Showing

Everyone is of the same opinion, that the Golden Rule is the only place to buy quality dry goods at the lowest prices. Compare the prices listed in this ad. Goods not listed priced equally as low.



## In Our Shoe Department

Wonderful Showing of the New Novelty and Dress Shoes for Your Easter Outfit for Ladies, Men and Children

### LADIES' SHOES

- Oxfords, military heels, brown, pair.....\$7.45 to \$8.25
- Oxfords, military heels, black, pair.....\$4.85 to \$7.50
- Black kid pumps.....\$4.00 to \$7.50
- Black patent pumps.....\$3.35 to \$7.50
- The new tan pumps.....\$5.25, \$5.95, \$6.45 to \$7.95

You can always find snappy styles on our bargain counters. Priced.....\$3.98 and \$4.98

LADIES—Don't forget our Wednesday special—Smoked Elk Oxfords and Pumps; a regular \$5.50 value; Wednesday only.....\$3.69

Just the Shoe for Every Day and Outing Wear.

### MEN'S SHOES

- Men's dress shoes.....\$5.00 to \$9.50
- Men's dress oxfords.....\$5.00 to \$8.25
- Men's heavy work shoes.....\$3.50 to \$5.00
- Men's elk work shoes.....\$1.98 to \$3.50
- Men's 8-in. elk work shoes, \$3.89 to \$4.00
- Boys' high, dress and school shoes, pair.....\$3.29 to \$4.90
- Boy's oxfords.....\$4.75
- Boys' elk shoes.....\$2.75
- Misses' pumps, 8½ to 11.....\$1.70 to \$2.98
- 11½ to 2.....\$1.95 to \$4.00
- Misses' oxfords, 8½ to 11.....\$2.25 to \$3.30
- 11½ to 2.....\$3.00 to \$3.35
- Child's pumps, 5½ to 8.....\$1.50 to \$2.15
- Child's oxfords, 5½ to 8.....\$2.10 to \$3.00
- Boys' tennis shoes.....\$1.25 to \$2.00
- Youth's tennis shoes.....\$1.15 to \$1.75

## These Prices Good Only While Present Stocks Last

### SHEETING

Pequot—America's Best Sheeting

- 72-inch Pequot sheeting at.....58¢
- 81-inch Pequot sheeting at.....68¢
- 90-inch Pequot sheeting at.....72¢

### PEQUOT SHEETING

- 72x90 sheets at.....\$1.65
- 81x90 sheets at.....\$1.75
- Hopeday and Interducer 36-inch bleached muslin; special at.....15¢

### DRY GOODS

- 32-in. Imported Jap pongee, all colors.....\$1.35
- 40-in. Printed crepe de chine, all new patterns, yard.....\$2.25
- 40-in. Solid color crepe de chine, all colors, yard.....\$1.68
- 36-40-in. Imported printed voiles.....48¢-\$1.25
- 36-in. Rayon, fancy stripe.....\$1.00-\$1.25
- 36-in. Fast color suiting, all colors.....48¢
- 36-in. Permanent dot voile.....35¢
- 36-in. Fast color permanent dot voile.....50¢
- 40-in. Solid color voiles, all shades.....45¢
- 36-in. Lingette, all colors.....65¢
- 36-in. E. & W. costume silk, all colors.....65¢
- 36-in. Dimity check, all colors.....25¢

### QUILT CHALLIES

Just received a new shipment of challies, including all the new patterns. Priced while these last.....6 Yards for \$1.00

### GINGHAMS

- 32-inch Kalburnie gingham; fast colors in all the new patterns; priced.....23¢
- 36-inch percales, special, yard.....16¢
- Devonshire cloth.....32¢

### NOTIONS

- J. & P. Coats' crochet thread.....12¢
- J. & P. Coats' sewing thread.....6 for 25¢
- J. & P. Coats' 6-strand embroidery.....3¢
- J. & P. Coats' pearl cotton.....10¢
- J. & P. Coats' fiber sheen.....5¢
- Belding's silk thread.....13¢
- Palmolive soap.....7 Bars 50¢
- Pepsodent tooth paste.....35¢
- Pebeo tooth paste.....35¢
- Small size Mentholatum.....23¢
- Large size Mentholatum.....43¢
- Vick's, small size.....30¢
- Listerine, bottle.....29¢
- Large size Honey almond cream.....39¢

See Our Special Line of 5c Toilet Soaps.

### Men's Work Clothing

- 220-weight blue bib overalls.....\$1.19
- Golden Rule special bib overalls at.....\$1.65
- Golden Rule special waist overalls at.....\$1.65
- Men's Big Six work shirts at.....89¢
- Uncle Sam work shirts at.....95¢
- Men's work socks, Uncle Sam make, at.....15¢
- Men's cotton socks, pair.....10¢
- Men's cotton socks, 2 pair for.....25¢
- Khaki pants, Sweet Orr make, at.....\$2.25 to \$2.85

### Men's Spring and Summer Underwear

- Cooper's knit union suits, short and long sleeves, at.....\$1.50
- Cooper's athletic union suits.....\$1.10
- Munsing knit union suits, short and long sleeves, at.....\$1.55
- Athletic union suits at 50¢, 79¢ and.....\$1.00
- Dress shirts, with and without collars, at.....\$1.00
- English broadcloth shirts in colors grey, tan and white, with and without collars, at.....\$2.50
- Fancy stripe percale shirts, with and without collars, at.....\$1.25 to \$1.50

### Ladies' and Children's Easter Hosiery

- Ladies' hose, all silk, in all new shades.....\$1.00
- Ladies' silk hose, all colors, rib top.....\$1.50
- Ladies' silk hose, out-sizes, rib top.....\$1.50
- Ladies' sport hose, striped, checked, fancy ribbed.....\$1.00
- One lot of ladies' silk and fiber hose.....50¢
- Children's hose, black and cordovan.....25¢
- Children's derby ribbed hose, black and cordovan.....25¢
- Children's sport hose, and listerine, all colors.....50¢
- Children's half and three-quarter length sox.....25¢ to 75¢

### GLOVES FOR EASTER

- Van Raalte silk gloves, one lot to close out.....98¢
- Van Raalte silk glove, one-snap, fancy cuff.....\$1.50
- Van Raalte suede fabric gloves, colors oak, mode, fawn, covert, grey and sand, priced.....75¢
- .....\$1.00 and.....\$1.50

Practical Front Corsets

Phoenix Hosiery

Pictorial Review Patterns