

THE GOLDEN RULE

C. W. WHILLOCK & SON

MEDFORD, OREGON

The Call To Christmas

Make this a Home-Beautiful Christmas---a Practical, Sensible Christmas. Choose Gifts Worth While---Possessing Character and Quality. This store---your store---Helpful, Resourceful.

Men's Clothing

The kind you'd like to wear—the kind you ought to wear, at a price you can afford.

There are suits here priced as low as \$8.80

Pure Worsted Suits, in gray, at \$13.50

Handsome Worsted Suits, in neat checks and plaids \$15.00

A good Blue Serge Suit \$10.00

No. 55 All-Wool Blue Serge at \$12.50

No. 1915, our leader Blue Serge, defies competition, at \$16.50

Kuppenheimer Cloths, a triumph of tailoring, superior in quality and workmanship, all arranged in two prices, at \$16.50, \$19.80

Men's Overcoats at prices within reach, \$10.00, \$11.48, \$12.50, \$13.50 and \$16.50

ALSO BOYS' CLOTHING.

Specials in Men's Furnishings

Best Bib Overalls 80c

Heavy Work Socks, dozen pair for 89c

10-oz. Cotton Flannel Gloves, knit wrist 10c

Canvas Gloves 5c

Best Work Shirts 43c

E. & W. Dress Shirts, fast colors 95c

Soft Dress Shirts 53c

Large Red or Blue Handkerchiefs at 5c

Levi Strauss No. 2 Overalls 75c

Men's Black Socks 9c

Men's Cotton Sweaters 50c

Men's Four-in-Hand Ties, 10c, 25c and 50c

Colgate's Shaving Soap 4c

Good Flannelette Night Shirts for 69c

Good Suspenders 25c

Heavy Wool Socks 25c

Gray Worsted Socks 19c

Warm Wool Gloves 35c and 50c

Lined Mocha Gloves 75c

Astrakhan Back, Kid Face Gloves for men or boys 50c

Dress Kid Gloves \$1.25

White Initial Handkerchiefs at two for 25c

Canvas Leggings, boys' 50c

Same for men 60c

RUBBERS

All first quality and new stock.

Children's Rubbers 40c

Misses' Rubbers 50c

Ladies' Rubbers 60c

Boys' heavy rolled sole, sizes 11 to 2 60c

2 1/2 to 6 70c

Men's Rubbers 85c

Woolsocket, heavy rolled sole, all duck Rubber boot. \$4.00

MEN'S UNDERWEAR

Shirts and Drawers now selling at, each 48c to \$1.19

Union Suits 80c to \$1.95

NAPKIN SPECIALS

Extra value at, the dozen \$1.00 to \$2.00

BOYS' UNDERWEAR

A large showing in all sizes, at 35c to 60c



SANTA CLAUS'S HEADQUARTERS

Shoes For The Family

Look over these prices and compare them with your catalogue or any price list you may have and see if we are not giving you more for your money.

LADIES' SHOES

Patent, black cloth top, button, plain toe, Cuban heel \$3.15

Patent, button, cloth top, plain toe, low heel \$3.00

Patent, button, plain toe, kid top, Cuban heel \$2.75

Gun Metal, button, cloth top, Cuban heel \$3.15

Velour calf, button, tip, Cuban heel. \$3.15

Dull calf, button, tip, low heel. \$2.50

Flexible sole, vici, tip, button or lace, low heel \$3.15

Vici kid, blucher, turn sole, low heel. \$3.15

Dull kid, cloth top, plain toe, button, Cuban heel \$3.15

All kid, stock tip, button, medium heel \$2.95

Soft kid, cushion sole, rubber heel, button \$2.15

Kid, patent tip, low heel, button or lace \$2.25

Kid, patent tip, low heel, button. \$1.95

Kid, cloth top, button \$1.50

CHILDREN'S SHOES

Patent, button, tip, 1 1/2 to 2. \$1.85 to \$2.

Patent button, tip, 1 1/2 to 2, at \$1.80 to \$2.15

Best quality dongola, button \$1.50 to \$2.05

Best gun metal, button, 3 1/2 to 2. \$2.05

Calfskin, button, 1 1/2 to 2. \$1.13 to \$1.58

THE CELEBRATED J. P. S. SHOES FOR BOYS—"Bulldog Wear in Every Pair"

No. 350—Veal, blucher, heavy sole, according to size. \$1.15 to \$1.67

No. 1100—Gun metal, button \$1.48 to \$2.00

No. 1200—Gun metal, blucher \$1.48 to \$2.00

No. 1375—Gun metal, button \$1.70 to \$2.25

No. 1350—Velour calf, button, 2 1/2 to 5 1/2 \$2.50

No. 100—Boarded kangaroo blucher \$1.75 to \$2.15

No. 1050—Heavy chrome, tan, blucher, for wet weather. \$2.15 to \$2.50

MEN'S DRESS SHOES

Barry's hand-made, English last, lace, black or tan. \$4.50

Glazed kangaroo, blucher, very dressy \$4.25

Best gun metal, blucher, double sole \$4.25

Box calf, blucher, full double sole. \$4.25

Gun metal, button or lace \$3.25

Box calf, button or lace \$2.75

MEN'S WORK SHOES

Brown chrome calf, blucher, half double sole \$2.15

Heavy tan chrome calf, blucher. \$2.70

Best chrome calf, blucher, double sole \$3.15 and \$3.60

MEN'S HIGH TOPS

10-inch calf \$4.00

11-inch Peters' chrome calf. \$5.00

15-inch Peters' chrome calf, pocket counter \$6.50

12-inch Western, best veal stock. \$6.50

16-inch best veal \$7.50

Table Linen

Here are the linens, bright and white and glorious. The very class and kind of linens that are the pride of every housekeeper, and at the lowest prices that you'll see this season.

64-inch Heavy Weight Damask, stripe pattern, at 50c

62 and 68-inch Pure White, All Linen, Polka Dot and Fleur de Lis patterns 75c

72-inch Silver Bleached, pure linen, dot and stripe patterns. \$1.00

Napkins to match \$3.00

76-inch Chrysanthemum Pattern, white as snow, heavy and beautiful \$1.25

62-inch Satin Damask, all linen. 58c

72-inch Fine Pure Irish Linen, carnation and fleur de lis patterns, at. \$1.29

Napkins to match \$3.50

NOTIONS

See how far your money will go buying your notions here.

Silk Thread, 100-yd. 8c

J. & P. Coats Thread. 4c

Darning Cotton 2c

Hooks and Eyes 4c

Dress Snaps 4c

Wire Hairpins 1c

Box Assorted Hairpins. 4c

Large Box Assorted. 8c

Safety Pins, 3 for. 5c

Good Pearl Buttons, 2 for. 5c

Fine Pearl Buttons. 25c

Pound pkg. Writing Paper. 18c



Hosiery

Whit-Leather Hose, for men, women and children, at 15c

Buster Brown Hose, fine ribbed for girls, heavy ribbed for boys, and lisle for ladies, at 25c

Buster Brown, lisle, out sizes, at. 25c

Buster Brown, fiber silk. 50c

Buster Brown, full fashioned, extra fine lisle, at 50c

Phoenix Silk Hose 75c

Infants' Fine Ribbed, cotton, black or white, two for 25c

Topsy School Hose, two for 25c

Ladies' Gowns

The Sterling Brand and Sterling Quality.

White or colored, Dutch neck. 60c

Better quality, white or colored, with or without collar. 75c

Extra heavy, nicely trimmed, with or without collar 98c

Ladies' Pajamas \$1.19

Children's Gowns 50c, 60c

Children's Sleeping Garments. 50c

DOMESTICS

Hope Bleached Muslin 8c

Fruit of the Loom Bleached Muslin. 9c

Springwater Bleached Muslin. 10c

Berkeley No. 68 Cambric. 11 1/2c

Nursery Cloth, fast colors. 12 1/2c

Worth Cheviot 10c

28-inch Percal 6 1/2c

36-inch Unbleached Muslin. 8 1-3c

8-4 Bleached Sheeting 21c

9-4 Bleached Sheeting 24c

Devonshire Cloth 17c

BOYS' HIGH TOPS

No. 800—Oil tan, 11 to 13 1/2. \$2.40

1 to 2 \$2.90

2 1/2 to 5 1/2 \$3.00

No. 1900—Boarded kangaroo, 11 to 13 1/2 \$2.00

1 to 2 \$2.90

2 1/2 to 5 1/2 \$3.00

Reductions in Ladies' Suits that will Open Your Eyes.

There are just forty suits in stock, nearly all this season's models, and we must move these suits, regardless of price, in order that we may have an entirely new stock next spring. We guarantee these prices to be genuine reductions, everything being marked in plain figures; you can easily see it for yourself.

\$10.00 Suits reduced to \$ 6.00

\$12.50 Suits reduced to \$ 6.75

\$14.50 Suits reduced to \$ 7.50

\$16.50 Suits reduced to \$ 9.00

\$18.50 Suits reduced to \$10.00

\$20.00 Suits reduced to \$10.50

\$22.50 Suits reduced to \$12.75

\$25.00 Suits reduced to \$13.75

All Ladies' Coats at correspondingly low prices for quick sale.

House Dresses and Aprons

Made of percales and gingham, in all the good colors, nicely trimmed, at a price less than you can make them for \$1.00 and \$1.25

Amoskeag Gingham Kitchen Aprons, good ruffle and long strings 25c

Bungalow Aprons, made of plain blue gingham, edged with white bias tape. 45c

Pretty Blue Checked Gingham, trimmed with white rick-rack 53c

FLANNELETTE KIMONOS

Good heavy flannelette, pretty patterns, some of them trimmed with satin ribbon, all colors. \$1.25, \$2.00, \$2.25

SHEETS, PILLOW CASES AND TOWELS

72x90 Golden Rule Sheet. 44c

72x90 Victoria Seamless Sheet at 60c

42x36 Golden Rule Case. 13c

42x36 Peppercell Case, very special 15c

42x36 Noxall Case 18c

18x40 Bleached Bath Towel at 12 1/2c

22x45, a good Heavy Towel, at 25c

24x45, an Extra Good Towel, with pink or blue border, well worth 35c, our price 25c

TOILET GOODS

Colgate's Soap 8c

Colgate's Cold Cream 10c

Colgate's Talcum 12c

Air-Float Talcum 8c

Pound can Talcum 10c

8-oz. bottle Peroxide. 12c

17c—TABLE OILCLOTH—17c

This is the best quality Colored Oilcloth and is 47 inches wide.

White Oilcloth, the same quality 20c

8c—OUTING FLANNEL—8c

A wide range of colors and patterns.

Amoskeag Daisy Cloth, white, at 10c

LADIES' UNDERWEAR

Fine Cotton Ribbed Union Suit, non-shrinking. 50c to 95c

