

Corticelli Silk Thread 4c and 8c	16 Button White Lisle Gloves 39c	25 inch Silk Pongee 39c	36 inch Indian Head 15c	Berkeley No. 100 Cambric 14c	36 inch Silk Pongee Imported 69c	Pearl Buttons 2 cards 5c	Fine Parl Buttons 8c	Daven-shire Cloth 17c	Mens' Ties 10c
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- J. & P. Coats Thread**
4c
- Mercerized Crochet Cotton**
4c
- Darning Cotton**
2c
- Wire Hair Pins**
1c
- Hair Nets**
5 for 10c
- 3 Papers Safety Pins**
5c
- Assorted Wire Hair Pins**
Box 4c
- Large box Assorted Hair Pins**
8c
- White Oilcloth**
20c
- Colored Oilcloth**
17c
- Best Prints**
5c

TABLE LINENS

60-inch Union, special value... 50c
 70-inch All-Linen, Polkadot pattern... 75c
 72-inch Eidelweis Linen, positively the best we have ever shown for the money... \$1.00
 72-inch All-Linen, \$1.50 value, our price... \$1.15

CRASH

Tea Toweling, per yard... 5c
 Cotton Crash, per yd... 5c
 All-Linen Crash, per yard, 8 1/2c, 10c and... 12 1/2c

BED SPREADS

Plain, fringed and cut corners, descriptions would be inadequate, you must see them to fully realize the low prices we are making, the prices now are 98c, \$1.19, \$1.39, \$1.89 and... \$3.19

LEDIES' UNDERWEAR AND HOSE

Ladies' Gauze Vests, sleeveless, at 5c to... 25c
 Sleeveless Union Suits, lace knee and tight knee... 25c, 43c, 89c
 Muslin Gowns, all styles, 43c, 98c, \$1.13 and... \$1.98
 Crepe Gowns, short sleeves, 63c, 79c and... \$1.00
 Burson Seamless Hose... 19c
 Whit leather Hose, for men, women and children, guaranteed 15-Children's Hose... 10c and 12 1/2c

APRONS AND DRESSES

Large Gingham Kitchen Apron for... 25c
 Poreale Bungalow Aprons... 39c
 Gingham Bungalow Aprons... 53c
 Baldwin House Dresses, poreale, at... 98c
 A beautiful line of White Waists for... \$1.19
 One-Piece Khaki Walking Suit for... \$2.25
 Kahki Riding Suit... \$3.25
 Kahki Walking Skirt... \$1.25
 Kahki Riding Skirt... \$2.98

PILLOW CASES, SHEETS AND TOWELS

42x36 Golden Rule Case... 13c
 42x36 Noxall Case... 18c
 72x90 Golden Rule Sheet... 44c
 72x90 Dreamland Sheet, seamless, for... 69c
 16x35 Huck Towel... 9c
 18x36 Good Heavy Huck Towel for... 12 1/2c
 Bleached Bath Towels, 10c, 12 1/2c

GOLDEN RULE

C. W. WHILLOCK & SON
MEDFORD, OREGON

This is not an announcement of a special sale, but the quotation of prices which we will maintain subject to market changes. The GOLDEN RULE STORE has always enjoyed the reputation of selling merchandise underpriced, and we propose now to sell less than ever. Short profit and volume of business will be our policy, and if low prices will bring the volume of business we will certainly get the business. It is business we want, and it is business we are going to have. Remember that the prices quoted here are to be our fixed prices, but always subject to market changes.

SHOES—SHOES

This is a family shoe store. We are fully equipped to shoe every member of the family and we are making the lowest prices that have ever been made in this community. A trial will convince you that we can save you money on your shoes.

LADIES' SHOES

Patent, military lace, fawn cloth top, plain toe, two-inch heel... \$3.60
 Patent, black cloth top, button, plain toe, Cuban heel... \$3.15
 Patent, button, tip, low heel... \$2.70
 Velvet, button, tip, low heel... \$2.70
 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, but ton... \$2.45
 Dongola, patent tip, button, low heel, for growing girls... \$2.35
 Kid, patent tip, low heel, button or lace... \$2.25
 Kid, stock tip, low heel, button or lace... \$2.00

LADIES' LOW SHOES

Mary Jane Pump, patent or gunmetal... \$2.45
 Mary Jane Pump, patent, a better quality... \$2.70
 Three-Strap Pump, plain toe, Cuban heel... \$2.95
 Four-Bar Patent Pump, plain toe, spool heel... \$2.70
 Patent Colonial Pump, plain toe, Cuban heel... \$2.70
 Patent Colonial Pump, cloth quarter, plain toe, spool heel... \$2.70
 Three-Strap Kid, plain toe, Cuban heel... \$2.25
 Two-Strap Patent, vamp, dull quarter, plain toe, medium heel... \$2.25
 Two-Strap Kid, plain toe, low heel... \$1.80
 One-Strap Kid House Shoe, soft and easy... \$1.13

CHILDREN'S SHOES

Patent button, tip, sizes 8 1/2 to 11, \$1.80; 11 1/2 to 2... \$2.15
 Best quality Dongola, button, size 5 1/2 to 8, \$1.35; 8 1/2 to 11, \$1.80; 11 1/2 to 2 for... \$2.05
 Gun Metal, button, 8 1/2 to 11, \$1.80; 11 1/2 to 2... \$2.05
 Calfskin, button, size 5 1/2 to 8, \$1.13; 8 1/2 to 11, \$1.35; 11 1/2 to 2... \$1.58
 Kid button, patent tip, size 5 1/2 to 8, 90c; 8 1/2 to 11, \$1.20; 11 1/2 to 2... \$1.35

CHILDREN'S LOW SHOES

Mary Jane Pump, patent or gun metal, size 5 1/2 to 8, \$1.50; 8 1/2 to 11, \$1.75; 11 1/2 to 2... \$2.05
 Two-Strap Gunmetal Pump, size 8 1/2 to 11, \$1.70; 11 1/2 to 2... \$1.95
 Two-Strap Velvet Pump, size 8 1/2 to 11, \$1.20; 11 1/2 to 2... \$1.35
 Mary Jane Kid Pump, size 5 1/2 to 8, 90c; 8 1/2 to 11... \$1.00

MEN'S DRESS SHOES

Barry's Hand-Made, English last, lace, black and tan... \$4.50
 Glaze Kangaroo, blucher, broad toe, flat heel... \$4.50
 Gun Metal, button, single sole, Tiger last... \$4.00
 Gun Metal, button or lace, three styles of toe... \$3.60
 Gun Metal, button or lace, four styles of toe... \$3.25
 Box Calf, button, full double sole... \$4.25
 Goodyear welt, calfskin, button or lace... \$2.89
 Kid Blucher... \$2.25

MEN'S OXFORDS

Russia calf, button, tan, plain tip, very dressy... \$4.50
 Russia calf, tan, button or lace... \$3.60
 Gun Metal, button or lace... \$3.60

THE CELEBRATED J. P. S. LINE OF BOYS' SHOES

No. 350—Veal blucher, heavy sole, size 11 to 13 1/2, \$1.15; 1 to 2, \$1.48; 2 1/2 to 6... \$1.67
 No. 1100—Gun Metal, button, size 9 to 13 1/2, \$1.48; 1 to 2, \$1.70; 2 1/2 to 6, \$2... \$2.00
 No. 1200—Gun Metal, blucher, size 11 to 13 1/2, \$1.48; 1 to 2, \$1.70; 2 1/2 to 6, \$2... \$2.00
 No. 1375—Gun Metal, button, size 9 to 13 1/2, \$1.70; 1 to 2, \$2; 2 1/2 to 6, \$2.25
 No. 400—Tan Elk Scout, size 12 to 13 1/2, \$1.70; 1 to 6... \$2.25
 No. 500—Boarded Kangaroo, seamless, lace, size 12 to 13 1/2, \$1.58; 1 to 2, \$1.80; 2 1/2 to 6... \$2.10

MEN'S WORK SHOES

Brown Muleskin Blucher, solid leather sole... \$2.38
 Brown chrome calf, blucher, half double sole... \$2.15
 Heavy tan chrome calf, blucher... \$2.70
 Best Chrome Calf, blucher, double sole... \$3.60
 Peter's All-for-Wear Black Chrome Calf, the best shoe on the market for the money... \$3.75

DOMESTICS

Hope Bleached Muslin... 8c
 Springwater Bleached Muslin... 10c
 Berkeley No. 60 Cambric... 11c
 36-inch Brown Muslin... 8 1/2c
 House Lining... 4 1/2c
 8-4 Foxcroft Sheeting, bleached, at... 21c
 8-4 Pepperell Bleached Sheeting for... 21c

WASH GOODS

A great array of Summer Dress Goods, lawns, batistes, flaxons, crepes, voiles, rice cloth and silk stripes; you will have to see these goods to appreciate these prices—7 1/2c, 8 1/2c, 10c, 12 1/2c, 13c, 21c and... 25c
 32 and 36-inch Light Percales... 10c
 Worth Cheviot... 10c

MEN'S AND BOYS' HATS

Boys' every-day Straw Hats... 13c
 Men's every-day Straw Hats... 23c
 Men's Sailor Straw Hats... \$1.00
 Men's Dress Hats, all shapes and colors... \$1.39 and \$1.59

MEN'S CLOTHING

Our Clothing, bought the Golden Rule way, insures the lowest possible price. We want your business and if price-making will get it we are going to have it.
 We can sell you a good reliable Dressy Suit for... \$8.78
 Other Suits for \$10.98, \$13.20 and... \$16.50
 Our best Kuppenheimer Suits now at... \$19.80
 Boy's Knee Pants Suits at business getting prices, \$2.98, \$3.50, \$3.78 and... \$4.95

MEN'S FURNISHINGS

Balbriggan Shirts and Drawers, at, each... 25c
 Best quality Balbriggan Shirts and Drawers, each... 43c
 Porosknit Shirts and Drawers at, each... 43c
 B. V. D. Union Suits... 93c
 Balbriggan Union Suits... 89c
 Porosknit Union Suits... 89c
 Mess Knit Union Suits... 69c
 Boys' Fine Ribbed Union Suits at... 48c
 Boys' Mesh Knit Union Suits... 48c
 Best Work Shirts... 43c

We want our customers to be perfectly satisfied with everything they buy here. If you have any cause for complaint we will consider it a favor if you will come in and tell us. We will gladly make it right with you. Remember, we have no way of knowing about it unless you come in and tell us.
 We will give careful attention to all mail orders. We cannot pay postage when selling goods at these prices—kindly include postage with your order.
 Don't throw this list away. Keep it for reference.
 We do not give any premiums or trading stamps. You pay for what you get and get what you pay for.

- Men's Ties**
13c
- Men's 50c Ties**
25c
- Men's Black Sox**
9c
- Large Red or Blue Handkerchief**
4c
- All E. & W. Dress Skirts**
95c
- Soft Dress Shirts with Collar**
53c
- Three Work Shirts**
\$1.00
- Canvas Gloves**
5c
- Work Socks Per Doz. Pair**
89c
- Knit Wrist 8 oz. Cotton-flannel Glove**
10c
- Best Rib Overalls**
89c

Colgate's Shaving Soap 4c	Colgate's Large Cold Cream 19c	Air Float Talcum 8c	Colgate's Toilet Soap 8c	8 oz Bottle Peroxide 12c	Colgate's Talcum 12c	Men's Kakhi Pants \$1.15	Levi Strauss Overall No 2 75c
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