

FALL ANNOUNCEMENT

MEN'S FURNISHINGS

Every effort is being made by this department to give the men good goods at the lowest possible price. Look these over.



- E. & W. Dress Shirts..... **95c**
- Best Work Shirts..... **43c**
- Best Bib Overalls..... **89c**
- Boston Garters..... **20c**
- Helmet Garters..... **15c**
- Black Socks..... **9c**
- U. S. Soldier Socks, 2 for..... **25c**
- Heavy Work Socks, doz..... **89c**
- Large Red Handkerchief, good quality..... **5c**
- Colgate's Shaving Soap..... **4c**
- Canvas Gloves..... **5c**
- 10-oz. Canton Gloves..... **10c**
- Four-in-Hand Ties, **10c, 13c** and..... **23c**
- Pigskin Work Gloves, very tough..... **50c**

SWEATERS

This store has always shown a good line of Sweaters and this year it is better than ever and the prices are lower.

- Infants', white, navy and red..... **50c**
- Juvenile, red, gray and navy..... **59c**
- Boys', maroon, gray and navy..... **53c**
- Boys', maroon, gray and navy..... **98c**
- Boys' gray and maroon..... **\$1.19**
- Misses', navy and cardinal..... **\$1.19**
- Men's, gray, **59c** and..... **\$1.39**

We consider ourselves very fortunate this year in securing a line of Sweaters, which are absolutely all wool. They are the best values we have ever shown and we want you to see them.

- Infants', scarlet..... **\$1.19**
- Juvenile, gray and cardinal..... **\$1.19**
- Boys' and girls', gray, navy and cardinal..... **\$1.79**
- Young Men's, cardinal and gray..... **\$2.25**
- V-neck, no collar for men or women, cardinal and gray at..... **\$2.50**
- Ladies', navy and cardinal..... **\$3.50**
- Men's, gray and maroon..... **\$3.25**
- Togues, all colors..... **25c to 89c**

HOSE

- We carry the famous Whit-Leather Hose for men, women and children, tough as whit-leather, one price for all **15c**
- Children's Hose..... **10c**
 - Ladies' Topsey Hose..... **15c**
 - Ladies' Burson Seamless..... **19c**
 - Buster Brown Hose for women and children..... **25c**
 - Phoenix Silk Hose, white and black..... **75c**

COTTON GOODS

We bought a case of Devonshire Cloth, thereby securing the lowest possible price. This cloth is 32 inches wide and fast colors, and we have all colors, both plain and fancy. Our price for the season is..... **17c**

A special buy of Outing Flannel enables us to give our patrons an unusual value. Any store can sell outing flannel for 10c, but the quality is what counts. This is actually a 12c cloth and we will sell it for..... **10c**

- 20s Serpentine Crepe..... **15c**
- Hope Bleached Muslin..... **8c**
- Fruit of the Loom Muslin..... **10c**
- 42-inch Pepperell Pillow Tubing..... **18c**
- 42-inch Indian Head Tubing..... **20c**
- 36-inch Indian Head Muslin..... **15c**
- 8-4 Bleached Sheeting..... **21c**
- 9-4 Bleached Sheeting..... **24c**
- 8-4 Unbleached Sheeting..... **20c**
- 9-4 Unbleached Sheeting..... **22c**
- Worth Cheviot..... **10c**
- 32-inch Kindergarten cloth..... **12 1/2c**
- Dundee Percale..... **6 1/4c**



SHEETS AND PILLOW CASES

- 42x36 Golden Rule Case..... **13c**
- 42x35 Pepperell Case..... **15c**
- 42x36 Noxall Case..... **18c**
- 72x 90 Golden Rule Sheet at..... **44c**
- 72x90 Dreamland Sheet..... **69c**
- A big Heavy Bath Towel, 22 x45, each..... **25c**

Golden Rule

C. W. WHILLOCK & SON

MEDFORD, OREGON

This store will continue its policy of giving to its patrons good merchandise at the lowest possible price. If, knowing our prices, you prefer to pay more, that is your business. Our business is to quote you the lowest prices made in this community, to print them, to guarantee them, and to make good with every item we offer. All goods guaranteed to be as represented. If not satisfactory they may be returned. On any single article our profit is so small it becomes great only when an army of satisfied customers are coming to our store every day.

AN ADVANCE SHOWING OF AUTUMN DRESSES

Early arrivals that accurately show the trend of fashions. Many fetching garments of silk or serge as well as silk and serge combinations that indulge the ideas of those who follow the fashions closely. Combinations of plaid silk and serge are also shown. The tendency is toward very full or medium skirts, and the trimmings are of braid and buttons, pockets and plaits. Our prices are **\$5.00, \$7.50, \$10, \$12.50 and \$14.50.**



GREAT SHOWING OF WOMEN'S SUITS

In new fall styles for all occasions. The suits involve a wide range of authentic styles, there being but one of a kind, and such materials are included as serge, gaberdine, poplin and mixtures, shown in black, navy blue, brown and green. Some have collar and cuffs of fur and some of velvet, others are handsomely braid trimmed. The coats are shown in plain tailored, Norfolk and military styles, in lengths from 27 to 36 inches. Some are priced as low as **\$10.50.** Others up to **\$25.00.**

WOMEN'S NEW FALL COATS

In our popular priced line of these coats of novelty materials many styles are shown. Three-quarter and seven-eighths lengths, made in loose, flaring styles belted at the waist line, with button to the neck style collars. They are priced **\$7.50, \$10.50, \$12.75, \$14.50 to \$22.50.**

MILLINERY

New hats in shapes wanted now. They are ready to wear at prices within reach, all colors and shapes are now ready for your selection. They are priced from **\$1.25 to \$5.00.**



SPECIALS IN SILKS

- 36-inch Made-in-America Black Costume Messaline..... **\$1.25**
- 25-inch Black Costume Velvet..... **\$1.35**
- 24-inch Corduroy, brown and navy..... **98c**
- 26-inch Canton Silk, plain colors..... **25c**
- 4-inch All-Silk Fancy Ribbons..... **15c**

FAMOUS FOOTWEAR

Our shoes are famous for their goodness. They are famous for being the best shoes that money can buy anywhere at any stated price. What we claim for this store of good shoes is superior quality and superior styles at any stated price.



COME AND SEE OUR SHOES

It matters not what sort of shoes you have been wearing or what sort of shoes you want—we ask your attention to shoes that are famous for their goodness. It's quality that counts—not figures.



- Men's shoes, **\$2.75, \$3.25, \$3.60 to \$4.50.**
- Women's Shoes, **\$1.50, \$2.25, \$3.15 to \$3.60.**
- Boys' Shoes, **\$1.15, \$1.48, \$1.70 to \$3.00.**
- Girls' Shoes, **\$1.13, \$1.35, \$1.65 to \$2.15.**
- Children's Shoes, **75c to \$1.30.**
- Infants' Shoes, **25c to 50c**

WOOL DRESS GOODS

We quote here a few of our special lines. There are many more on our shelves. Buy early while the stock is full.

- 36-inch All-Wool Serge, in all staple colors..... **48c**
- 36-inch All-Wool Granite Cloth, in staple colors, also Shepherd Checks..... **48c**
- A line of 42-inch Cloths, including Shadow Stripe, Nippon Crepe, Tipperary Suiting and Shepherd Check, special price..... **98c**
- 42-inch Wool Charmeuse..... **\$1.19**

Money Saving Prices on



- J. & P. Coats' Thread..... **4c**
- 100 yards Silk Thread..... **8c**
- Box Assorted Hair Pins..... **4c**
- Large box Assorted Hair Pins..... **8c**
- Pearl Buttons, 2 doz..... **5c**
- Extra quality Pearl Buttons..... **5c**
- Wire Hair Pins, per pkg..... **1c**
- Good Tooth Brush..... **10c**
- Safety Pins, 3 for..... **5c**
- Rubber Dressing Comb..... **15c**
- Machine Oil..... **5c**
- Vaseline, Carbulated..... **5c**
- Ladies' Linen Handkerchief..... **5c**
- Colgate's Toilet Soap, large bar..... **8c**
- Colgate's Talcum..... **12c**
- Colgate's Cold Cream..... **19c**
- Air Float Talcum..... **8c**
- Pound Can Talcum..... **10c**
- Large bottle Peroxide..... **12c**

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 do not give any premiums or trading stamps. You pay for what you get and get what you pay for.

Make This Store Your Headquarters During the Jackson County Fair---September 8th to 11th