

May Manton Patterns 10c

Silk thread 100 yd. spool 8c

J. & P. Coats Thread 4c

Darning Cotton 2c

Wire Hair Pins 1c

3 Papers Safety Pins 5c

Pearl buttons 2 for 5c

Assorted Wire Hair pins Box, 4c

Large box Assorted Hair pins 8c

White Oilcloth 20c

Colored Oilcloth 17c

Best Prints 5c

Devonshire Cloth 17c

Pound Pkg. Writing Paper 13c

Mens' Felt House Slippers 59c

Childrens' Rubbers 40c

Misses' Rubbers 50c

Ladies' Rubbers 60c

Boys' Heavy Rubbers 60c

Mens' Rubbers 90c

Best Bib Overalls 89c

Work Socks Per Doz. Pr., 89c

10 oz. Cotton Flannel Gloves 10c

Canvas Gloves 5c

Best Work Shirts 43c

E & W Dress Shirts 95c

Soft Dress Shirts 53c

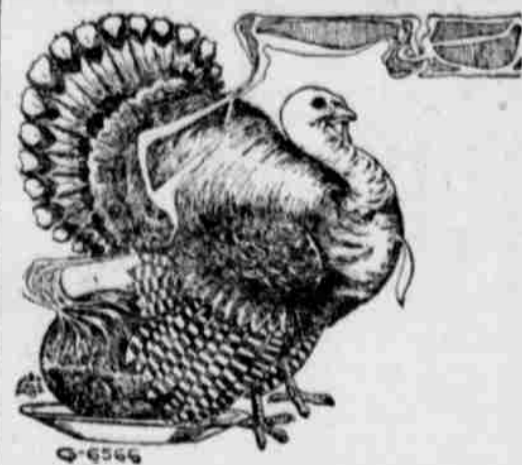
Large Red or Blue Handker'fs 5c

Levi Strauss No. 2 Overalls 75c

Mens' Black Socks 9c

Mens' Cotton Sweaters 59c

Boys Cotton Sweaters 53c



# GOLDEN RULE



C. W. WHILLOCK & SON  
MEDFORD, OREGON

We want you to read every item here advertised and compare the goods listed and priced here with any concern in the country. We care not who they are, we are in a position to give you your fall and winter goods as cheap as anybody, and you have this advantage—you can see the goods, examine them and compare them with what you have been buying.

8c—OUTING FLANNEL—8c  
There is not a better colored outing in Medford. Get a sample and compare it with anything you can find. A wide range of colors and patterns. Amoskeag Daisy Cloth, white. 10c

**LADIES' UNDERWEAR**  
Cotton Ribbed Union Suits 50c  
Fine Cotton Ribbed Union Suits, white, high neck and long sleeves or Dutch neck and short sleeves 75c  
Purity Bleach, Non-Shrinking Fitting Union Suits 95c  
Children's Cotton Ribbed Union Suits, all sizes, at 50c

**BOYS' UNDERWEAR**  
Cotton Ribbed Shirts and Drawers, all sizes, at each 35c  
Cotton Ribbed Union Suits, sizes 6 to 16. 50c  
Heavy Fleece Lined Union Suits, any size. 60c  
Flannelette Night Shirts 53c

**SHOES—SHOES**  
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, military, lace, gray cloth top, plain toe, Louis heel \$3.60  
Patent, black cloth top, button, plain toe, Cuban heel \$3.15  
Patent, button, cloth top, plain toe, low heel, at \$3.00  
Patent, button, plain toe, kid top, Cuban heel, at \$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, at \$3.15  
Vici kid, blucher, turn sole, low heel \$3.15  
Dull kid, cloth top, plain toe, button, Cuban heel, at \$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

**THE CELEBRATED J. P. S. SHOES FOR BOYS—"Bulldog Wear in Every Pair"**  
No. 350—Veal, blucher, heavy sole, 11 to 13 1/2, at \$1.15  
1 to 2 \$1.48  
2 1/2 to 6 \$1.67  
No. 1100—Gun metal, button, 9 to 13 1/2, at \$1.48  
1 to 2 \$1.70  
2 1/2 to 5 1/2 \$2.00  
No. 1200—Gun metal, blucher, 9 to 13, at \$1.48  
1 to 2 \$1.70  
2 1/2 to 5 1/2 \$2.00



**THANKSGIVING LINEN SALE**  
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, Polkadot and Fleur de Lis patterns 75c  
72-inch Silver Bleached, pure linen, dot and stripe patterns \$1.00  
Napkins to Match \$3.00  
70-inch Chrysanthemum Pattern, white as snow, heavy and beautiful \$1.25

**MEN'S UNDERWEAR**  
Heavy Cotton Ribbed Shirts and Drawers, each, at 48c  
Natural Wool Shirts and Drawers, each \$1.00  
Worsted Fine Ribbed Shirts and Drawers, each, at \$1.19  
Heavy Cotton Ribbed Union Suits 89c  
Worsted Ribbed Union Suits \$1.69  
Worsted Fine Ribbed Union Suits \$1.95  
Flannelette Night Shirts 69c

**DOMESTICS**  
Hope Bleached Muslin 8c  
Fruit of the Loom Bleached Muslin 9c  
Springwater Bleached Muslin 10c  
Berkeley No. 60 Cambric 11 1/2c  
Nursery Cloth, fast colors 12 1/2c  
Worth Cheviot 10c  
28-inch Percale 6 1/2c  
36-inch Unbleached Muslin 8 1/2c  
8-4 Bleached Sheeting 21c  
9-4 Bleached Sheeting 24c

**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 25c  
Buster Brown, lisle, out sizes 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  
Topsey School Hose, two for 25c

**LADIES' FLANNELETTE 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 and 60c  
Children's Sleeping garments 50c

**CHILDREN'S SHOES**  
Patent, button, tip, 8 1/2 to 11 \$1.80  
Patent, button, tip, 11 1/2 to 2 \$2.15  
Best quality dongola, button, 5 1/2 to 8 \$1.50  
Best quality dongola, button, 8 1/2 to 11 \$1.80  
Best quality dongola, button, 11 1/2 to 2 \$2.05  
Best gun metal, button, 8 1/2 to 11 \$1.80  
Best gun metal, button, 11 1/2 to 2 \$2.05  
Calfskin, button, 5 1/2 to 8 \$1.13  
Calfskin, button, 8 1/2 to 22 \$1.35  
Calfskin, button, 11 1/2 to 2 \$1.58

**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  
Gun metal, button or lace, three styles of toe, at \$3.60  
Box calf, blucher, full double sole \$4.25  
Gun metal, button or lace \$3.25  
Box calf, button or lace \$2.75

**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. 1000—Boarded Kangaroo, 11 to 13 1/2 \$2.00  
1 to 2 \$2.90  
2 1/2 to 5 1/2 \$3.00

**MEN'S HIGH TOPS**  
10-inch calf \$4.00  
11-inch Peters' chrome calf \$5.00  
15-inch Peters' chrome calf, pocket counter, at \$6.50  
12-inch Western, best veal stock \$6.50  
16-inch best veal \$7.50

**MEN'S WORK SHOES**  
Brown chrome calf, blucher, half double sole, at \$2.15  
Heavy tan chrome calf, blucher \$2.70  
Best chrome calf, blucher, double sole \$3.15  
and \$3.60  
Peters' All-for-Wear black chrome calf, plain or cap toe (see the cut-up sample) \$3.75

**Comfort and Style**

This beautiful Woman's Felt Slipper is as dainty as it is inexpensive.

Real fur binding around the edges.

It is just the thing for negligee wear, very comfortable, and will overcome all foot troubles.

**\$1.00 and \$1.25**

No. 1375—Gun metal, button, 9 to 13 1/2 \$1.70  
1 to 2 \$2.00  
2 1/2 to 5 1/2 \$2.25  
No. 1350—Velour calf, button, 2 1/2 to 5 1/2 \$2.50  
No. 100—Borded kangaroo blucher, 11 to 13 1/2, at \$1.75  
1 to 2 \$2.00  
2 1/2 to 5 1/2 \$2.15  
No. 1050—Heavy chrome, tan, blucher, for wet weather, 1 to 2 \$2.15  
2 1/2 to 5 1/2 \$2.50

62-inch Satin Damask, all linen 58c  
72-inch fine pure Irish linen, carnation and fleur de lis pattern \$1.29  
Napkins to Match \$3.50

**NAPKIN SPECIALS**  
20x20 Finished Napkin, ready for use, per dozen, at \$1.00  
22x22 Satin Damask, dozen \$1.35  
22x22 All Linen, dozen \$2.00  
**TWO TABLECLOTH AND NAPKIN SETS**  
72x72 cloth with 22x22 napkins, of exquisite texture and weight \$7.25  
72x90 cloth with 24x24 napkin, handsome design and special weight \$13.25



Colgate's Shaving Soap 4c

Colgate's Large Cold cream 19c

Colgate's Talcum 12c

Colgate's Toilet Soap 8c

Air Float Talcum 8c

8 Oz. Bottle Peroxide 12c

Pound Can Talcum 10c

Mens' Ties 10c, 13c, and 23c