

Corticelli Silk Thread 8c	16-Button White Lisle Gloves 33c	25-inch Silk Pongee 39c	36-inch Indian Head 15c	Berkeley No. 100 Cambric 17c	35-inch Silk Pongee Imported 59c	Pearl Buttons 2 Cards 5c	Fine Pearl Buttons 5c, 10c, 15c	Devonshire Cloth 19c	Men's Ties 10c
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J. & P. Coats Thread
4c

THE GOLDEN RULE

C. W. WHILLOCK & SON
MEDFORD, OREGON

Men's Ties
13c

Mercerized Crochet Cotton
4c

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

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.

Wash Goods
What wonders of design and weaving are shown in the new cotton fabrics. More beautiful, more charming and in more variety than this store has ever shown.
24-inch Antrim Lawn...**5c**
27-inch Shadow Voile...**10c**
27-inch Crepes...**12 1/2c**
30-inch Primrose Batiste...**12 1/2c**
29-inch Flaxons...**15c**
27-inch Printed Seed Voile...**16 1/2c**
34-inch Modette...**20c**
36-inch Princess Clifton and Rice Voile...**25c**
29-inch Egyptian Tissue...**25c**
27-inch Mercerized Poplin...**15c**
36-inch Lace Voile...**35c**
36-inch Mercerized Voile...**50c**
40-inch La Fleur Dutchess...**75c**

Men's 50c Ties
25c

Darning Cotton
2c

Crash
Tea Toweling, per yard...**5c**
Cotton Crash, per yd...**6 1/2c**
All-Linen Crash, per yard, **12 1/2c**, **15c** and **20c**

SHOES—For the Whole Family—SHOES

Although there has been a great advance in the shoe market in the past few months, it is hardly noticeable in our Shoe Department on account of our large buying power and our advance orders placed before the advance in price. We handle the lines of shoes that are known to everyone and the shoes that wear. Compare these prices with any other reliable lines.

Men's Black Sox
9c

Men's Black Sox
9c

Wire Hair Pins
1c

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**

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, button or lace...**\$2.25**
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**

Boys' Kakhi Pants
90c

Boys' Kakhi Pants
90c

Hair Nets
5c

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

LADIES' LOW SHOES
Mary Jane Pump, patent or gunmetal, white kid line at...**\$2.65**
Mary Jane Pump, patent, a better quality...**\$2.70**
Three-Strap Patent Pump, Cuban heel...**\$2.25**
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**
Two-Strap Kid, plain toe, Cuban heel...**\$2.50**
Two-Strap Patent, vamp, plain toe, low heel...**\$2.50**
Three-Strap Patent Pump...**\$2.50**
One-Strap Kid House Shoe, soft and easy...**\$1.15**

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 **\$1.65**

All E. & W. Dress Shirts
95c

3 Papers Safety Pins
5c

Aprons and Dresses
Large Gingham Kitchen Apron for...**25c**
Percale Bungalow Aprons...**39c**
Gingham Bungalow Aprons...**50c**
Baldwin House Dresses, percale, at...**85c**
A beautiful line of White Waists for...**\$1.19**
One-Piece Kakhi Walking Suit for...**\$2.25**
Kakhi Riding Suit...**\$3.25**
Kakhi Walking Skirt...**\$1.25**
Kakhi Riding Skirt...**\$2.98**

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**

Men's Clothing
No trouble at all to select just the Suit you want here

Soft Dress Shirts with Collar
53c

Assorted Wire Hair Pins Box
4c

Pillow Cases, Sheets and Towels
42x36 Golden Rule Case...**13c**
42x36 Noxall Case...**18c**
72x90 Golden Rule Sheet...**44c**
81x90 Victor Sheet, seamless, for...**85c**
16x35 Good Heavy Huck Towel for...**12 1/2c**
Bleached Bath Towels...**12 1/2c**

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 All-Wool Suits, with unbreakable front, guaranteed to hold its shape, in checks, stripes and plain weaves...**\$15.00**
Montgomery All-Wool Suits, in plaids and fancy mixtures...**\$11.50**
Young Men's Suits, all wool and good styles...**\$10.00**
Our 1915 All Wool Blue Serge—compare this with others...**\$16.50**
These suits were bought early and are no higher in price than they were last year.

Three Work Shirts
\$1.00

Large Box Assorted Hair Pins
8c

Domestics
Hope Bleached Muslin...**9c**
Springwater Bleached Muslin for...**12 1/2c**
Berkeley No. 60 Cambric...**15c**
36-inch Brown Muslin...**10c**
House Lining...**5c**
S-4 Foxcroft Sheeting, bleached, at...**24c**

MEN'S DRESS SHOES
Barry's Hand-Made, English last, lace, black...**\$4.50**
Kid, blucher, broad toe, flat heel...**\$3.60**
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, two styles of toe...**\$3.25**
Box Calf, button, full double sole...**\$4.25**

Boys' Clothes
A fine lot of snappy new Norfolk Suits have just come in; handsome patterns, new colorings and fine-tailored, many of them have an extra pair of trousers...**\$3.50** to **\$5**
All-Wool Blue Serge...**\$4.65** to **\$5**

Canvas Cloves
5c

White Oilcloth
20c

THE CELEBRATED J. PS. LINE OF BOYS' SHOES
No. 150—Veal blucher, heavy sole, size 11 to 13 1/2, **\$1.25**; 1 to 2, **\$1.45**; 2 1/2 to 6...**\$1.67**
No. 1100—Gun Metal, button, size 9 to 13 1/2, **\$1.58**; 1 to 2, **\$1.80**; 2 1/2 to 6, for...**\$2.10**
No. 1200—Gun Metal, blucher, size 11 to 13 1/2, **\$1.48**; 1 to 2, **\$1.80**; 2 1/2 to 6 for...**\$2.10**
No. 1375—Gun Metal, button, size 9 to 13 1/2, **\$1.58**; 1 to 2, **\$2.10**; 2 1/2 to 6, for...**\$2.50**
No. 100—Tan Elk Scout, size 12 to 13 1/2, **\$1.70**; 1 to 6...**\$2.25**
No. 502—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 Furnishings
Balbriggan Shirts and Drawers at, each...**25c**
Best quality Balbriggan Shirts and Drawers, each...**50c**
Poroknit Shirts and Drawers at, each...**50c**
B. V. D. Union Suits...**93c**
Balbriggan Union Suits...**89c**
Poroknit Union Suits...**89c**
Mess Knit Union Suits...**69c**
Boys' Fine Ribbed Union Suits at...**50c**
Boys' Mesh Knit Union Suits...**29c**
Best Work Shirts...**45c**

Work Socks per doz. Pair
89c

Colored Oilcloth
17c

MEN'S WORK SHOES
Brown Muleskin Blucher, solid leather sole...**\$1.95**
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...**\$3.90**

MEN'S OXFORDS
Russia calf, button, tan, plain tip, very dressy...**\$4.50**
Russia calf, tan, button or lace...**\$3.75**
Gun Metal, button or lace...**\$3.75**

Knit Wrist 8 oz. Cotton-Flannel Glove
10c

Knit Wrist 8 oz. Cotton-Flannel Glove
10c

Best Prints 5c	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	No. 2 Levi Strauss Overalls 90c	Best Bib Overalls 95c & \$1.15
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