

C. W. WHILLOCK & SON
MEDFORD

GOLDEN RULE Autumn Style Show

New Fall and Winter Suits

Our early showing of the new Fall Suits has caused considerable favorable comment from all who have reviewed it. New models are arriving daily, garments that represent workmanship of the superior kind, such as this store has been noted for for years. Many models are very plain, while others have just enough trimming to give them a distinction all their own. The prices beginning at \$14.50 and range to \$35.00.



This week we throw open the doors of fashion, revealing an elaborate assemblage of feminine outer apparel that faithfully portrays the favored modes for fall and winter. Strictly high-grade models in the smartest fall styles. Fine materials and faultless tailoring. In this assortment of Suits, Coats and Dresses we offer you the product of some of the best designers of women's apparel in America—garments that not only follow the trend of fashion, but are splendid examples of the best tailoring. Please consider this a personal invitation to be present at this notable fashion event.

The Newest Coats

You'll soon lay aside your summer garments for warmer ones, and when you purchase the new ones you want to know that you are choosing the correct styles. Now you will find us ready with a splendid collection of the newest coats in styles too numerous to permit minute description here. The materials and workmanship are excellent. The Jackets have all of those smart features which distinguish current tailored styles. The prices range up from \$6.50



DRESSES AND WAISTS

The new Fall Dresses are here in both silk and wool materials; also a nice line of House Dresses, Bungalow Aprons, Middies and Shirt Waists. Don't fail to see this new line.

SWEATERS

Nice line of All-Wool Sweaters for ladies, men and children. Get our prices and see splendid quality before buying. Ladies' All-Wool Sweaters in the different colors, Men's All-Wool Sweaters, Boys' Sweaters, Misses' Sweaters. Infants' All-Wool Sweater Suits \$2.25

SHEETS, PILLOW CASES, TOWELS

Pequot Sheets, 72x90, price \$1.10
Pequot Sheets, 81x90, price \$1.25
Victoria Sheets, 72x90, price 85¢
Golden Rule special, 72x90, price 44¢
Pequot Pillow Slips, 42x36, price 25¢
Special Pillow Slips, 42x36, price 15¢
Turkish Towels, a pair, prices 20¢, 25¢, 50¢, 65¢, 75¢ and \$1.19.
Turkish Sets, price \$1.19

BLANKETS AND COMFORTS

Largest and most complete line of Blankets we have ever shown.
All-Wool Blankets \$4.50 and \$5.00
Cotton Blankets, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00, \$2.25 and \$3.35

HOSIERY

Buster Brown Hosiery for men, women, and children 25¢
Boys' and girls' School Hose, white leather hose 15¢
Boys' and Girls' School Hose, Topsy brand 15¢ or 2 for 25¢
Phoenix Silk Hose, white or black 75¢ and \$1.00

LADIES' UNDERWEAR

Full and complete line of ladies' fall Underwear at money-saving prices to you. Ladies' Union Suits range in prices from 50¢, 75¢, 79¢, 95¢ and \$1.25

SCHOOL SUPPLIES

We have a large assortment of school tablets for both pencil and pen.
Pencils 1c, 2 for 5c, and 5c each
A nice line of Box Stationery 10c, 15c, and 25c
Stationery, by the pound 19¢

Dry Goods

Don't fail to visit our Dry Goods department at this time, all shelves are filled with the new fall and winter materials, consisting of all the new patterns and fabrics in wool dress goods and coat materials; also a nice line of gingham, Devonshires, Fleur-De-Lis, Draperies and Curtain Serims.

New Wool Dress Goods 55¢, 60¢, 89¢, and up to \$2.00
New Wool Coat materials \$1.60, \$1.70, \$2.48 and \$2.78
Muslins and Sheeting, both bleached and unbleached, at very lowest possible prices.

Notions

Money saving prices on Notions—a new and complete line.

J. and P. Coats' Thread 4¢	Colgate's Dental Cream 10¢ and 19¢
100 yards Silk Thread 8¢	Colgate's Talcum Powder 12¢
Box assorted Hair Pins 5¢	Colgate's Soap, cake 9¢
Large box assorted Hair Pins 10¢	Air Float Talcum Powder 8¢
Pearl Buttons, 2 dozen 5¢	Large bottle Peroxide 12¢
Colgate's Shaving Soap 4¢	Machine Oil 6¢
	Pound can Talcum 10¢

Fall Foot Wear

Complete line of Dress and Heavy Shoes for men, women and children, at the very lowest prices on the standard brands of shoes, shoes that wear and shoes of superior style and workmanship.



The Barry Shoe for men who care to dress well. Prices \$3.50, \$4.00 and \$4.50

Peters Work Shoes for men, \$3.50, \$3.75, \$3.90 and \$4.15

Men's high top Boots (Peters Brand) \$5.25, \$6.50, \$7.00 and \$7.50

Boys' Shoes \$1.48, \$1.85, \$2, \$2.25 up to \$3
Children's Shoes \$1.45, \$1.55 and \$2

Ladies' Dress Shoes for fall and winter, in patents, kids, gun metal, with cloth tops and hat tops.

Ladies' patent, cloth top, lace or button, \$3, \$3.50 and \$3.60

Ladies' kid Shoes, plain to button or lace, \$2.75, \$3.15, and \$3.50

Misses' gun metal sport shoes, white sales \$3.60

Misses' School Shoes \$2.35, \$2.75, \$3.00

Girls' School Shoes, \$1.65, \$1.90, \$2 and \$2.35



MEN'S FURNISHINGS

Every effort is being made by this department to give the men the best quality merchandise at the lowest possible prices. Compare these prices:

E. and W. Dress Shirts	95¢
Best grade Workshirts	48¢
Best Bib Overalls	\$1.15
Expressman Bib Overalls	\$1.15
Best Kahki Pants	\$1.15
Bedford Cord Work Pants	\$1.50
Canvas Gloves	5¢
8 oz. Canton Gloves	8¢
10 oz. Canton Gloves	10¢

BOYS' FURNISHINGS

See our line of Boys' School Waists and Shirts (Kaynee Brand) 50¢
Boys' Work Shirts 45¢
Boys' Suspenders 10¢, 15¢ and 25¢
Boys' leather gauntlet Gloves 50¢

MEN'S AND BOYS' WINTER UNDERWEAR

Men's Union Suits, all wool \$2.50 and \$3
Men's Union Suits, nearly all wool \$1.69
Men's Union Suits, heavy cotton rib 89¢
Men's summer Union Suits 89¢
Men's B. V. D.'s and Seal Plax 93¢
Men's heavy cotton two piece garments (Hanes Brand) 50¢ garment or \$1.00 suit
Men's two-piece fleece lined Underwear, a suit \$1.00
Men's Union Suits, fleece lined 89¢

BOYS' UNDERWEAR

Boys' fleece lined Union Suits 50¢, 55¢ and 65¢
Boys' Union Suits, heavy cotton rib 50¢
Boys' Union Suits, all wool \$1.00

MEN'S AND BOYS' CLOTHING

New goods arriving daily in these departments. Don't fail to see our line before buying.

We have a nice line of Men's Suits in the new patterns and styles, in the wool and hard worsted finishes at \$15.00
Blue and gray serges \$12.50, \$13.50 and \$16.50
Young Men's Suits, in all wool \$10 and \$12.50

BOYS' SHORT PANTS SUITS

New shipment just arrived, in new shades and styles, and the prices are \$3, \$3.50, \$4.25, \$5, \$5.25 up to \$7.25

WITH EVERY \$5 PURCHASE A TICKET TO THE JACKSON COUNTY FAIR WILL BE GIVEN



Make This Store Your Headquarters During
Jackson County Fair Week, Sept. 13 to 16th.