

Corticelli Silk Thread 10c
J. & P. Coats 200 Yard Thread 5c
Mercerized Crochet Cotton 5c
Darning Cotton 2 for 5c
Wire Hair Pins 1c
Hair Nets 5c
Assorted Wire Hair Pins Box 10c
Shaving Soap 4c
Colgate's Soaps 10c
Air Float Talcum 8c
Knit Wrist 10 oz. Cotton Flannel Clove 15c or 2 for 25c
2 Papers Safety Pins 5c

White Oil Cloth 23c	Colored Oil Cloth 22c	25-inch Silk Pongee 50c	36-inch Indian Head 18c	36-inch Pongee Silk 80c	Pearl Buttons 2 cards 5c	Fine Pearl Buttons 10c	Devonshire Cloth 20c	Colgate's Talcum 15c
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THE GOLDEN RULE

C. W. WHILLOCK & SON - - - - - MEDFORD, OREGON

We unfolded our banner under the Golden Rule in 1885. No name is better than the concern back of it. If a merchant is reliable and has shown ability to grow and expand, then the Golden Rule means something. Several times we have moved because of this growth, and it is positive proof that we have learned what to do and what not to do.

The Saturday Evening Post of December 2, 1916, on page 89, has an article on "Dominance," which we think of interest to every live merchant, so we reproduce it as follows. The black face type is our own. In an industry a few firms usually dominate: "Dominance means not monopoly, but leadership. It means not a control of the market, but substantial and healthy volume, built on a sound product and supported by public recognition of the high standing and authoritative position of the firm. Manufactures have reached dominance in various ways, some by combination of several concerns, some by long and costly struggle, some by the control of patents, exclusive processes of natural resources, some by main force of circumstances and some, in the past few years, have reached dominance by a slower but far less expensive method." BY PAINSTAKING SERVICE AND EARNEST EFFORTS TO PLEASE PATRONS AND BY CARRYING A STOCK SUITABLE FOR THEIR CUSTOMERS THAT LONG EXPERIENCE HAS TAUGHT THEM TO KNOW.

We are striving to deserve your continued confidence, so you will think "Golden Rule" when in need of merchandise in our line. If you have bought of us, you know. If you haven't, it will pay you to come and investigate.

Wool Dress Goods

36-inch All-Wool Granite Cloth, in navy, gray, tan and Copenhagen, at 50c

36-inch Shepard Checks 50c

36-inch Wool Plaids for Children's Dresses, at 50c

All-Wool Challies, many pretty patterns, at 50c

48-inch All-Wool Charmeuse, Crepe and Poplin \$1.25

54-inch All-Wool Serge, special at \$1.75

House Dresses and Aprons

Made of percales and gingham, in all the good colors, nicely trimmed, at a price less than you can make them for \$1 and \$1.25

Amoskeag Gingham Kitchen Aprons, good ruffle and long strings—at 25c

Bungalow Aprons, made of plain blue gingham, edged with white bias tape, at 50c

Pretty Blue Checked Gingham, trimmed with white rickrack, at 60c

Table Linen

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.

62 and 68-inch Pure White, All-Linen, Polkadot and Fleur de Lis patterns 85c

72-inch Silver Bleached, pure linen, dot and stripe patterns \$1

Napkins to match \$4.00, \$3.00

70-inch Chrysanthemum pattern, white as snow, heavy and beautiful \$1.50

72-inch fine pure Irish Linen, Carnation and Fleur de Lis pattern, at \$1.29

Napkins to match \$3.50

Hosiery

Whit-Leather Hose, for men, women and children, at 15c

Buster Brown Hose, fine ribbed, for girls, heavy ribbed for boys and hisle for ladies, at 25c, 30c

Buster Brown hisle, out sizes 25c

Buster Brown, fiber silk 55c

Black or white 15c

Topsey School Hose 15c

Notions

See how far your money will go buying your notions here.

Silk Thread, 100-yd. 10c

J. and P. Coats Thread 5c

Darning Cotton 2 1/2c

Hooks and Eyes 5c

Dress Snaps 9c

Wire Hairpins 1c

Box Assorted Hairpins 5c

Large Box, Assorted 10c

Safety Pins, 2 for 5c

Good Pearl Buttons 5c

Fine Pearl Buttons 5c

SHOES FOR THE FAMILY

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, black, cloth top, button, plain toe, Cuban heel \$5.00

Patent, button, cloth top, plain toe, low heel, at \$3.60

Patent, button, plain toe, cloth top, Cuban heel, at \$3.75

Kid, button, spool \$4.25

Dull calf, button, tip, low heel \$2.70, \$3.75

Flexible sole, vici, tip, button or lace, low heel, at \$4.25

Dull kid, mat top, plain toe, button, spool heel, at \$4.50

Kid, stock tip, button, medium heel \$3.00

Soft kid, cushion sole, rubber heel, button \$3.00

Kid, patent tip, low heel, button or lace \$3.00

Kid, patent tip, low heel, button \$3.00

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 11 \$1.80

Best quality Dongola, button, 11 1/2 to 2 \$2.05

Best Gum Metal, button, 8 1/2 to 2 \$2.05

Calfskin, button, 5 1/2 to 8 \$1.10, \$1.65

Calfskin, button, 8 1/2 to 2 \$1.55

Calfskin, button, 11 1/2 to 2 \$1.85

Gum Metal, 11 1/2 to 2 \$2.35

Men's Dress Shoes

Barry's hand-made English last, lace, black or tan \$5.00

Glazed kangaroo, blucher, very dressy \$6.00

Best gum metal, blucher, double sole \$3.75

Gum metal, button or lace, three styles of toe, at \$4.75

Gum metal, button or lace \$3.50 Box Calf, button or lace \$3.15

Men's Work Shoes

Brown chrome calf, blucher, double sole \$2.15

Heavy tan chrome calf, blucher \$3.00

Best chrome calf, blucher, double sole \$3.50, \$3.60

Peters' All-for-Wear black chrome calf, plain or cap toe (see the cut-up sample), at \$4.75

Men's High Tops

11-inch Peters' chrome calf \$5.25

15-inch Peters' chrome calf, pocket counter, at \$7.50

16-inch best veal \$7.50

Boys' High Tops

No. 800—Oil tan—	No. 1000—Boarded kangaroo—
11 to 13 1/2 \$2.40	11 to 13 1/2 \$2.40
1 to 2 \$3.00	1 to 2 \$3.00
2 1/2 to 5 1/2 \$3.25	2 1/2 to 5 1/2 \$3.25

The Celebrated J. P. S. Shoes for Men

"Bulldog Wear in Every Pair"

No. 1100—Gum Metal, button—	No. 1350—Gum Metal, button—
9 to 13 1/2 \$2.00	9 to 13 1/2 \$2.45
1 to 2 \$2.55	1 to 2 \$2.70
2 1/2 to 5 1/2 \$2.55	2 1/2 to 5 1/2 \$3.00
No. 1200—Gum Metal, blucher—	No. 1050—Heavy chrome, tan, blucher, for wet weather—
9 to 13 \$1.95	1 to 2 \$2.75
1 to 2 \$2.25	2 1/2 to 5 1/2 \$3.00
2 1/2 to 5 1/2 \$2.45	

Ladies' Silk Waists

White Silk Crepe \$2.50, \$3.75

Georgette Crepe, \$3.50, \$5.00 and \$5.50

Beautiful line of the famous Fern Waists, two new assortments each week, price \$1.00

Flannelette Kimonas

Good heavy flannelette, pretty patterns, some of them trimmed with satin ribbon, all colors, at \$1.25, \$2.00, \$2.25

Domestics

Hope Bleached Muslin 12 1/2c

Springwater Bleached Muslin 15c

Berkeley No. 6 Cambric at 17c

Nursery Cloth, fast colors 20c

Worth Cheviot 14c

28-inch Percale 8 1/2c

8-4 Bleached Sheeting 35c

9-4 Bleached Sheeting 40c

Men's Clothing

The kind you'd like to wear, the kind you ought to wear, at a price you can afford.

There are suits here priced as low as \$10.00

Pure Worsted Suits, in gray, at \$13.50, \$15.00

Handsome Worsted Suits, in checks and plaids, at \$15.00

A good all-wool blue Serge Suit at \$12.50

Our Leader Blue Serges at \$16.50, \$25.00

Boys' Clothing

A large and complete line of Boys' Suits to choose from.

Boys' All-Wool Blue Serges at \$5.00, \$5.50

Boys' Norfolk Suits, in all kinds of patterns, from \$3.00, \$3.50, \$4.75, \$5.00, \$5.25, \$5.50, \$6.00, \$6.60, \$7.35.

Boys' Overcoats from \$3 to \$6.75

Specials in Men's Furnishings

Best Bib Overalls \$1.15

Heavy Work Socks, a pair 15c

10-oz. Cotton Flannel Gloves, knit wrist 15c

Best Work Shirts 55c

E. & W. Dress Shirts, fast colors \$1

Soft Dress Shirts 53c

Levi Strauss No. 2 Overalls \$1.15

Men's Black Socks 15c; 2 for 25c

Men's Cotton Sweaters 69c

Men's Four-in-Hand Ties, 13c, 15c, 25c, 35c and 50c

Shaving Soap 4c

Good Flannelette Night Shirts 69c

Good Suspenders 25c

Heavy Wool Socks 30c

Lined Mocha Gloves 85c

Dress Kid Gloves \$1.25

White Initial Handkerchiefs 25c

Canvas Leggings for men 75c

8 oz. Bottle Peroxide 12c

Men's Kakhi Pants \$1.35

Best Bib Overalls \$1.15

Phoenix Silk Hose 80c and \$1

100 Different Patterns of Fine Torchon Lace 5c yd

New Spring Collars, Fine Organdie Nets and Crepes 25c, 30c, 50c \$1.00, \$1.19

Don't Fail to See Our Line of 6 1/4c Embroidery Edging

Work Sox 10c and 15c

Best Work Shirts 55c

All E. & W. Dress Shirts \$1.00

American Lady Corsets \$1 and \$5

Men's Ties 13c	Men's Ties 50c and 25c	Large Handk'fs 5c and 10c	Ladies' All-Linen Handk'fs 10c and 15c	School Handk'fs 2 for 5c	Bone Hair Pins, box 6c	Bone Hair Pins, box 10c	Pearl Buttons card 5c
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