

Cash Talks In This Sensational SALE — Big Stock NEW SPRING Goods Included In This Remarkable Event

# Whillock's GOLDEN RULE

## FORCING BUSINESS FORWARD!



## WITH A SMASHING STORE-WIDE EXPANSION SALE

Starts **FRIDAY 9 a.m.**

There's No Depression Here—Our Policy of Featuring Up-to-the-Minute Merchandise at Consistently Low Prices Has Built a Tremendous Volume of Business—Because of this—

### We Are Doubling Our Floor Space

Taking Over the Palm Building Adjoining Our Present Store

We Have Bought Heavily In the East for This Larger Store — Our Present Stock MUST BE SOLD AT ONCE

#### Read This Statement

Constantly increasing business at this time necessitates an immediate expansion. Within a few weeks our floor space will be **DOUBLED**—positive proof of the increasing popularity of this store with southern Oregon shoppers. To facilitate the re-arrangement of our new store we **MUST SELL EVERYTHING ON HAND NOW**—We have bought heavily for our enlarged store—that calls for a **DRASTIC DISPOSAL RIGHT NOW** to make room for new shipments—**AMAZINGLY LOW PRICES** will be effective for this sale to make possible this **COMPLETE CLEARANCE**—I urge you to **TAKE ADVANTAGE** of the **EXTRAORDINARY BARGAINS** to be offered during this store-wide **EXPANSION SALE!**

C. A. WHILLOCK.

**FREE**

Opening Day to First 100 Women  
A Package of Useful Merchandise

Ladies' Lisle Hose  
**pr. 10c**

Genuine  
**HOPE MUSLIN**  
12c yd.  
Limit 10 Yards

14-ounce Men's  
**CANVAS GLOVES**  
12c pair  
Limit 4 Pairs

Men's Cotton  
**DRESS SOCKS**  
10c pair

Men's  
**PART WOOL SOCKS**  
14c  
Limit 3 Pairs

### Ladies Dresses

New Spring Wool and Silk Dresses. This lot of Dresses bought in the regular way would have to sell from \$10.00 to \$16.75.

- All Going in One Lot at this Sale **\$5.47**
- One Lot Knit Dresses, two-piece. This sale **\$1.27**
- House Dresses. One Lot **57c**
- House Dresses. One Lot **98c**
- Ladies' All Wool Coat Sweaters **\$1.97**
- One Lot Children's Dresses. Age 3 to 8 **39c**
- Have You Tried Our Patterns **15c**

### Men's Work Clothing

- Men's Work Shirts while this lot lasts **43c**
- One Lot Men's Bib Overalls **87c**
- Men's Mole Skin Pants **\$1.17**
- Carpenters' Overalls **\$1.69**
- Extra Good Quality Work Shirts **69c**
- O. D. All Wool Army Breeches **\$2.97**
- Waist Overalls, Heavy Weight **\$1.07**
- Boys' Bib Overalls **57c**
- Boys' Sweaters **49c**
- Boys' Corduroy Pants, Ages 4 to 10 **\$1.49**
- Boys' Corduroy Pants, Ages 12 to 16 **\$1.57**

### Men's Furnishings

- Men's Dress Shirts, Regular price 97c **69c**
- Men's Dress Shirts, Regular price \$1.45 **\$1.19**
- Men's Ties **25c**
- Men's Dress Socks, Pair **14c**
- Boys' Spring Suede Coats **79c**
- Boys' Wash Suits **37c**
- Men's All Wool Golf Knickers. A close out **\$2.47**
- Boys' Spring Caps **49c**
- Men's Sleeveless Sweaters, All wool **97c**
- Men's Khaki Riding Breeches **\$1.49**
- One Lot Men's Dress Pants **\$2.15**

### Amazing Bargains

#### IN MEN'S SUITS

We Still Have a Few of These Famous Balto Suits Left

- Going in This Sale at **\$24.85**
- Men's Spring Dress Hats, This sale **\$1.97**
- Men's New Spring Caps **59c**
- Our New Spring Line Portis Hats going for **\$2.98 to \$3.45**
- One Lot Men's Dress Pants **\$2.49**

All Other Men's Pants at Big Reductions!

### LADIES' AND CHILDREN'S SHOES

- One Lot Ladies' Oxfords and Pumps **\$1.97**
- One Lot Ladies' Oxfords and Pumps **\$2.48**
- One Lot Ladies' Oxfords and Pumps **\$2.97**
- One Lot Children's Oxfords **97c**
- One Lot Children's Straps and Oxfords **\$1.98**

A 10% Discount On All Other Ladies' Shoes Not Included in This Ad.

### Special Dry Goods BARGAINS

A Big Assortment New Spring Prints to Choose From.

- Fast Colors, good quality, yd. **15c**
- 27-inch Outing Flannel, Yard **10c**
- 38-inch Fancy Outing Flannel, Yard **15c**
- Pillow Cases, Each **15c**
- 81x90 Sheets, Each **79c**
- Part Linen Crash Toweling, Yard **10c**

## Whillock's GOLDEN RULE

221 West Main Street

Medford, Ore.

### Men's Shoes on Sale

- One Lot Men's Dress Oxfords **\$2.49**
- One Lot Men's Dress Oxfords **\$2.97**
- One Lot Men's Work Shoes **\$1.97**
- One Lot Men's Work Shoes **\$2.48**
- Boys' Work Shoes **\$1.67 to \$1.79**
- One Lot Boys' Dress Oxfords **\$1.97**

A 10% Discount On All Other Men's and Boys' Shoes Not Included in These Lots.