



JANUARY CLEARANCE SALE

Our Greatest Price-Reducing Event
Your Best Economizing Time
SALE BEGINS MONDAY, JANUARY 4

Our January Clearance Sale is an event of vital, dynamic money-saving opportunities. Its scope is boundless. Nearly everything in the store is sacrificed to force a decisive clearance. Profits are unthought-of—unexpected. Cost prices prevail, but even cost prices are relentlessly undersold where stocks are especially heavy. Clearance simply means that everything has got to go—that decks must be cleared for our spring campaign. Clearance is opportunity and opportunity is knocking at your door and tremendous savings await your welcome.

We never carry goods over a season. It's store policy—one of the unbreakable rules of our business. We dispose of our goods while they are new and seasonable. We stop at no sacrifice to effect absolute clearance of one season's goods before embarking on a new season's campaign. No eight months of rest in mothballs for our merchandise.

This year we meet the "clearance" period with immense stocks of winter goods. This stock must be moved—cleared out—sold completely and quickly. Because stocks are especially big, prices have been made remarkably small. But this fact will evince itself—when you come.

The January Clearance Sale Begins Monday, January 4
Let your first visit be an early one—let your later visits be frequent



Every Article Reduced

WAIST CLEARANCE

EVERY WAIST REDUCED FROM 15 TO 50 PER CENT

Anything you choose in the Waist section is yours for a matchless bargain price. All the newest and most charming styles sweepingly reduced. We have just received shipments of new waists—intended for holiday trade, but shipped too late. Every waist is reduced from 15 to 50 per cent. Below are a few of the best bargains:

All Waists worth to \$2.50 for.....	\$1.25
All Waists worth to \$3.50 for.....	\$1.75
All Waists worth to \$5.50 for.....	\$3.25
All Waists worth to \$7.00 for.....	\$4.19
All waists worth to \$9.00 for.....	\$4.89
All Waists worth to \$11.00 for.....	\$6.19
All Waists worth to \$20.00 for.....	\$11.00

PETTICOAT SALE

You have never seen prices so low on Petticoats so stylish, neat, trim-fitting and well made. Any woman can always find room for an extra underskirt when it can be bought for so little.

Every Skirt on Sale	
Skirts worth to \$6.50 for only.....	\$3.89
Skirts worth to \$9.00 for only.....	4.69
Skirts worth to \$12.00 for only.....	6.89
Skirts worth to \$20.00 for only.....	12.50

CLEARANCE OF WOMEN'S SUITS AND COATS

EVERY COAT AND SUIT ON SALE

Final reductions are marked on every remaining Coat and Suit in our Garment Section. This means an opportunity for you to buy a fresh Suit or Coat to finish over the remaining winter months and for the early spring at prices ranging all the way to half less than regular. We won't tell of the beauty and style of these garments. Women know that only the very latest and best comprise our stocks. The prices tell the story.

SUITS and COATS worth to \$12.00 now go for only.....	\$6.25
Some COATS worth to \$5.00 only.....	\$2.19
SUITS and COATS worth to \$20.00 now go for only.....	\$10.00
SUITS and COATS worth to \$30.00 now go for only.....	\$15.00
SUITS and COATS worth to \$40.00 now go for only.....	\$20.00
SUITS and COATS worth to \$60.00 now go for only.....	\$25.00

CAN YOU MISS THIS OPPORTUNITY?

MILLINERY CLEARANCE

Out Goes the Millinery.

Trimmed and Untrimmed Hats and Trimmings, all are fresh and in every way desirable, go into the Clearance. Probably you would like another hat? Many people can use a new hat at this time of the year. Hats worth from \$3.00 and up to \$10.00 all to go at

HALF PRICE

ALL LINENS REDUCED

Housekeepers, Here's Your Chance

Linens of greatest beauty and worth—our regular kinds—at much less than our regular lowest prices. That's news to bring, every prudent housekeeper hurrying to our Linen Section to share in the fine savings this Clearance provides. Every towel, napkin, fancy scarf, dolly or square—every yard of linen is reduced from 15 to 50 per cent. Below are a few of the best bargains—don't you want them?

Some 50c Table Damask for.....	20c
Some 40c Table Damask for.....	33c
Some 65c Table Damask for.....	42c
Some 75c Table Damask for.....	50c
Some \$1.00 Table Damask for.....	73c

No time like the present to save.



ALL UNDERWEAR TO GO

Save Exactly One-Third

Don't you need an extra garment to tide you over the Winter? Our stock is in excellent condition for choosing.

75c UNDERWEAR.....	40c	25c UNDERWEAR.....	17c
\$1.00 UNDERWEAR.....	73c	35c UNDERWEAR.....	23c
\$1.50 UNDERWEAR.....	98c	50c UNDERWEAR.....	33c
\$2.00 UNDERWEAR.....	\$1.33	65c UNDERWEAR.....	43c

CLEARANCE of SKIRTS

The season's favorite styles in Dress and Walking Skirts reduced to astonishingly low prices for quick clearance. Every skirt is reduced in price. If you care to save on a dress skirt for spring and summer wear now is the time.

Some \$ 3.50 Skirts for.....	\$1.75
Some \$ 5.00 Skirts for.....	2.50
Some \$ 8.00 Skirts for.....	4.00
Some \$12.50 Skirts for.....	6.25
Some \$15.00 Skirts for.....	7.50

NOTIONS in CLEARANCE

Just a few of the big bargains in "littles" now offered in our stock of standard-grade Notions and Smallwares:

Every item in this section is reduced at least 15 per cent; below are a few of the big-little reductions:	
Some 5c articles for.....	3c
Some 10c articles for.....	6c
Some 15c articles for.....	8c
Some 20c articles for.....	10c
Some 25c articles for.....	15c
Some 50c articles for.....	30c

CLEARANCE OF BELTS

EVERY SINGLE BELT REDUCED.

All 25c Belts for.....	19c
All 35c Belts for.....	22c
All 50c Belts for.....	33c
All 75c Belts for.....	49c
All 90c Belts for.....	59c
All \$1.00 Belts for.....	73c
All \$1.25 Belts for.....	93c
All \$1.50 Belts for.....	98c
All \$2.00 Belts for.....	\$1.33

CLEARANCE of UMBRELLAS

EVERY UMBRELLA REDUCED

Our stock of fine and medium-priced Umbrellas is in excellent condition for choosing. Here are the savings:

\$1.00 Umbrellas for.....	75c
\$1.50 Umbrellas for.....	\$1.00
\$2.00 Umbrellas for.....	1.33
\$2.50 Umbrellas for.....	1.67
\$3.00 Umbrellas for.....	2.00
\$3.50 Umbrellas for.....	2.33
\$4.00 Umbrellas for.....	2.67
\$5.00 Umbrellas for.....	3.25



SOME OF THE MARVELOUS BARGAINS:

All Calico.....	4c
Some 10c Ribbons.....	5c
Some 10c Outings.....	6c
Some Evening Robes for Half.	

SUITCASES HALF PRICE

Some \$1.00 Belts for.....	50c
Some 75c Belts for.....	35c
Some 35c Neckwear.....	19c

LACE SALE

LACES WORTH FROM 8c TO 15c FOR 3c

2000 yards of Torchon Laces and Insertions, in narrow, medium and wider widths—not a single piece worth less than 8c and most of the lot worth more, even up to 15c a yard. Choose, while they last, at only..... 3c

CORSET SALE

About once in the year we put Corsets on sale and now is the time. We will not only sell you the best popular-priced Corset on the market, but we have an experienced fitter who will see that you get the right style. 15 per cent saving..... 15 per cent



EMBROIDERY SALE

WORTH TO \$2.00 YARD FOR 29c

1000 yards of 5 to 22-inch Flouncings and Edgings—about 200 separate and distinct styles—all with bands to match. Greatest Embroidery bargain ever offered outside of a city store. Choice of the lot (Limit to 25 yards) at yard..... 29c



Guaranteed to Wear

Now is your opportunity time to save the most money on Hosiery.

All of our wool and fleeced-lined Hose at... Half All other Hosiery sells at a clear saving to you of at least..... 15 per cent

SOME OF THE UNHEARD-OF REDUCTIONS.

Some \$4 Comforts.....	\$2.00
6 Spools Thread.....	25c
12 1/2c Silkoline.....	7c
20c Cotton Batts.....	13c

Bust Ruffs for Half.

NECK SCARFS HALF PRICE

A lot of Fine Undermuslins
HALF PRICE

Extraordinary Embroidery Sale

Medford's Exclusive Ladies' Store

Baker-Hutchason Co.

Central Avenue, Just North of the Jackson County Bank

Extraordinary Lace Sale