

SWEEPING SUMMER REDUCTION

IN EVERY SECTION

at W. H. MEEKER & CO.'S

OUR MID-SUMMER CLEARING SALE BEGINS SATURDAY MORNING, JULY 24, AND CONTINUES FOURTEEN DAYS.

It has been our custom for many years to close out all remaining remnants of Summer goods at cost and less, and this year is no exception. The knife has cut deeper, and all Summer goods are at your mercy.

Never in the history of this store have such worthy bargains been offered to our many customers. In some instances price cuts are even more pronounced than we have said.

We shall expect you and all your neighbors to visit this stupendous sale, no reserve, no restriction, all get the benefit, yes it is for you.

When you see it in our advertisement you know it is true, for the ever increasing popularity of our special sales is ample proof of what we do. REMEMBER WE GUARANTEE OUR GOODS: ANYTHING NOT SATISFACTORY MAY BE RETURNED AND YOUR MONEY REFUNDED. NO QUESTIONS ASKED. YOU MUST BE SATISFIED.

Safety is what you are looking for; then this is the store for you. Your children can trade as safely at this store as if you were with them.

THIS IS ONE DIFFERENCE BETWEEN THIS AND OTHER STORES.

Exceedingly Great Values in Pongees and Taffeta Silks, Messalines and Satins

We are offering out of the ordinary values in these lines. 36 inch Messaline Silk, regular \$1.75 and \$1.50 values at **\$1.19 a yard**. All shades and colors. All other widths and qualities in proportion.

Finely Tailored Skirt Specials

All the most popular styles and shades; you will be more than pleased with the excellence of the SKIRTS. We venture to say that never in the history of Medford have skirts been shown that come up to the standard of style and quality at the prices mentioned.

\$15.00 and \$12.50 Skirts now **\$8.75**
\$10.00 Skirts now **\$6.50**

All others in proportion. Don't delay your purchases now is the time to buy.

Special Values in Dress Goods--Woolens

Now is the time to supply your wants, new goods the latest weaves, the fashion's latest, at prices that are beyond any previous offers anywhere.

We have PRUNELLAS, SERGES, PANAMAS, MELROSES, BROADCLOTHS, HENRIETTAS, ETC.

Good 65c and 50c values in Woolens, all colors at this sale for **33c per yard**.

Ten per cent reductions on all others at this sale.

Ginghams at Prices Below the Lowest

The best grades of apron checks sold in every store at 7c and 8c; we are giving you at **5c per yard**. No restrictions. Buy as much as you need. The best 15c Dress Ginghams going at **10 and 12½c**. If you are a judge, and we know you are, of the goods you will at once see that here is a saving greater than you have ever found before.

Summer Wash Goods

We have cut the prices on all wash goods so low that it is the talk of the town:

50c values **29c to 39c**

35c values **25c to 29c**

25c values **16c to 19c**

Beautiful Swisses and Lawns at the small price of 5c, with colors that will wash.

Get in early for these goods will move in a hurry

Hosiery

Hosiery so low that it doesn't pay to darn; and so good it will not need darning for a long time to come. All fancies and gauzes, laces and embroidered Hose at wholesale prices:

50c and 75c values at **39c per pair**

35c values at **25c per pair**

All others in proportion.

Ladies' Waists

And they are dainty and girlish in appearance, which explains why they will disappear so rapidly. They have been our best selling numbers. This would not be so if they were not all we claimed for them—the best styles and qualities for the price obtainable anywhere. Comparison proves this fact.

Values up to \$5.00 and \$6.00 included in this Mid-summer Sale.

Shoes

We have just a few numbers left in Men's and Ladies' Shoes. Our great closing out sale in this line has been far beyond our fondest dreams. The people of Medford know that when we offer goods in a sale; that is just what we mean, and they are never disappointed; they always save money.

\$1.98 and \$2.69 buys any style of shoe we have left, which sells regularly at \$3.50 and \$4.00. All others in proportion.

Towels and Crashes

It is a certainty that you want to come and look the situation over, as you never had an opportunity to pick up towelings and crashes at the prices we are making in this sale.

16c and 18c values at **14c**

15c values **11c and 12½**

Great values for 10c yard.

Men's Clothing

The most important thing about clothing—the quality and the tailoring—can not be judged by each individual as can the fit, but for both these essential features we have the confidence of the community. We want your trade and we are going to add to this confidence the further assurance of the lowest prices for the best goods.

All Suits from \$15.00 up to \$20.00 in this sale for **\$10**. We have the best values for you at \$6.00 and \$7.50, and many others at lower prices.

We are closing out all Men's Clothing, and what is left must go; we must have the room.

Notions

Our stock of notions is as complete as any to be found in the city of Medford or any other city; new Jet Goods of all kinds, Belts, Barretts, Neckwear, Scarf Pins, Etc., everything in the latest goods. We have the very article you have been looking for.

Here are a few things our store system gives the people of Medford and Southern Oregon.

Not Claims—But Clothing

Not Exaggeration—But Exactness

Not Glittering Generalities—But Good as Gold Guaranteed.

Not Newfangledness—But Novelty and Niftiness

Not Quantity Alone—But Quality

Not Varnished Shoddy—But Values All Through

Not Yesterdayism—But Youthsomeness

Not Zigzaggy—But a Zealous Maintaining of the Best

We Back Our Advertising With a Magnificent Product

Remember we guarantee every article that goes over our customers to be the best for the money that can be found, and our customers will do us a favor in telling us of anything that does not prove satisfactory. This is the People's Store; the store that gives you the best for your money.

A SQUARE DEAL FOR A ROUND DOLLAR

This Remarkable Sale Begins Saturday Morning, July 24, and Continues for an Entire Fourteen Days

PAY LESS
DRESS
BETTER

W. H. MEEKER & CO.

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