

The Store That Reduces Prices *The Hutchason Company* Everything as Advertised

MAMMOTH UNLOADING SALE

Your Opportunity to Save Money on Everything for Women

Our entire stock has been marked down and thrown to the mercies of the people at prices that are lower than anything ever attempted before in Southern Oregon. A visit to this big store will prove conclusively that the above is absolutely true. You know conclusively that we must be offering everything at very low prices when we make the appeal and tell you that we

We Must Raise Ten Thousand Dollars - - - Entire Stock Sacrificed

Now, you know that no store will sacrifice everything if it did not need money. The goods have been marked in red price marks and almost everything is displayed with price cards in such a manner that the regular and sale prices are actually shown and the saving can be figured at a glance.

Remember, we want money—must have it—and will give values unmatched to get it. You can use the goods now. We will be here to back our guarantee. We are going to stay right here.

Terrific Suit Sale

Save from 1-3 to 1-2 the Price

200 Suits to close out in fourteen days at prices that will average only about half of the first regular prices. Suits that will be good for two years' wear. Suits made in the very latest styles. We must have money or we wouldn't sacrifice these suits, for they are stylish for the coming season. Be sure and select one now, for they won't last long at the prices named below.

- \$20.00 SUITS TO CLOSE OUT FOR \$9.89**
A limited number of these fine wool suits. May we show 'em?
- \$25.00 SUITS TO CLOSE OUT FOR \$11.29**
Here are a lot of real good suits, the kind that look, wear and stay good.
- \$35.00 SUITS TO CLOSE OUT FOR \$16.69**
Some of the nicest suits we have shown this season are in this lot. You should see 'em
- \$40.00 SUITS TO CLOSE OUT FOR \$19.98**
Real, genuine \$40 Suits; made by the very best man tailors; made to wear and look good for two years. Think of the saving.
- \$60.00 SUITS TO CLOSE OUT FOR \$27.89**
You certainly can't afford to miss a look at this lot of Suits, all colors and black; all sizes; a choice of suits that generally sell to \$75, for only \$27.89

Capes, Coats and Skirts Sacrificed

Saving to You About Half

We have hundreds of Coats, Capes and Skirts which we are very anxious to see leave the store. The prices marked on them are actually lower than the first cost of production. Such prices will not be seen in many of even the largest department stores.

- \$10.00 CAPES, COATS AND SKIRTS \$5.89**
Opera Capes in several good shades, worth to \$10.00; Coats for misses and ladies and Skirts that are worth every cent of \$12.50 to go during this sale for \$5.89
- \$15.00 COATS AND SKIRTS \$8.29**
Think of the saving by buying a coat or skirt now. You can get not only the newest styles, but you save almost half.
- \$25.00 CAPES, COATS AND SKIRTS \$16.69**
Some Capes and Coats are really worth to \$35.00, and the black voile skirts are actually worth up to \$30.00 each. We must close them out at once, so offer choice of the lot for \$16.69
- CAPES AND COATS WORTH TO \$50 FOR \$27.89**
A limited number of fine black, covert cloth Coats and fine French Broadcloth Capes worth to \$35.00 to be sacrificed during this sale for \$27.89

NOTIONS SLASHED

- Only 3c for
 - 5c Pins
 - 5c Cubes
 - 5c Hooks and Eyes
 - 5c Tapes
 - 5c Dutch Tape
 - 5c Buttons
 - 5c Articles in general.
- Only 6c for
 - 10c Cubes
 - 10c Pins
 - 10c Hooks and Eyes
 - 10c Buttons
 - 10c Hair Pins
 - 10c Fasteners
 - 10c Articles in general.

Millinery Less Than Half

You never saw such terrific price slashing in your life on new, clean Millinery. Can you afford to pass it by?

- \$16.69** for patterns Hats worth to \$40.00.
- \$13.29** for pattern Hats worth to \$30.00.
- \$4.29** for Hats worth to \$10.00.
- \$6.00 HATS \$2.19.** 50c for children's Hats worth to \$1.50.

BAGS, BELTS and JEWELRY

We carry the largest and most complete assortment of Bags ever shown in any three stores in Southern Oregon. We must unload what we have, so here are the actual savings:

- 3.89 Each** for a lot of Bags that formerly sold at \$6.00, \$7.00 and \$8.00. All bags reduced to sell.
- Our lines of Belts have been divided into about three prices; the reductions are AWFUL
- Get our reduced prices on a beautiful and well assorted lot of Jewelry novelties. TERRIFIC.

A Word About Shoes

We are selling the best shoe for women that has ever been shown in any city for the price. We could get \$3.00 to \$3.50 for fully two-thirds of all shoes carried, but we prefer to sell all shoes for the one price, namely **\$2.50**

A very complete line of Shoes for children and misses; all at special prices.

A Hint for Wise Buyers

Here are a few of the many extra sensational bargains that will not last. You should see these now:

5 cts. yard

For the best Calico.

\$1.19 each

For Shirt Waists worth to \$2.00.

\$1.39 each

For fancy Purses worth to \$3.50.

19c yard

For Ribbon worth to 50c.

59c ya

For Ribbon worth to \$1.00.

\$5.89 each

For Raincoats worth to \$8.00.

\$1.89 each

For full size Wool Bolts worth \$2.75.

\$1.69 each

For children's Coats worth to \$3.25.

98c each

For Lace Curtains worth to \$1.50

\$3.19 each

For children's Coats worth to \$6.50.

BIG REDUCTIONS ON ALL—

- GLOVES
- HANDKERCHIEFS
- INFANTS' WEAR
- LACES, STAPLES, ETC.

Ladies' Dresses to Close Out

We have the most complete assortment of wool and silk one-piece Dresses ever shown in Medford. We have decided to close them all out now, right at the height of the season. You surely want one.

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| Values to \$15.00
\$7.19
You couldn't buy the materials for the price. Come and see the fine assortment. | Values to \$22.50
\$11.29
Think of buying a wool or silk one-piece Dress worth \$22.50 for only \$11.29 | Values to \$30.00
\$14.89
Fine silk taffetas and wool Venetians, prunellas, serges, broadcloths, etc.; all sizes and colors. | Values to \$50.00
\$24.89
Broadcloths, mohairs, and other durable materials, and most of the best sizes and colors. |
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Powerful Values in Dress Goods and Silks

We have an enormous stock of Dress Goods and Silks and must unload them at most any price. You can't afford to miss seeing the lowest prices ever offered on all classes of newest dress fabrics and fine silks.

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| 23c Yard
for silk and dress goods that were formerly priced to 40c yard. Children's dresses, waists, house and street dresses can be made from these | 43c Yrd.
for a beautiful lot of fine silks and dress goods—all the newest styles and most all wanted shades; regular 75c and 85c sellers for 43c | 58c Yrd.
for silks and a big lot of dress goods—the most wonderful price concession of the line; values worth from 75c to \$1.00, now to go at, choice 58c | 98c Yrd.
for fine Messaline Silks; all shades; fine for spring 1910; also fine selection of wool fabrics, worth up to \$1.75, for 98c |
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Furs Less than Half

A few Fur pieces left. You should see them soon.

- \$5.00 values for \$2.19
- \$8.00 values for \$3.69
- \$10.00 values for \$4.89
- \$15.00 values for \$7.29
- \$20.00 values for \$9.89

Neckwear Snaps

- 19c** for stylish neck pieces worth up to 75c.
- 33c** for stylish neckwear worth up to \$1.00.
- 95c** for stylish neckwear worth up to \$1.25.

All Neckwear on sale to clean out at terrific reductions.

Who Gets The Browniekar?

Owing to the fact that the children have been busy in school and now have a holiday, we have decided to give the car away positively on **MONDAY, JANUARY 10TH** to the one holding the greatest number of coupons. An extra chance for every boy and girl to win this beautiful car. Now is the time to secure the duplicate sales tickets and get the car. \$100 will be forfeited if we fail to give this car away on the above mentioned date.

Lace Curtains

Our entire stock of Lace Curtains to be closed out at most sensational prices.

Novelties, Less Than Half

About 50 dainty pretty ribbon novelties and Xmas goods suitable for New Year's gifts. All on one table; also all fancy worked pieces of drawn work linens to go during this sale at less than HALF PRICE

Hosiery and Underwear

We sell a wonderful amount of Hosiery. Our hosiery wears satisfactory.

- ALL UNDERWEAR REDUCED.**
- 11c** pair for regular 15c cotton and fleeced Hosiery for children.
- 23c** for about 120 dozen children's and women's Hosiery worth to 35c.
- 37c** for choice of our fancy Hosiery, worth up to 75c

Table Linens Mercilessly Slaughtered

We must close out our present stock of Table Linens. You never have seen such exceptional values to go for such small prices. Read on and come. All Napkins go during this sale at reduced prices.

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| 23c Yrd.
Table Damask that you will be asked to pay at least 40c for before six months have gone; our regular 35c sellers in bleached, for 23c | 33c Yrd.
Think of buying the best 50c bleached and unbleached Table Damask in a good width and very durable—the saving should interest every housewife. | 47c Yrd.
All pure linen Damask, 68 to 70 inches wide, bleached and cream; values to 85c a yard; now look at the saving and don't miss a look. | 79c Yrd.
\$1.00 and \$1.25 all pure linen Damasks, 70 and 72 inches wide; values at the original prices; don't miss a look, for the savings are magnificent. |
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Waists and Raincoats About Half

WAISTS—We have in great abundance; all the best colors and most durable, stylish and wanted materials. We show no old styles; all are new and up-to-date. You can choose for about half price.

RAINCOATS—Are the most useful as well durable garments for this country.

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| 89c Ech.
for a lot of tailored waists, regular \$1.50 values; other prices reduced in same proportion. | \$3.19 Ech.
for a lot of fine new silk waists in almost all colors; regular \$5.00 and \$6.00 sellers. Come and see them | Prices
on our entire line of fine silk, net and cotton waists will astonish you, they are so very low. Need money. | Val to. \$20 \$11.29
Think what this means. You know we never misrepresent. All raincoats are now less. |
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MONEY SAVED
IS MONEY MADE
SALE CLOSES
JANUARY 15, 1910

THE HUTCHASON COMPANY

Formerly Baker-Hutchason Company

Medford, Oregon

DOLLARS DO
ALMOST DOUBLE DUTY
SALE CLOSES
JANUARY 15, 1910