

Grand Opening Sale at Medford's New Store

HAVING DECIDED TO LOCATE IN THIS WIDE-AWAKE CITY, WE WISH AT THE VERY BEGINNING TO SAY THAT WE INTEND TO RUN A FIRST-CLASS, UP-TO-DATE STORE, AIMING ALWAYS TO CARRY THE LATEST STYLES AT THE LOWEST PRICES. WE HOPE BY PROMPT, COURTEOUS TREATMENT, AND BY GIVING YOU YOUR MONEY'S WORTH EVERY TIM E YOU TRADE WITH US, TO BUILD UP A BUSINESS THAT MEDFORD AND THE SURROUNDING COUNTRY WILL BE PROUD OF.

Visit our new Suit	Visit our New	Dress Goods	Visit our New Underwear
Department Initial Fall Showing of La Vogue Suits Fashion's fairest creations are now here awaiting your approval. Now is the time to select your Fall Suit or Coat, because the assortment is complete. Opening sale	DepartmentSILKSDRESS GOODS QJaploom Silk —27 inches wide; splendid material for costumes; comes in all the light evening shades; opening sale price, 39CQ36-inch wire twist Serge; all wool; comes in all colors; a splen- did fabrie for your new Fall suit; opening sale price, 39C Rec incl. block Treffett SilksEst incl. Provident block		Department ·Big Values For Saturday ¶Now is the time to prepare for colder weather. A com- plete line of women's and children's Vests, Drawers and Union Suits, made in the best mills of the country, on sale
prices on NEW FALL SUITS. Q 10 brand new Suits, made of strictly all wool materials, in black, navy, wine and fancy mixtures: semi-fitted	G 36-inch black Taffeta Silk; suitable for waists, dresses and petticoats; opening sale 980 price, yard	goa-men broadciotn; an wooi;	at low prices. GWomen's fleeced lined Vests and Pants; good weights; fine quality, each 290 GChildren's fleeced lined Shirts and Drawers; all sizes; 50c values; special, each 390
coats; knee plaited and plain gored skirts; \$18.00 values up to \$30.00. Opening sale price QBETTER SUITS AT \$25.00, \$35.00 and \$45.00 EACH	We Carry a Complete Line of Dress Linings		Q Children's fleeced lined Union Suits; all sizes; 490 very special, Saturday, a suit GREAT VALUES IN OUR HOSIERY DEFARTMENT
 Q20 beautiful new Winter Coats; full length; semi-fitted; made of all wool materials in black, navy, brown, green and fancy mixtures; values \$18.00 QBETTER COATS AT \$20.00, \$25.00 and \$27.50 EACH 	Outing Flannels ¶1 case heavy colored Outing Flannels in stripes and checks; opening sale price, QC	Linens GWe carry a complete line of Table Linen-napkins, and tow-	G Women's and children's fine ribbed Hose; fast colors; on sale Saturday, a pair. 180 G Women's fine maco yarn Hose; fast black; extra good value at, a pair. 250 G Lisle and mercerized Hose at, a pair. 500
QNEW CARACUL COATS, \$18.00 and \$30.00 EACH. Blankets Comforts ¶1 case gray cotton Blan- ¶1 case heavy Comforters;	opening sale price, 90 yard 90 Given Flannelettes for kimonas and dressing sacques; all the new- patterns. Sheets Given Flannelettes for kimonas and dressing sacques; all the new- patterns.	els. Saturday special, Renfrew Damask, in red, blue and tan; very special, per 44c Pillow Slips	Good Notions at Little Prices 01L CLOTH TOWELS 950 pieces plain white 011 G25 dozen huck and Turkish



