

M. M. Co.
For
"Good Goods"
INCORPORATED

The Medford Mercantile Company's GRAND OPENING SALE

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Store Opens Saturday
Morning 9 a. m.

MEDFORD'S NEWEST STORE

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This opening event brings to Medford and Southern Oregon a store equal to any in this part of the State. The M. M. Co. having incorporated for \$40,000 and absorbed the entire stock of Meeker & Co. consisting of dry goods, read-to-wear goods for ladies, notions, silks, etc. and adding complete lines of mens' and boys' clothing, furnishing goods and mens' and ladies' shoes.

**Fifteen Big
Departments
All filled to
Overflowing**

ON SATURDAY will occur our public reception, the orchestra will play and the new department store will be decked in gala attire for this Easter housewarming event. With the extension has come the necessary heavy buying in large quantities and the consequent big saving because of big cash purchases. Every department will have a tempting array of fresh, brand new goods which will include the representative ideas for 1912 in styles, patterns, and materials of every kind. There will be new and happy surprises in each department. Our big suit and coat department will display an array of suits, dresses, coats and each of which bears the mark of grace and elegance found only in merchandise of highest quality. Examine these new arrivals. We would have you pass judgment on them and are sure that we can meet the requirements of the most exacting.

**Mammoth New
Spring Stock
--Fresh and
Beautiful**

Ladies' Ready-To-Wear Department

THE 1912 MODELS OF PRINTZESS COATS AND SUITS

Now on display in our handsome new ready-to-wear department. The Printzess coats and suits are **STANDARD OF STYLE** to American women. They are moderate in price and particularly well made and fitted.

We wish to call special attention to the inside finish of the Printzess garments. You will see in every garment ear marks of style, fit and durability. The exclusive variety of patterns and designs are characteristic of the Printzess ideas.

OUR 1912 STOCK

Over 100 exclusive styles of Printzess spring garments are now on display. We invite every lady interested in ready-to-wear garments to visit our store during this special sale. We will certainly have some interesting things to show you.

PRINTZESS SPRING COATS

Every lady will be interested in the long, loose fitting spring coats. The coat idea is both pleasing and popular. Many are buying coats in place of suits where they feel they cannot afford both. We are showing a large range of the very latest designs and materials at

\$12.50 \$13.50 \$15.00 \$18.50
\$22.50 \$25.00

READY-TO-WEAR SKIRTS

We wish to call special attention to our large and very attractive line of ladies' all wool ready-to-wear skirts at

\$5.00 \$6.50 \$7.50 \$8.50

The latest two toned and band effects are popular and stylish, and we are showing larger and a more varied assortment at very attractive prices.

OUR LADIES' SUMMER UNDER-WEAR

Stands for everything that's good in the underwear world. We carry the line complete in all styles and materials. We want to call special attention to our 10c, 12½c, 15c and 25c lines of summer underwear with extra size vests and drawers. The large range of knit garments, silk finished, high or low neck.

Dress Goods Department

Full of all the newest novelties, suitable for suits, coats and one-piece dresses.

CHILD'S DRESSES Extra good, Full size, 29c	30 INCH LAWNS Worth 20c to 25c Yard 15c	BLEACHED MUSLIN 15c values yard 10c	CALICO Best brands, all colors, yard 5c	RIPPELLETES All stripes and colors, yard 15c	DRESS LINENS All colors; 50c values 35c	HOUSE LINING 36 inches wide, extra quality bolt price 4 3-4c
COTTON VOILE Waists, white, hand emb. \$1.25	WOMEN'S HOUSE DRESSES All sizes 99c	FANCY BORDERED CURTAIN SCRIM yard 10c	JAPANESE CREPE All colors, plain yard 15c	OUT SIZE HOSE All sizes, Fast black, 25c	HUCK TOWELS Good size 5c	MESSALINE SILK Extra quality, 85c value 50c
RED SEAL GINGHAMS 15c values 12 1-2c	INDIA LINON 10c sale 7 1-2c	FANCY RIBBON 35c and 40c 25c	CANVASS GLOVES Extra good, pr. 8 1-3	Beautiful SILKOLINE COMFORTERS Worth \$2.50 \$1.75	COTTON BLANKETS Worth \$2.00 sale \$1.25	MONARCH SHIRTS New Patterns \$1.00
Men's extra quality SATEEN SHIRTS Black, 75c value 50c	BOYS' SHIRTS Good values at 75c, sale 43c	WHITE DAISY CLOTH Special 10c	Big assortment FANCY WAISTS 98c	PIQUOT SHEETS 9-4, \$1 values 59c	BOYS' WAISTS All sizes 25c to 75c	MEN'S TIES 35c values 25c
LADIES' WASH SKIRTS White or tan \$1.39	MEN'S FANCY SOIESETTE SHIRTS \$1.25	2000 yards VAL LACE 10c to 15c values, spe- cial 5c	MEN'S COTTON UNION SUITS \$1.25	BOYS' KNEE PANTS 50c to \$1.50	MEN'S SUSPENDERS 35c value 25c	MEN'S Guaranteed HOSE 25c
LADIES' PERCALE APRONS Full size 25c to \$1.25	MIDDY WAISTS \$1.50 values 98c	CRASH TOWELING All linen 12 1-2c value 8 1-3c	16 Button SILK GLOVES All colors \$1.75 value \$1.50	SOIESETTE In all colors 20c	54 inch BROADCLOTH White and colors \$1.25	BEDSPREADS Cut corners and plain \$1 to \$3.50
CUMFY CUT VESTS For ladies 15c	FANCY LACE COLLARS 75c value 50c	TORCHON LACE 10c value 5c	36 INCH PERCALE 12 1-2c and 15c value 10c	WOOL BATISTE 60c value All colors 49c	TRUNKS MARKED AT A SAVING OF ONE-THIRD 50c to \$2.50	TABLE LINEN All p. sizes, yard Extra values

Corset Department

All of the new 1912 spring models, extra long hips and short waist. No better corsets have ever been designed for the modification of hip and abdomen prominences, beautiful sweeping back lines and the harmonizing of the entire corseted figure.
\$1.00 to \$3.50

Glove Department

The Long White Silk Gloves
We have now in stock 25 dozen ladies' extra long white silk gloves, warranted all pure silk, double finger tips, extra heavy weight. Ask to see them at \$1.50.

Our Hosiery Department

We have all styles and colors.
12½c to 50c.
Popular prices.

Men's Hats

Just received the newest, direct from the manufacturers, all the snappy new styles, made exclusively for us.
Big special \$2.50

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Come Early, if You Would Avoid the Crowds
CASH ONLY
What Other Advertise, We Sell For Less

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