

# A BACKWARD SEASON SALE

## Of Ladies' Ready-to-wear Apparel

It means exactly what the word implies--too much merchandise which must be turned into cash in the shortest possible time. They will all have sales but with such a sale as we have inaugurated they will all seem small in comparison. We have cut the price and cut it deep--not the usual April and May reductions, but we have taken radical measures, the backward season forces us to it, the stock is here and we have to turn it into money.

**SALE BEGINS FRIDAY, APRIL 26--ENDS SATURDAY, MAY 11**

### 160 Tailored Suits at Reductions of from 20 to 50 per cent

This includes every Tailored Suit in stock including cream serges, hairline stripes, navy serges; all mixtures, etc.

One lot of 20 tailored Suits in serges, mixtures, etc. These have 28 to 32 in. jacket, which will prove correct for next fall; values \$15.00 and \$20.00, at this sale..... **\$7.50**

One lot of 28 tailored Suits, some of these are this spring's newest styles; others have slightly longer jacket and fuller skirt; actual values \$18.50, \$25.00 and up to \$35.00. At this sale..... **\$11.95**

Others priced \$25.00 and \$27.50. Now..... **\$19.50**

\$27.50 and \$30.00. Now..... **\$22.00**

\$50.00 and \$55.00. Now..... **\$39.50**



### Long Coats--All Reduced

#### STYLE CRAFT COATS

At a price which you will be willing to pay. Junior and misses' Long Coats, this season's best styles; \$15.00 values..... **\$10.95**

Others reduced to \$13.50, \$17.95, \$22.50, \$29.50.

One lot of about 20 Short Jackets, misses' and ladies' sizes; some of these are satin lined throughout; materials are mixtures, black Panamas, etc; a little out of style; actual values \$5.75 to \$15.00. At this sale..... **\$2.49**

### Lingerie Dresses--20 per cent. Discount

This pertains to every lingerie, linen or gingham dress in stock above \$5.00, over six hundred to choose from, **20 Per Cent Discount.**

### Silk Dresses

Every Silk and Wool Dress in this most complete stock is cut to a price that barely pays for materials; descriptions could not do them justice, we will not dwell upon price alone but upon quality and style and the most that your money has ever been able to get for you.

\$9.50 Silk or Wool Dresses..... **\$6.95**

\$12.50 Silk or Wool Dresses..... **\$9.00**

\$15.00 Silk or Wool Dresses..... **\$10.95**

\$19.50 Silk or Wool Dresses..... **\$13.95**

All of our most beautiful Dresses of two toned Taffetas, Crepe de Meteor, Nets and Chiffons; regular price \$55.00, **\$29.50** \$50.00 down to \$35.00, at this sale.....



### Skirts Underpriced

**400 Dress Skirts at Reductions of One-Fourth to One-Half.**

We cannot go into detail on all of these items, but start the line as low as **\$2.89, \$4.95 up.**

### Shirt Waists

Every Shirtwaist and Silk Waist in our stock is reduced during this sale; some are reduced more than others, but a bargain in every one of them. We cannot enumerate prices on all lines.

### La Grecque Muslin Underwear

During this sale from our very modest price **15 Per Cent Discount.**

### Messaline Silk Petticoats

About 75 messaline silk Petticoats, most every wanted shade, \$3.89 and \$4.50 value. At this sale..... **\$2.89**



### Millinery Department

Contributes most lavishly to the sale, offering you unrestricted choice of any item in the stock--Trimmed Hats, Untrimmed Shapes, Flowers, Feathers, Ribbons, Moliner's chiffons, at a reduction of **One-Fourth Off**

### \$1.25 Niagara Maid Silk Gloves, 98c

Silk Gloves, 16 button length; \$1.25 value. At this sale..... **98c**

Silk Gloves, 2 button, double tipped, all colors. At this sale..... **45c**

Chamisette Gloves, 2 button, all colors..... **25c and 45c**

### MILLINERY

## SALE



### Hand Bags

Hand Bays in seal leather, morocco, suede, mesh bags, beaded bags, at **One-Fourth Off.**

### Silk Hose

\$1.25 Ladies' Silk Hose..... **98c**

### House Dresses

Special **\$1.19 and \$1.89**

Regular \$1.50 and \$1.75 Dresses **\$1.19**

Regular \$2.25 and \$2.45 Dresses **\$1.89**



### Armor Plate Hose for Women

For which we have exclusive agency and cannot cut the price. We recommend this brand to the best trade and know from experience that they will give the best of satisfaction. We do not claim that they use better yarns in this brand but the Harms Naut Dye is so superior to any other and we know that we are giving more value at the same price. Compare our 25c, 35c, 50c and 75c with any other you have ever worn and we will have your future Hosiery business. The complete spring stock is now here.

An event of vast interest to every economical woman in Medford and vicinity

Unparalleled Values  
Unusual Price Reductions



222 West Main Street  
Medford, Oregon