

# January Clearance Sale



## Introducing "Mr. J. C. O." (January Clearance Opportunity) Who Will Be the Most Important Figure in Medford This Month

### What He Will Do

"Mr. J. C. O." is the talk of the town and everyone is wondering what he will do. "Mr. J. C. O." will make his headquarters at our store and will distribute thousands and thousands of dollars worth of new and desirable merchandise.

### At the Lowest Prices

Ever quoted on goods of equal quality and desirability. "Mr. J. C. O." brings the greatest opportunity to save money that has ever been offered. You can start a bank account on what "Mr. J. C. O." will save you.

### Come and Meet Him

The sooner you make his acquaintance the sooner you will realize the importance of his coming and the advantages he brings. "Mr. J. C. O." will be found in no other store here, so naturally no other store will be able to do for you what he will.

### January Clearance Sale

To this store is what a good housewife is to every home at house-cleaning time. To Clean-Up, cull out, get rid of all odds and ends accumulated and get things in tip-top shape. "Mr. J. C. O." has been assigned this task and if you have any doubt that his job will not be a complete one—just read on and you will see.



### January Clearance Sale

One-quarter off on all **Kor-rect** dress skirts, including Taffeta, Broadcloth, Serges, and poplins.

Dresses—All wool Serge Silk Dresses. Values to \$15.00. Sale Price **\$4.98**

1/2 sale of House Dresses, made of Gingham and Percale. Values to \$1.50.

### "Mr. J. C. O." Says: You Can Save Stacks of Money on Suits, Coats, Dresses, Skirts

Your opportunity is doubly increased by the fact that these garments are all new styles, fine fabrics and best workmanship. To save stacks of money on wearing apparel of this kind, is an opportunity which no economical woman can afford to turn a deaf ear.

**\$35.00 SUITS \$5.00**  
An odd line of suits made of the best material. Just a little out of date. Values up to \$35.00, to close out quick at, **\$5.00**

All new suits reduced in price:  
\$25.00 suits now **\$18.98**  
\$35.00 suits now **\$25.00**  
\$40.00 suits now **\$32.50**  
\$50.00 suits now **\$35.00**

25 per cent off on splendid stock of fur muffs and scarfs—**25 Per Cent.**

**\$25.00 COATS \$5.00**  
A few coats carried over from last year. Made of heavy all-wool materials. Real values up to \$25.00, to close out **\$5.00**

All new coats reduced in price:  
\$20.00 Coats, now **\$15.00**  
\$25.00 Coats, now **\$20.00**  
\$30.00 Coats, now **\$22.50**  
\$35.00 Coats, now **\$27.50**

20 per cent off on Sweaters  
\$5.00 Sweaters, now **\$3.98**  
\$6.00 Sweaters, now **4.80**  
\$8.00 Sweaters, now **6.40**  
\$10.00 Sweaters, now **8.00**

### OPPORTUNITY

Opportunity is an eccentric party, who is very reluctant about showing his face to some people, while with others he is on the most intimate speaking terms.

To most of us he shows his back, just after his coat-tails are out of reach.

I have spent most of my life studying the rear elevation of Opportunity.

The strange part of it is that I have never come to recognize him in time even to yell at him and make him hear.

I have gazed placidly at that public back of his, thinking of nothing in particular.

Later I would ascertain that on that certain day and hour Opportunity had walked right by me in broad daylight.

I had seen him, "but didn't know it was he."

Once he was disguised as a panic—Oh, more than once!—when stocks went down and I was glad I had nothing invested.

A year later I saw stocks that had been selling for a ditty during the panic, soaring, and I realized that if I had—

The same thing is probably happening just now. I am looking all around the horizon, and I see no trace of Opportunity. Yet he is probably in plain sight. And the geek I now think he is, and whom I intend going right up and speaking to and entrusting with my money, will probably turn out to be Opportunity's well-known double, called False Alarm.

Whenever Opportunity knocks at my door, I think he's a collector, and I keep still. While whenever a burglar is jimmying at my casement, I invite him in to stay all night, thinking he is Opportunity.—Strickland Gillilan.

### "Mr. J. C. O." Says: Start a Bank Account on What You Save On

### Silks and Dress Goods

This January Clearance Opportunity to save money on Silks and Dress Goods of the newest weave and color is not to be ignored by any thrifty woman. Included are fabrics that will be worn into late Spring and the prices are in many instances less than wholesale.

56-inch all wool suiting, suitable for making coats and boy's suits. Values to \$2.48. Special this sale at, yd. **\$1.48**

All wool dress materials in plain colors and stripes and plaids, values to \$1.50 special this sale **89c**

36-inch Wool Dress materials in check and plaids and plain colors, values to 75c, special at **48c**

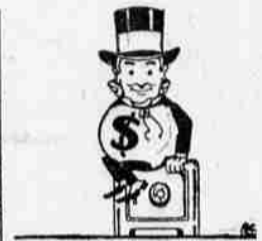
REMNANTS REMNANTS Wool, Silk and Cotton Remnants at about 1-3 to 1-2 off regular price

24-inch Silk Poplin, 18-inch Messaline, in several colors, also some fancy Silk Voiles, values to 98c, special at **36c**

40-inch Silk and Wool Poplin, in several good shades, regular \$1.25 value **98c** special at

32-inch good quality Black Taffeta. Regular \$1.19 value, special at **89c**

30-inch Messaline Satin for dresses and waists. Regular \$1.48 value. Special at **\$1.25**



### January Clearance Sale

#### WASH GOODS

Cotton dress and kimono crepes, values to 28c yd. Reduced to, per yd. **15c**

Outing Flannel. Regular 12 1/2 value special, at, yd. **11c**

Fleeced Flannel for kimono and dressing saques, values to 18c. Special at, yd. **14c**

Crash Toweling, 15c value. Special at, yd. **12 1/2c**

### "Mr. J. C. O." Says: Underwear for Less

Cotton, wool and cotton, and all wool union suits and separate garments have been marked at prices which mean economical opportunities for the thrifty.

Women's Heavy Fleece-Lined Union Suit, all styles and sizes, cheap at 75c this sale **59c**

Women's extra fine grade of Fleece-Lined Union Suit. All styles. Real \$1.25 value. This sale, suit **98c**

Children's Vests and Pants. All sizes. Regular 29c value. Sale price, each **25c**

Boy's and Girl's Union Suit. Heavy fleeced lined. Special Sale price, each **69c**

### "Mr. J. C. O." Says: Hosiery Bargains

An opportunity to procure remarkable values in hosiery of the better goods now awaits every one who has a desire to save money. Some instances:

Women's Silk Lisle Hose, Regular 50c value. Special **3 pairs for \$1.00.**

Women's Fiber Silk Hose, Black only. Regular 30c. Special, pair **35c**



### January Clearance Sale

### "Mr. J. C. O." Says: This Extra Local News Concerns Buyers of Blankets, Bedding, Domestic, Etc.

You could more fully appreciate this extraordinary opportunity to save money if you were in our position and knew the present market conditions. Prices are advancing every day—labor is higher than in many years. Suffice to say that we cannot hope to duplicate these prices again. Buy liberally.

Wool Nap Blanket. Extra heavy in grey and tan. Regular \$2.98 value to **\$2.75** clean up at

Best quality Cotton Blanket in fancy plaids and grey. \$2.25 value. Special **\$1.98**

Medium size cotton blanket. Regular values to 80c. Special this sale **79c**

Full-size comfort, covered with silkolene. Good cotton filling. Special this sale at **\$2.48**

Huck Towels. Regular 10c value. Special at this sale, each **8c**  
Large Sized Huck Towel. Regular 12 1/2c value. Special, each **11c**  
Extra heavy Huck Towel. Regular 15c value. Special, each **12 1/2c**



Good News! It will be the most talked of figure in town for the month of January! J.C.O.

Good quality fine bleached Cambric. Regular 15c value. Special, yd. **11c**

Ask for "Daisy" Brand fine Bleached Muslin. Regular 15c value. Special, yd. **11c**

36-inch Bleached Muslin. Regular 12 1/2c value. Special **9c**

72x90 good quality sheets. Regular 90c value. Special at **79c**

81x90 regular \$1.00 value sheets. Special at, each **89c**

72x90 sheet. Regular 50c value. Special at, each **48c**

42 and 45-inch Pillow Cases. Regular 18c value. Special, each **15c**

### "Mr. J. C. O." Says: Little Notions at Big Savings

Pennies saved are pennies made. Don't neglect an opportunity to save pennies—stock up for now and later. You won't buy at these prices again.

Good quality Pins **5c**

Children's Supporters **10c**

1 lb. can Taleum. Regular 25c value. Special **19c**

Odds and ends of Sticker edges. Values to 25c. Special bolt **15c**

Sticker Edges, 5c values, special, yd. **3c**



### January Clearance Sale

### "Mr. J. C. O." Says: Waists Must Go

The time has come when a complete clear-away must be made in the waist section. This is certainly your opportunity to supply your needs for now as well as the future.

#### Welworth Waist

Made of Voile Crepe de Chine and Tub Silk. Values to \$3.00. Sale price **\$2.00**

Fancy striped Tub Silk, Wash Taffeta, and Crepe de Chine in all light shades. Regular values to \$5.00. Sale price, **\$3.98** each

One lot of Waists made of Voiles. All over lace, silk and linen. Slightly soiled. Value to \$4.00. To be closed out **48c** at

### "Mr. J. C. O." Says: Embroideries and Laces at Big Savings

Another Companion in our remarkable series of white offerings. There are several hundred yards of fine Organza Swiss and Cambria Embroideries in this collection. Embroideries and Laces sold at an unusual price to make a clean-up.

5,000 yards Embroidery Edgings and Insertions. Values to 25c. Special, yd. **5c**

18-inch Embroidery Flouncings in Cambria, Muslin and Organza, values to 50c. Sale price, yd. **23c**

27 and 36-inch Embroidery Flouncings in Voile, Organza and French Lawn. Values to \$2.18. Special sale price, yd. **98c**

3,000 yards Lace and Insertions, slightly soiled. Values to 10c yard. While it lasts **1c**

Extra wide Cluny Lace Bandings. Value in this lot to 50c yard. While it lasts, yd. **8c**

Odds and ends of Handkerchiefs. To clean up some all-linen and Initial. Values to 25c. Special this sale each **9c**

### "Mr. J. C. O." Says: Neckw'r for Women

Can now be had at a fraction of their real worth. Some are a little soiled from handling, but a little soap and water will restore them to natural life.

Women's neckwear, made of Organza and Voile. Hemstitched and lace trimmed. Values to 50c. Special **25c**

Women's fancy neckwear, extra large/eshlars. Made of Organza and French Lawn. Values to 75c. Special, each **48c**

### "Mr. J. C. O." Says: GLOVES AT BIG BARRAINS

They are all the good kind of gloves in both fabric and skin. These prices afford an opportunity to save money on your entire winter supply. See these:

Women's Chamoisette glove. Worth 75c. This sale **44c** at

Women's Cape Gloves. All sizes. Special at this sale **\$1.75**



### "Mr. J. C. O." Says: Novelties to Go

Odds and ends of gift-things left from the holiday business. An opportunity to remember some friends who was neglected at Christmas time.

Manicure sets in ivory and leather cases. Regular \$1.25 values. Special this sale **98c** at

Genuine Leather Hand Bag with fittings. Regular \$2.60 value. Special **\$1.75**

Regular \$1.50 Hand Bag. Special at this sale **\$1.19** at

### "Mr. J. C. O." Says: You're Safe in Buying Muslinwear at These Prices

Safe in quality, safe in satisfactory selection, and safe in the savings these prices offer. Some are a little "mussed" from handling, but the majority are fresh goods. An opportunity to supply both present and future needs at the cost of material alone. The most convincing proof is furnished in the following prices:

Women's Muslin pants and skirts. Special this sale price **25c**

Women's Corset Covers, made of best material. Lace and Embroidery trimmed. Values to \$1.50. Sale price, **48c** each

Women's Muslin and Crepe Gowns. Values to \$1.50. Special sale price **98c**

Women's Muslin Combination suit. Regular values to \$1.25. Sale price **69c**

Women's Goodwin Corsets. lace front models. \$5.00, \$6.00 and \$8.00 values, now one-half regular price.

Women's Corsets. Good \$1.00 value. Special sale **69c** price

Women's Corsets, white and flesh. New models. Value to \$1.50. Special sale **89c** price

Watch for the signs bearing the picture of "Mr. J. C. O." when you come to the store.

SALE STARTS SATURDAY, JANUARY 6



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MAIL ORDERS AND EXPRESS PREPAID