

Buy $\$ 1.25$ Lace for 48c Yard $\$ 2.48$ RIBBONS - 4 -inch taffeta in many colors, including Bought for less than half wholesaler's regular price, 48c
LOT NO. 2
laces for ev
and $\$ 5$ the
Autumn Needs Can Be Supplied And A Tidy Sum Saved By Attending Portland's Best Bargain Event

## OUR 233d FRIDAY ECONOMY SALE

## Beautiful, Distinctive Paris Pattern Hats on Sale at Exactly Half Price

 threshold of the Millinery season; two weeks before the $\quad$ Portland women. A sale that began yesterday morning Horse Show, the fashion event of Portland society. Discerning buyers will come early and revel in the rich
assortment, choosing at will what suits their fancy. A $\begin{aligned} & \text { Such a tremendous assortment of millinery loveliness has } \\ & \text { never before been presented; and now when we announce }\end{aligned}$ assortment, choosing at will what suits their fancy. A
sweeping, stupendous sacrifice of the surpassingly beauti$\$ 37.50$ Hats, Special, $\$ 19.00 \quad \$ 50.00$ Hats, Special, $\$ 25.00 \quad \$ 75.00$ Hats, Special, $\$ 37.50$
it arouses intense enthusiasm among the buyers of the
best to be had in feminine headwear. So wide a range
of choice in pattern and color that no particular style can
of choice in pattern and color that no particular style can
be mentioned here. These clever hats were fashioned by
the deft fingers of gay Paris' most talented artists, and
were imported direct by us. From the hats that we offer
now at half the regular price have been chosen the de.
this Fall and Winter-and it's a high mark they have set,
too. To women familiar with Paris headgear and its too. To women familiar with Paris headgear and it
designers, this list of artists will present an ensemble to
conjure with. conjure with: Carlier, Georgette, Suzanne, Maison Cor
年, Virot ant tel, Virot-artists who
standard of the world.


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|  |  | BRO'S HERPIOIDE, eùres |
| :---: | :---: | :---: |
| silk, silk and wool or all wool. | th finish, regular al, the pkg....6e | dandruff, regular price $\$ 1$-price for today, the bottle.......69e |
| Vests, Pants and Union Suits. |  | POMPEIIAN MASSAGE OREAM |
| ment in the store. Included in | inish stock, regularly wor | , |
| lot are some exquis | ial, the box. $\ldots \ldots .15$ e |  |
| tiful Swiss net Cors | NG PAPER, Hurd's fine |  |
| tic, trima by had | ank note bond, white or azure | , |
| 訨 |  | MIRRORS, redwood or eb- |
| is worth |  |  |
| nificent opportunity | ng paper, special, pkg. 10 C | ay only, each........ 49 C |
| some fine | PAPER NAPKINS, plain white | HA |
| pe |  |  |
| out 500 pieces | 15e, special today, package..10e | box, regularly worth 25 e , spec the box |
| all sizes, all sorts of | Carter's writing fluid |  |
| nts and many makes and | INK, large-size bottles, special, | SIDE COMBS, plain, in shell color only, regular 25 c values, special. |
| styles. The regular prices run |  |  |
| in | GLOVE AND HANDKERCHIEF BOXES, in stamped designs for | WIRE HAIRPINS, assorted sizes, |
| ced them in startling | pyrography work, special price | large-size cabinets, reg. worth 15 c , special, the box........ Se |
| for today |  | SKIRT BRAIDS, morcerized silk |
|  | TALOUM POWDER, Colgate's Violet or Cashmere Bouquet, special for one day only, can...15e | finished, in all colors, 5 -yd. pieces, regular 15 c values, special, the piece <br> 10 e |
| ne | CASTILE SOAP, Italian white or | White PEARL BUTTONS, for |
| roval. Not |  |  |
| n 3 Suits |  |  |

Silk Department


Colored Dress Goods


You Save One - Fourth On Smart Silk Raincoats


Fifty Coats; not many of
one pattern ,but there are one pattern ,but there are
several patterns. There - = 2emer 5imex styles that are so desirable in rainproof gar-
ments. Buy to $=x=0$ er-proof coats possible to

## Odd Lot Shoe Sale

for Men and Women
Shoes for men or women at extraordinary reductions. All high-grade footwear, in many different leathers, lasts and styles, high or low cut, heavy or light soles, and in the $\frac{\text { entire assortment all sizes and all widths are to be found. }}{\text { Whether your foot be slender or wide, short or long, }}$ of ordinary or unusual proportions, we will fit you. In some one lot and at some price in this collection there is a shoe to fit every foot, and rest assured that whatever shoe you choose you can buy it for much less than its real value.

| WOMEN'S SHOES from some of the best factories in the land; names | MEN'S SHOES, made by firms famous for the men's footwear they |
| :---: | :---: |
|  |  |

 snonymous with shoe quality when-
over heard Several different grades,

specially priced as follows: $\begin{aligned} & \text { turn ont. We won't give the names } \\ & \text { here, but we will be glad to show } \\ & \text { you the shoes with the names of }\end{aligned}$ | specially priced as follows: |  |
| :--- | :--- |
| Regular $\$ 5$ and $\$ 6$ grades.... $\$ 3.89$ | $\begin{array}{l}\text { you the shoes with the names of } \\ \text { these } \\ \text { stamped on them. }\end{array}$ | $\begin{array}{rlrl}\text { Segular } \$ 5 \text { and } \$ 0 \text { grades... } \$ 3.89 & & \text { stamped on them. } \\ \text { Shoes } \\ \$ 4.00 & \text { worth } \\ \$ 3.50 \\ \text { and }\end{array}$

 Fvery line Every line of Shoes in our store that has been reduced 20 pairs or less will go in this sale. Every pair
oxfords in the house is included at above prices.

## Graceful

## Ostrich Plumes

## For

 $\$ 1.49$
$\$ 28.88$
$\$ 32.63$

Men's Fancy Hose


## $\$ 1.50$ Hand Bags $\$ 1.00$ <br> New Neck Chains

Beautiful Elk Cushion Tops on Sale for 37c
$\qquad$

