PALMER SLATED TO TMKE EffS Bull ot McAdoo Second With Cox Trailing, Is Forecast.

TWO GROUPS TO BATTLE

Store Your Furs in Our Modern
Refrigerated Storage Vaults Phone Marshall 785 for Rates

## 2 k of the

Million Dollar Fur Sale

Why This Sale Appeals to Hundreds of Portlanders:

Savings of 25 to 50 per cent.
Every Fur reduced
New next winter's Furs just completed, included.
Furs bought in this sale stored free in
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Heqiebes \& Co


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only one advertiser, one publication and one The point of any
esting that one reade
At this moment there is just you and us and
this one newspaper. While this advertisement is being read, the
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number of "captured readers" by mill
In win
In writing your message about your goods or
your service, write to just one human being; but your services, write to just one human being; but
reach him or her, because if you do not, you have
nothing to multiply by any part of the total $\frac{\text { nothing to }}{\text { millions. }}$.

Butterick-Publishe The Delineator
(sese.so a Year) $\quad \begin{gathered}\text { Everybody's }\end{gathered} \quad \begin{gathered}\text { The Designer } \\ (s 2.00 ~ a ~ Y e a r) ~\end{gathered}$ Magazine
(se.75 a Year)

Sports Apparel
For the 4th of July Vacation Trip At price concessions possible only because the Emporium is clearing stocks of spring and summer merchandise in a big Reconstruction Sale

She suit ferievery
Jersey Suits ${ }^{5} 27$ so
Smart thad modesifin pin usually fine, heavy duality
light weight yet warm

## ${ }^{\text {s }} 1$.00 _ingerie Blouses. ${ }^{5} 1$.00 185 Voile Waists Reduced

Splendid quality, fine close-woven voile, made in dainty styles,
either plain or offset with embroidery and lace. The ideal waist either plain or offset with embroidery and lace. The ideal waist
for practical wear-so easy to launder.

## ${ }^{D}$ Deaproing Their

Jersey Coats 18.s.


Substandard Silk HOLEPROㅇ HoSIERY

A sweater gives the right
touch of color to the
summer costume. Shetland, Zephyr and Sweaters Reduced \$12.50 Sweaters \$ 9.95 16.50 Sweaters \$13.2 $\$ 18.50$ Sweaters \$14.55 $\$ 25.00$ Sweaters $\$ 19.9$ Handsome models in tuxedo style and gay spot
Smocks Specially
Priced \$4.95 Smocks ${ }^{5} 3$. ${ }^{\underline{2} 5}$ \$5.95 Smocks \$4.45 White and gaily colored non and wonderlin, with smocking and tucking to
feet their girlish charm.
Washable White Skirts ${ }^{\mathbf{3}} \mathbf{3} \mathbf{7 5}$ it $\$ .75$ to $\$ 5.50$ Skirts a White cotton gabardine, tricotine and surf satin, in simple modes, suitable for street and sports wear. With a
can always be dressed in cool, clean white.
$\$ 1.45$ a Pa
Very special! The faults are so small as to be scarcely seen at all, and you'll find the weight
up to the excellent Holeproof
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## Summer Millinery Sports Hats in Two Groups

 $\$ 3.98$ and $\$ 5.00$12 Odd-Lot Slipon Sweaters at $\$ 1.50$



You may choose a combination of brillliant colorings or darker shades. Their
modest pricing does not begin to tell
how good-looking they are.


Buy Your 4th of July Hat Here and Now! EMPORIUM

Vanity Fair Sum Unidemwara wants for summertime wear. White, rose, lavender, navy, gray, sand are the colors. Lisere, leghorn, Milan, hemp,
some with yarn stitching. The selling price is only a facsome with yarn stitching.
ion of their real worth.



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