## TOWN TOPICS

Items of Local Interest for Busy Journal Readers.

# This Reliable Store's 36th Grand Friday Economy Sale 

Opens Here Tomorrow in Conjunction with Portland's Biggest and Best

## January Clearance Sale and Exposition of White

In addition to the subjoined list of SPLENDID EXTRA SPECIAL VALUES IN FRIDAY SPECIALS-more to follow in tomorrow morning's Oregonian (get it and obtain entire list of matchless values)-EVERY ARTICLE IN THIS ENTIRE ESTABLISHMENT IS RADICALLY REDUCED (with a very few scattering exceptions of goods whose makers rule their retail price). Every special advertised value of the week is here on sale !

The FRIDAY "ECONOMY SALES" of ours are of extremest importance to every person who is interested in knowing how to spend money to the best advantage. Merchandise so timely and desirable as to need but little description, at prices that are much below the real value of the goods offered. COMPARISON of VALUES DEMONSTRATES OUR GREAT TRIUMPH -our positive leadership not only in everyday selling-January Clearance selling - but also in Friday bargain-giving. It's not a store's claim to greatness, but actual proof of its buying and selling power; not the collection of shoddy goods at catch-penny prices, but the merit and reliability of its merchandise; not what a store promises or brags about, but what it actually pera forms, that inspires PUBLIC CONFIDENCE.

The seeds of honest values, honest methods, honest advertising were planted here in fertile soil. The ripe and luscious fruit is now enjoyed by everyone within shopping distance - while our Mail Order Department reaches out and supplies even the uttermost parts of the civilized earth. In these respects we've built up an impregnable stone wall in defence of the buying public. You need go no farther - your best interests lie HERE! COME DOWN TOMORROW.


## Wonderful Millinery Bargain!

Ladies' \$1.50 Hat Shapes 10c man room

Men's \$2.25 Umbrellas $\$ 1.50$
(First Floors)


 \$3.50 Dress Stuffs for 89c yd.




## Children's Friday

 Shoe Bargains

## Women's $\$ 3.00$ Dress Shoes $\$ 1.78$

Women's \$7.50
Walking Skirts
$\$ 3.25$


Friday Bargains in Kitchen Utensils




Ladies' 35c Black Cotton Hose 19c


## Boys' 50c Flannelette Night Robes 39c  <br> 

Ladies' \$1 Vests or Pants 59c


\$2.25 Lace Curtains, pair \$1.38

Ladies' 65c Belts 15c

[^0]$\$ 2.00$ Couch Cushions \$1.34



## 40 c Bath

Sponges 25c
85 c Cloth
Brushes 55c

All-Wool \$4.00
Blankets \$2.95



[^0]:    
    

    ## Latest improved <br> Carpet Sweepers

    $\$ 2.25$

