\section*{THE "DIFFERENT" STORE

\section*{1 SAvr Tomorrow Brings Another Day of

## 1 SAvr Tomorrow Brings Another Day of Remarkable Values I The Store's 177 th GRAND "FRIDAY ECONOMY SALE" Exploits the LOW. EST PRICES POSSIBLE TO QUOTE ON TRUSTWORTHY MERCHANDISE:

Smart New Autumn SILKS
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Dress Goods Store

Chemise and Aprons UNOERPRICED 1
Ancor


## Timely Sale of Heaters

아누N


Toilet Wares and Stationery





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## Millinery OfferingI

 Smart Stylish Plaid Hats for $\$ 2.00$

| We're determined to make our 177 th "Economy Sale" the best of a series of splendid successes Tin occasion that shall surpasis any trade festival Portland has ever known; following, as it does, in the wake of the "Harvest Sale" of Thursday-a stupendous success-we realize the "stunt" we've set ourselves. This but adds fuel to the flame of our determination, however, to outdo even today's great achievement We've reduced prices on seasonable goods to a point never reached before. Positively profit does not figure in our plans for this event. Wo urge all of our friends and thousands of new friends to test the limitless resources of this great store, tomorrow and share merchandise of unequaled quality at unprecedentedly low prices. The whole store's aglow with bright new merchandise. No chance for monotony here. Every hour shows something NEW. But never was the word "ECONOMY" so definitely defined as In these Friday "Economy Sale" specials. Every paragraph of today's message from the store tells of unexampled savings on most desirable gpods. Whatever is offered elsewhere tomor- |
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## Women's Autumn Apparel Bargains

In a Grand Gala Sale I friday and saturday


## Bargains in Home

 Needs

Women's Handbags
$=25=2=2$

Dainty Doilies An theasen
2axasex
$\because=3$
There's Ribbons and Laces

## $\pi 0$


Rubber Gloves at, the Pair,

## 48c



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Towel Supply Sale Women's 81.75 Juliets $\$ 1.24$-Womien's Juliets in 4 extension, made over the Turk last, double cait
different
tipi regular value $\$ 4.00$. Special, pair...... 8 a.8s dilterent styles, low and medium heels, patent and
kid tips, teather and rubber helel, heany, hand-
turned soles; res. value $\$ 175$. Special, prisi.24 Men'a $\$ 5.00$ Ind $\$ 8.00$ Shoes $\$ 3.05$ quality Shoes, patent and dont leathers, finesy
styles to select from; values at $\$ 5.00$ and 8 s.0.
Special, pair


