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"77"GRIP\&COLDS
 ing to cool off, change your moist nder-clothing at once.
Don't stop on the-street corner
to talk with a friend keep
Don't fail to throw a wrap arg, use care.

Don" hail to keep "Seventythe first chill or shiver-follow eldom have a Cold.

Is the vest of pleasant pellets




## P



## War in Portland!

We hăve joined the CLOTHING WAR and place ON SALE every one of our
MEN'S $\$ 15$ and $\$ 18$ SUITS at $\$ 10.00$
These Suits are the same as sold in other stores at $\$ 20$

## ALL OUR MEN'S $\mathbf{\$ 2 0}$ SUITS go at $\$ 12.50$ <br> These suits are sold elsewhere at $\$ 25$

## EVERY BOY'S \$5 and \$6 SUIT in the House $\$ 3.50$

These Are the GREATEST REDUCTIONS in the City Suits are on sale only at our Stores at 1st and Morrison and 3d and Oak
When You See It in Our Ad. It's So

## MOYER

First and Morrison


Our Readjusment Shoe Sale Continues
Men's, Women's, Misses' and Children's High-Grade Shoes All Included

In This Great Stock Reducing Shoe Sale Now at Its Height
We have decided to include all our high-grade lines in this sacrifice, in view of having a complete new stock before launching our store inte Popular High-Class Novelty Shoe Store.
You Will Positively Get Full Value and the Very Best Footwear

| Men's | Ladies' | Misses' | Children's |
| :---: | :---: | :---: | :---: |
| \$4.50 grades now . . . . . . $\$ 3.85$ | \$5.00 grades now . . . . $\$$ \$4.05 | Jockey Boots (young ladies') reg. | Children's Jockey Boots, regular $\$ 2.50$ values |
| \$4.00 grades now . . . . . . $\$ 3.35$ | \$4.00 grades now | \$3.50, now . . . . . . . . $\$ 2.95$ | Reg. $\$ 2.50$ value Shoes now $\$ 2.15$ |
| \$3.50 grades now ....... $\$ 3.15$ | \$3.50 grades now …… $\$ 2.95$ | Misses' Jockey Boots, reg. \$3.00, | Regular $\$ 2.25$ values nów.. $\$ 1.80$ Regular $\$ 2.00$ values now. . $\$ 1.45$ |
| Crossett's \$5.50 grades now \$4.95 |  | 2.65 |  |
| Crossett's $\$ 5.00$ grades now $\$ 4.45$ J. \& M. Reduced 10 Per Cent | ALL SLIPPERS REDUCED 10 PER CENT | Regular $\$ 3.00$ value Shoes. . $\$ 2.35$ <br> Regular $\$ 2.50$ value Shoes. . $\$ 2.10$ | MEN'S HOLIDAY SLIPPERS AT PRACTICALLY COST |



Zow: Green Trading Stamps
Given During Sale
RICE-MAGINNIS SHOE CO.
349 Alder Street
Medical Building

