

Our First Annual STOCK REDUCING SALE!

3 lb. Stitched Cotton Bat, each \$1.00
Full Size Shop Early Limited Quantity

Our Sales Records Show, Because of the Mild Fall Weather that you folks are at least a month behind in your buying. And we are going to pack thirty days selling into fourteen days. We know that to double our business for fourteen days we must show you truly remarkable values, and this we have done. Study carefully items listed in this add. They carry news of big savings on fresh new merchandise.

81 inch Pequot Bleached Sheeting, yard, 59c
10 yards to a customer

Ready-to-Wear, Dress Goods, Silks, Wash Goods, Domestic, Curtain Materials, Blankets, Comforts, Hosiery, Underwear, Gloves, Umbrellas, Hand Bags, Ribbons, Laces, Etc.

14 Days--Friday, October 31st to Saturday, November 15th

Clean, New Merchandise

Surprise Bargains
Every day during this sale we are going to offer Special Surprise Bargains that will not be advertised. We promise you they'll be worth while. Different Bargains each day.
LOOK FOR SURPRISE PRICE CARDS

Priced To Sell Quickly

Hose 39c pair
Women's Burson Heather Stocking. Sold Regularly at 59c

42 inch Pequot Pillow Tubing, yard, 39c

Blankets \$9.75 pair
66x80, 100 per cent Pure Wool. Comes in Block Plaids all colors. Sold Regularly at \$10.50

LINEN Table Cloths
Size 67 1-2x68, \$5.98 regularly
Sale Price \$4.88

Sheeting, yd. 50c
72 inch Bleached, fine quality, 65c yard Regularly

Cluny Laces, yd. 15c
Cotton Cluny Laces in a good width for pillow cases, Sold Regularly 25c yard

Linen Damask, yd. \$1.95
70 inch Bleached Linen Damask. Sold Regularly at \$2.48 yard

Daily Specials You Can't Afford to Miss!

Coating, yard \$2.48
54 inch all Wool Coating in tan and brown. Sold Regularly at \$3.98 yd.

Friday Oct. 31st	Saturday Nov. 1st	Monday Nov. 3rd	Tuesday Nov. 4th	Wednesday Nov. 5th
36 inch White Outing Flannel. 29c Regularly, yard 23c	66x80 Double Cotton Blanket in white, tan grey, \$3.48 regularly \$2.95	Ladies' Chamisette Gloves, made with wrist strap, in wanted colors, 89c regularly, pair 69c	Ladies' Handkerchiefs, pure Linen with embroidery in corner, 20c regularly each 15c	Ladies Silk and Wool Hose in colors, \$1.25 regularly, pair 94c

Sateen Bloomers, 69c
Women's Bloomers, made of good quality Sateen. Sold Regularly 89c pair

Pillows, each \$1.59
21x27 Leader Pillows, covered with art Ticking, weight 3 1-4 lbs. Sold Regularly \$1.75 each

Cordette, yd. \$1.69
36 inches wide, the new knitted silk for dresses. Comes in Black, Brown, Toupe and Cocoa. Sold Regularly \$1.98 yard

**Stock Reducing Sale of
READY-TO-WEAR**

BUY YOUR WINTER COAT NOW AT A GREAT SAVING. LATEST FALL FASHIONS. ALL THE NEW SHADES AND MATERIALS, WITH FUR COLLARS.

Damask, yd. 48c
58 inch Mercerized Damask. Sold Regularly at 65c yard

Wool Hose, pair 69c
Children's Wool Hose in Brown Heather, Ribbed. Sizes 6 to 10.

Pillow Cases, each 39c
Wearwell Pillow Cases, 42 and 45 inch. Sold Regularly at 45c each.

\$19.75 Coats	Sale Price \$16.50
\$22.50 Coats	Sale Price \$19.50
\$25.00 Coats	Sale Price \$21.50
\$29.75 Coats	Sale Price \$25.50
\$34.50 Coats	Sale Price \$29.75
\$37.50 Coats	Sale Price \$33.50
\$45.00 Coats	Sale Price \$39.50

100 Dresses In This Sale
Made of Crepe, Satin and Twills; are exceptionally well tailored. Every dress new this season.

\$19.75 Dresses Now \$16.50	\$24.50 Dresses Now \$19.50	\$29.75 Dresses Now \$25.50
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Hose, pair \$1.00
Silk and Wool Hose for women in the wanted colors. Sold Regularly \$1.25 pair

Union Suits, \$1.25
Women's winter weight ribbed, light fleece bodice top knee length, Dutch neck ankle length, high neck ankle length.

Blankets \$4.98 pair
70x80 Heavy Cotton Blankets in beautiful plaid pattern; pink, blue, tan, grey, yellow and lavender. Sold Regularly \$5.48 pair

Children's, Juniors' and Misses' COATS; all Reduced. A Really Remarkable Opportunity to Outfit the Kiddies in this Great Sale. All Sizes now in Stock—3 years to 16 years.

14 Days of Wonderful Bargains!

PEQUOT SHEETS Size 81x90 Each \$1.69	OUTING FLANNEL 36 inch in light colors Yard 24c	COMFORT CHALLIES 36 inches wide, all new patterns. Yard 18c	36" DAISY MUSLIN Bleached. Fine quality. Yard 16c
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14 Days of Extraordinary Value Giving!

"The Quality Store" **E. R. ISAAC & COMPANY** Ashland, Oregon