

"DYNAMITE AND PRINTERS' INK"

Announcing Eugene's Most Important Selling Event

Begins Saturday, Nov. 12th at 9 o'clock

We want greater volume. By calling at much lower prices we hope to make three Sales where we formerly made one. Overhead expenses will be no more if we do three times as much business, so it is logical to expect lower prices throughout the entire store by the institution of this broad, liberal policy.

We shall continue to carry on, keeping before us the high ideals that has made the name Laraway respected in the community. Merchandise will reflect the same high-quality always associated with this store, only will the prices be different—a smaller margin of profit for us, but greater satisfaction, greater turnover and more and more happy smiling faces of friendly satisfied customers will be in evidence by reason of this new volume idea.



"Dynamite and Printer's Ink"—This is a radical departure from the ordinary stereotype method of doing business. Only by doing greater volume can we hope to provide lower prices, only by introducing a new era of lower prices can we hope to do greater volume, hence this startling and unusual campaign. The whole organization is enthused and we are looking to Wednesday to do the largest business in the history of this store and Eugene.

See the window displays and read every item on these pages—you will find it abounds with unusual opportunities for extraordinary savings, savings that will further enhance this store's reputation for value and quality merchandise.

Doors Open at Nine o'clock.

- An Unusual Event -

Pastel Suitings
Beautiful plain weave in blue, peach and tan. All wool, 54 inches wide. Regular \$3.49 yard. Volume price **\$1.75**

Wool Challie
A range of attractive patterns in all colors. All wool, 27 inches wide. Special for this great volume event. Regular value \$1.39. Volume price **\$1.15**

Dress Fabrics
FEW FANCY MIXTURES IN A WIDE RANGE OF COLOR COMBINATIONS. 40 INCHES WIDE. VOLUME PRICE **27c**

Baronet Satin
40 inches wide—A rich Satin that gives long and satisfactory service. In all popular shades. Reg. 95c value. Volume Price **65c**

Army and Navy Needle Pack
Regular 25c
A marvelous value—pack contains all sizes and sells for 25c regularly. For this event to close out. **1c**

Plan to Be Here Early

Regular \$1.98
Fall Silks
The season's most popular Silk Fabrics at a marvelously low price. Flat Crepe, Charmeuse, Sunglow Satin, etc., in all the most wanted shades. 40 inch. **\$1.49**

Heavy Rayon BLOOMERS
Reg. \$1.50 value, heavy quality, well made with ruffle knee, in flesh, maize, orchid and peach. **98c**

Eugene's Greatest \$1 Silk Sale
An unusual offering of beautiful silks, many of which were priced more than double our Volume Price. In the lot are Georgettes, Crepe de Chine, Charmeuse, Taffetas, Spun Silks, Foularde, etc. Rich plain colors and many lovely Patterned Silks.
We advise early Selection while the assortment is at its best. Values to \$2.50.
\$1.00

KOTEX
Kotex and other Sanitary Pads, specially reduced for this business building event.
SPECIAL
3 for \$1

Envelope PURSES
Handsome styles, values up to \$2.75, new plain shades, imitation reptile, embossed leather, etc., in a marvelous close out. **\$1**

Values \$2.98
NEW SILKS
Flat Crepes, Crepe Satins and other fashionably correct materials for Fall and Winter. Sacrificed to produce volume. All the popular colors. **\$1.98**

Chiffon Silk HOSE
Reg. \$1.00 value—4 inch lisle top—in the most wanted light colors and black. **59c**

Rayon Hose 75c Quality
A special purchase of excellent quality service Hose. Comes in all the new light shades. **45c**

54-Inch Wool Coatings
A selection of many wonderful all wool Coatings marked as one of the outstanding values for Wednesday. Values to \$3.00. **\$1.50**

Begins Sharp at Nine, Saturday, November 12th

Plain and Kasha Flannel
Values to \$3.75. Beautiful new plain colors, all wool. Volume price. **\$2.89**

Victor SILK
Splendid quality for slips, lingerie, etc., in all the newest colorings. **49c**

OPPOSITE REX THEATRE
Laraway's
DEPARTMENT STORE
Phone 2233 Laraway Building 966-968 Willamette Street Phone 2233

Rayon Lingerie Cloth
Pretty pastel colors, with dainty dotted pattern. Regular 59c quality. **49c**

Check Lingerie Cloth
Regular 29c, in peach, orchid, rose, blue, lemon, white, Nile. Special at **19c**

Bring This Circular with You — Use it as a Shopping Guide

Read Every Page Carefully — Come and Tell Your Friends