

Opposite Rex Theatre  
**Saraway's**  
DEPARTMENT STORE

# A Most Dramatic Underselling Event to Increase Volume

Opposite Rex Theatre  
**Saraway's**  
DEPARTMENT STORE

## Drastic Price Reductions to Greatly Increase Our Volume

Thousands of dollars worth of Women's Coats, Dresses, Millinery, Men's Women's and Children's Shoes, Men's Clothing and Furnishings, Staple Dry Goods, Stamped Needle Work, Blankets, etc., will be placed on sale at record breaking prices to inaugurate our new Policy and Lower Prices to produce greater volume.

Items are in many instances below replacement cost, but we prefer to carry out the spirit of the new idea of producing volume rather than withhold them from the event.

It is impossible to over-emphasize the fact that this Volume Campaign is entirely without a parallel. It cannot be judged by the standards of an ordinary Sale. It is more important because it affects time but inaugurating a campaign for greater volume is for an indefinite period—true to bring it strongly and forcibly to your notice we have taken exceptionally severe reductions, but from now on you may always expect lower prices at this store.



## Increased Volume to Carry Out Policy of Lower Prices

This large advertisement, big as it is, is not enough to show all of the marvelous reductions prepared for SATURDAY. We planned for big things, weeks of preparation has left us prepared to offer you wonderful and most amazing attractions which are not completely covered, but from the items that are listed it is strikingly evident that it is something no woman with a sense of values can afford to miss. Read these pages carefully, do not miss one item for even the smallest item listed shows a substantial reduction.

This Volume Campaign is not confined to one or even a group of departments—it is a store wide event, embracing our entire stock. It is unlimited in its scope for paving the way to unprecedented economy. Come tomorrow, see the Window Displays featuring the merchandise, and plan to be here early on SATURDAY morning to participate in this most unusual event.

Doors Open at Nine o'Clock so set your alarm early so as to be here while assortments are at their best.

Campaign Begins Saturday, Nov. 12th at 9

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### Offering Amazing Reductions On Our Entire, Brand New Stocks of Fall and Winter Merchandise!

**Brown Muslin**  
36 inches wide, a good grade of muslin at a bargain price.  
**10 for \$1.00**

**CLARKS O. N. T. Sewing THREAD**  
All numbers in black and white.  
**8 for 25c**

**Windsor Crepe**  
In an assortment of plain colors and fancy patterns. Regularly 29c yard. For this event, **19c**

**Pamico Cloth**  
Guaranteed sun fast and tub fast—in a good range of bright colorings. Regular 46c yard, special, **32c**

**Borden's Cambrics**  
Guaranteed fast colors in many neat patterns. Values up to 23c. Volume Price **15c**

**81x90 Seamless Sheets**  
Pure bleach, a splendid quality regularly sold at \$1.50. Volume Price **98c**

**Pillow Cases**  
Size 42 x 36 inches, pure white, of good grade cloth. For this Volume Event **19c**

**Bleached Sheeting**  
Values to 60c. 8-4, 9-4 and 10-4, while limited quantity holds out at **39c**

**36-Inch Outings**  
Stripes and plaids, note the width. A wonderful special for this event. **15c**

**Daisy Flannel**  
27 inches wide, pure white, soft quality. Regularly 25c. Special at **17c**

**Face Towels**  
White Turkish 17 x 27 with colored border; also white huck with blue border, 18 x 36.  
**2 for 25c**

**Hope Muslin**  
A quality every housewife knows, pure bleach, 36 inches wide.  
**10 yds for \$1**

**Kalburnie GINGHAMS**  
Famous the world over, 32 inches wide; in checks and plain colors. Big **17 1/2c** Value at

**Turkish Towels**  
18 x 36, good heavy absorbent quality. Regular 35c. **19c**

**36-Inch Cretonnes**  
Many colorful patterns in a splendid 26c grade. Volume Price **17c**

**Bridge Lamps**  
\$12.50 value. Polychrome base, complete with silk shade. Volume Price **\$6.95**

**Stamped Cases**  
Pequot Cases, stamped and hemmed. Regular **89c** \$1.50 value. Regular \$1.00 value; stamped Pillow Cases. **9c**

**CHILDREN'S 59c HOSE**  
Dropstitch Hose in heather mixed and camel shade. Volume Price **39c**

**CHILDREN'S DRESSES**  
To close out, fancy plaids with boucées. Values to \$2.95. **50c**

**CHILDREN'S COATS**  
Values to \$3.95. **\$2.79**

**CHILDREN'S STOCKINGS**  
Fine rib and Croppitch, light and dark, **19c**

**CHILDREN'S RAINCOATS**  
With caps to match, fancy and plain colors. \$3.50 value. **\$2.49**

All Ribbons to go at Half Price

**Make Your Own Comforters**  
**CHALLIES 3-Pound Cotton BATTS**  
In a range of neat patterns and colors, 36 inches wide, regularly 19c yard. Volume Price **14c**

**Blanket Reductions**  
Provide Real Opportunities to Save  
**Double Plaid Blankets \$1.98**

**Double Blankets**  
Beautiful quality Blankets in neat plaids, size 66 x 80. Volume Price **\$2.49**

**Part Wool Blankets**  
In handsome block checked patterns. Size 66 x 80 inches, bound edges. Exceptional value offered. **\$3.85**

**Double Blankets**  
Plain grey, tan and white. Splendid quality. Size 72 x 80 inches. Attractively priced for this event. **\$2.45**

**All Wool Blankets**  
Full size, all pure virgin wool, in handsome checks. Values to \$12.50. Special **\$9.95**

Doors Open Promptly at Nine  
Campaign Begins Saturday, November 12th at 9

**CHILDREN'S OXFORDS**  
Tan and patent with fancy trim, stitched soles, rubber heel. Values to **\$1.45**

**Water Proof All Wool Coats**  
One lot new tailored models of imported English cassimeres, tweeds and Oregon wool fabrics. A servicable Sport Coat that will shed rain. For Women. **\$7.95**

**Daytime Frocks**  
Neatly fashioned of pretty gingham in checks and plaids. A wonderful special offer for this event. **69c**

### Beautiful New Dresses At Startling Price Reductions

**New Silk Dresses**  
Values to **\$16.75**

**New Silk Dresses**  
Values to **\$24.75**

Every Dress in this group is a very remarkable value. They are all new season's garments, skillfully styled in the newest versions of the mode. Splendid variety for selection in all sizes and all colors.

**\$8.39**  
**\$11.39**  
**\$5**

**Group Of Smart \$12.50 Dresses**  
This low price is a revelation in merchandising—not old styles but brand-new Fall and Winter stocks, at a sacrifice. Values in this Lot up to **\$12.75**

**\$49.50 Silk Dresses**  
Each Dress a model of distinguished smartness, and look at the tremendous saving that is offered. Values to \$49.75. **\$39.75**

**\$23.39**  
Some amazingly beautiful Dresses are included in this valuable group. Values to \$39.75. **\$17.39**

### Season's Smartest Coats At Extraordinary Price Reductions

**Smart New Coats**  
Values to **\$29.75**

**Smart New Coats**  
Values to **\$39.75**

A low price for such Coats as these—wait until you see their style and their lovely fabrics—you'll be surprised. Values to **\$29.75**.

**\$13.69**  
**\$17.69**  
**\$9.65**

**\$49.75 New Coats**  
The materials, the furs and the wonderful styling revealed in this group will make the store many, many friends. Values to \$49.75. **\$23.69**

**\$75.00 Coats**  
Coats of unusual style excellence, elaborately trimmed with carefully selected furs. Values to \$75.00. **\$38.69**

Plan to be Here at the Opening  
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Laces & Embroideries 1/2 Price

**Lady Sealpax Rayon Underwear**  
Lady Sealpax Rayon Underwear is known and liked for its heavy, superior quality. It comes in peach, flesh, maize, Nile and orchid and is priced as follows:  
Vests, Regular **85c** ular \$1.98 value, **\$1.79**  
Bloomers, Regular **95c** ular \$2.19 value, **\$1.95**  
Step-ins, Regular **\$1.49** ular \$2.19 value, **\$1.95**  
Combinations Reg. \$2.39 value. **\$1.98**

**Millinery Reductions**  
Make Tremendous Savings Possible  
**GROUP OF \$5.00 HATS \$1**

**NEW HATS Values to \$7.50**  
Another interesting and attractive value group of smart Fall and Winter Hats. These are very wonderful value.

**NEW HATS Values to \$10**  
Highly desirable from the standpoint of style—but at this price a sensational value indeed.

**GROUP OF \$12.75 HATS \$4.98**  
For those who demand ultra fashionable modes, here is a collection of chic, new, Hats. You will find choosing a delight. Values Up to **\$12.75**

**\$1 Rag Rugs**  
Made in Japan, size 24x48 inches. **69c**  
Balance at like reductions.

**STAMPED GOODS**  
Lunch cloths on Irish Linen Regular **\$1.50** value **89c**  
Nightgowns, stamped on Crepe in pastel shades. Regular **\$1.50** value **79c**

**English Broadcloth**  
Wide stripes and large floral effects. Guaranteed tub-fest. Regularly 65c yard. Special **27c**

**Women's Raincoats**  
of fancy rubberized fabrics, several shades. **\$3.49**  
White outing Gowns, heavy quality, silk trim, **\$1.39** value. **98c**

**Borden's fast color prints**, Regular values **19c** to 29c.

**Turkish Towels**, white with 2-tone stripes, 18 x 36, regularly 35c **29c**

**Gilbrae imported dress Gingham**, checks and stripes. 49c. Regular **39c**

OPPOSITE REX THEATRE  
**Saraway's**  
DEPARTMENT STORE  
Phone 2233      Lara way Building 966-968 Willamette Street      Phone 2233

**Women's Raincoats**  
VALUES TO \$10.75  
One lot Raincoats in neat, fancy Roman stripe patterns. A marvelous offer for this Volume Campaign. **\$1.98**

**Aviatrix Model Raincoats**  
Made of the famous Dupont leathette, flannel lined, white pipings, two flap pockets all the popular colorings. Values to \$10.00. **\$5**

**ONE-STRAP PUMPS**  
High-grade models. All \$7.90 values. Spike, French and Hollywood heels, cut outs and fancy trims. **\$2**

**PATENT 1-STRAP PUMPS**  
With light trim and cut outs, military heel. Regular \$3.50 value, **\$2.45**

**PATENT 1-STRAP SHOES**  
Stylish models with fancy trims, high heels, Regular \$5.00 value. **\$2.95**