

BIG STOCK REDUCING SALE

OWING to a Change which is to take place in our Business January 1st, we are Making Price Reductions on Our Entire Stock, which are Bound to Move it. Think what this means to you. It will enable you to supply your Fall and Winter needs from a Clean Stock of Well Selected Merchandise at a saving which will surprise you. Just look at our prices quoted below, will convince the most skeptical that we mean business.

THIS ENORMOUS SALE BEGAN

Friday, October 24th and will Continue Until January 1st

Come and Make your Selections while our lines are Complete

Fall Footwear at Great Saving

Our entire stock of Fall shoes will be reduced during this sale.
 Ladies Patents, Suede, Gun Metals and Tans Regulars \$4.00 for **\$3.25**
 Ladies Patents and Gun Metals, regular \$3.50 for **\$2.85**
 The famous Lunn & Sweet Ye Olde Tyme Comfort Shoes \$3.50 Kid Shoes **\$2.85**
 \$3.00 Kid Shoes Cushion Soles with rubbers heels **\$2.40**

CHILDREN SHOES

All \$2.50 Skuffer Shoes **\$2.00**
 All \$2.25 Skuffer Shoes **\$1.75**
 All \$2.00 Skuffer Shoes **\$1.60**

A Sale of Authoritative Styles in Women's Fall and Winter :: Coats and Suits ::

At this Sale you may Choose from a Complete Assortment of Plain Colors and Novelties

All \$9.00 Coats for \$7.22	All \$15.00 Suits for \$12.00
All 11.00 Coats for 8.90	All 16.50 Suits for 13.25
All 13.50 Coats for 11.15	All 20.00 Suits for 16.40
All 15.00 Coats for 12.00	All 22.50 Suits for 17.75
All 18.00 Coats for 14.35	All 25.00 Suits for 19.90
All 22.50 Coats for 17.75	All 27.50 Suits for 21.75
All 25.00 Coats for 19.90	All 30.00 Suits for 23.50
All 30.00 Coats for 23.50	All 35.00 Suits for 25.00

Everything that's Desirable in the New Suitings and Coating at greatly reduced prices

Novelty Suitings, 54 inches wide, in pretty shades of brown, regular \$1.35 for, yd. **98c**
 Fancy Coatings, 56 inches wide, regular \$1.75 for **\$1.39**
 Double Faced Materials, suitable for coats, regular \$2.50 for **\$1.95**
 Extra heavy Coatings, 56 inches wide, in grey and browns, regular \$2.75 for **\$2.15**
 Boucles in blue and red, reg. \$3.50 for **2.79**
 Corduroys in various colors, reg. \$1.25 **98c**

Many Tempting Values in Art Goods

No better time in all the year to supply your needs in Art Goods. The prices are favorable and the Assortment is Large. Anticipate your future needs and Purchase Now for the Holidays as well as immediate use.

Royal Society Package Goods 25c to \$1.00.

Special.---One lot of Soft Sofa Pillows, regular 50c for 38c.

Men's Suits and Overcoats

At Favorable Prices - Our Stock of Suits and Overcoats is Very Complete.
 \$25.00 Suits or Overcoats **\$18.00**
 22.50 Suits or Overcoats **16.50**
 18.00 Suits or Overcoats **13.50**
 16.50 Suits or Overcoats **12.00**
 15.00 Suits or Overcoats **10.50**

Young Men's Suits

We have divided these in just two lots, sizes 14 to 18 years.
 All \$12.00 Suits **\$6.50**
 All \$10.00 Suits **5.50**

Men's Flannel Shirts

In Grey and Brown, Regular \$2.50 for **\$2.00.**

Heavy Wool Sox

in White and Grey
 50c Grade for **50c**
 35c Grade for **28c**
 35c Grade for **20c**

All Kingsbury Hats

Regular \$3.00 for **\$2.25**
 65c Caps for **.50**

Shoes

All \$5.00 Shoes **\$4.00**
 All \$4.50 Shoes **3.60**
 All \$4.00 Shoes **3.15**

Blankets and Comforts

These cold, chilly nights call for more coverings and this has been especially arranged that those in need of such goods can supply their wants at a price saving that is worth immediate attention.

\$1.25 Cotton Blankets \$.95	\$2.00 Silkaline Comforts \$1.35
1.50 Cotton Blankets 1.19	2.50 Silkaline Comforts 1.95
2.25 Wool Nap 1.69	3.00 Silkaline Comforts 2.35
3.00 Wool Nap 2.25	3.50 Silkaline Comforts 2.65
3.50 Wool Nap 2.65	4.50 Silkaline Comforts 3.25
5.00 Wool Blankets 3.95	5.00 Silkaline Comforts 3.95
6.00 Wool Blankets 4.75	

Ruff Neck Sweaters for Men and Women

Here is a chance to purchase a good, warm Over Garment at a Big Saving. All the Desirable Styles in Red, Oxford, White and Maroon.

\$8.50 Sweaters \$4.50	Children's Sweaters
7.00 Sweaters 5.60	\$4.00 Grade for \$3.15
6.50 Sweaters 5.25	3.50 Grade for 2.75
5.50 Sweaters 4.50	2.50 Grade for 2.00

Furs

We are offering a Fine Line of Furs in all the New Styles at Greatly Reduced Prices.

\$35.00 Russian Wolf Set \$27.00
25.00 Grey Fox Set - 19.50
22.50 French Coney Set 17.25
20.00 Natural Wolf Set 15.90
18.00 Coney Set - - 13.85

Bath Robe Blankets in Various Colors for Men and Women. All reduced. Bath Robe Material by the yard, regular 40c, for **30c**

F. H. MORLAN

Dry Goods and Furnishings

Phone 1021

HOOD RIVER, OREGON