

## ATTEND THE WIND UP <br> OF OUR GREAT SALE <br> and less this week <br> Hundreds



Dress Goods and Silks
25c
49c
of odd lots and odds and ends lefit over aiter the big sale=- at less than the manufacturers' first cost. Come and see them they are all out on the counters marked in plain figures,
Standard Calicoes and Giinghams, the best $2 C$ quality, now yard
Muslins at Mill Prices

## 85c Dress Gioods,

now, yard
$45 c$
Remnants of wool Dress Goods at exactly Half Price. Hundreds of Items out on our counters, at prices that will surprise you.

Read The Journai Ads carefully. Our advertisers are offering great bargains every day.

# OUR SALE SWEEPS 

## We Are Double Discounting All Profit Sharing Sales

 Echoes from the OREGON SHOE STORE Prove InterestingHUNDREDS of happy satisfied customers have made daily visits to OUR GREAT SALE. A steady stream of Busy Bargain Buyers from the opening to the closing of the doors. The purchasers onslaught is visible each evening but the vacated ranks are refilled for the Morrow's Battle, with equal bargains.

## WHAT DOES IT MEAN?

SIMPLY THIS: An Honest Sale of Honest Goods for an Honest Purpose with Honest Low Prices, meets the approval of all: hence the verdict in our favor.

## A Few of Our Humming Hummers Investigate Them

Men's $\$ 5$ Patent Shoes $\$ 1.98$, \$4 Oxfords $\$ 1.98$, Boys and Youths' regular $\$ 2$ Dress and School shoes for $\$ 1.19$, Women's regular \$5 Dress Shoe \$1.98, Black and Tan \$3 Oxfords for \$1.69, Canvas Oxfords 23c, Misses and Children's $\$ 2$ Dress and School Shoe $\$ 1.19$, Children and Babies' Fancy Shoes and Slippers at 38 to 44 cents. Yes we guarantee to fit your feet, mind, and purse. Every morning at 8 o'clock we renew our GIGANTIC ATTACK on a stock of Shoes second to none in the city or valley. We are supplying your neighbors and would bs pleased to have your consideration. Come and learn what the purchasing price of a dollar means to you: As ever

Yours anxious to please,

