##  <br> ENDAY... Fall's Formal Opening Shows <br> THE BEST RESERVED 'TIL LAST <br> Late Arrivals Go On Exposition Today

Do you remember how, when a child, you"d wait impatiently for the dessert, when mamma had "company", at dimner? And why?
Because the best was ieft to the last and the childisisi palate longed for the goodies that came after the heartier foods of the feast. Just so

 magnificent will be today's showings. We've reserved the best till the last and delayed our copyists and followers among the riff-raff
stores from purloining our best models, for which we have paid thousands of doilars and traveled thousands of miles to obtain for
 Promm Europe and Eastern Fashion centers for first showings. We leave the imitations to stores that deal principally in newspaper type
-this is a "Different Store." Few items are mentioned here in print, but every department continues to participate in the Opening

## Reduced Rates on All Railroads Rurining Into Portland During Our Opening Days

And also remember to make themselves at home while in town at this great "OId Homestead" Store. Free use of telephones, toilet and
retiring rooms, Postoffice boxes, information desk, guides, etc. The breath of WELCoME strikes you at the door and permeates the entire retiring rooms, Postoffice boxes, information desk, guides, etc. The breath of WELCOME strikes you at the door and permeates the entire
store. CoME' TopAY ind join the throng. Lots of good news ahead for our public some tomorrow and more Saturday. Keep your
curiosity well in hand until you've read our ads in tomorrow's and Saturday's Oregontan.

## MODEST AND BEAUTIFUL SILKS AND VELVETS

And .Seasonable Black Dress Goods at a Third Value Are Features of Our Opening Days
 color effects, and are attracting much attention. With large space and splendid light, we employ plenty of salespeople to give you
prompt and courteous attention. A few hints of the many new styles and prices are given below. Some of the new, popular weaves are prompt and courteous attention. A Atew hints of the many new styles and prices are given below. Some of the new, popular weaves are
Faille Merciline, Peau Briliants, Pelucha Barred Taffeta, Novelty Velvets, Peon and Panne Velvets, Fancy and Plain Crepe d Chene, Metal Printed Veverts, Peau de Cygne, Fiecket Bengalines, Basket and Burlap Weaves, etc., small, unotrusive designep that
conservative Portland always ikes.

Today Only---Special Drive in Down-to-Date Black Dress Goods
Ten piecess 50 -inch all-wool basket cloths, Panama etamine, canvas cloths, sharkskins, cheriot and serges. Values never equal-
ed in
Portland at $\$ 1.50$;

Novelties the Fall Opening Brings to View in the
Jewelry Section
Fancy New Destgns in NEW LINE OF III the Latest Finishes.

big value in these ladies' hose


 NEW GLOVES FOR WEAR WITH FALL GOWNS

## 2 Big Special Values for Today Only

 2-in. imported silk and wool Crepe de Paris, fashion's latest fabric forevening and difneer gowns, a beautiful high-finished clingy cloth and held by all fashionable uppto-date modistes to be the prettiest farric
shown this season. Comes in cream, pink, light blue, champagne, reveda, ystern gray, camter, Haveana, royal black and
navy; regular $\$ 1.50$ cloth; introductory price ....... \$1.19



CinmaniWolfesfo. LimmaniWfofer Po

MILLINERY
Robinson \&/Wells Imported Walking and Street Hats $\$ 4.50$ to $\$ 12.00$
FINE TRIMMED HATS $\$ 7.95, \$ 9.95, \$ 12, \$ 15, \$ 20, \$ 25$ An immense assortment of most carefully selected Trimmed est Paris Models and designs from our own workroom. Over 100 styles to se- $\mathbf{\$ 4 . 9 5}$


## Boys'

Furnishing's We have a full and complete department of Boys
Shirts, Shirtwalsts, Blouses Night Shirts, Collars, Suspenders, Necktles, Sweaters, Underwear, Handkerchlefs, Hoslery, Etc.
Mothers' Friend Waists of Per-
cale and Madras $\ldots \ldots 50 \mathrm{c}, 75 \mathrm{c}$ Mothers' Friend Shirts, look just
like men's shirts.. 50 c to $\$ 1.25$ Boys' Silk' Neckwear. ..25c, 50 Boys' Wool Sweaters, $\$ 1, \$ 1.50$

| Important Sale o |
| :---: |
| LADIES FiNE |

Neckwear Liberty Silk and Chiffon Ruffs in black and in white - A special pur-
chase is offered today as chase is
follows-
$\$ 10.00$ Silk and Chif.
fon Ruffs at $\$ 5.00$
$\$ 15.00$ Silk and Chiffon Ruffs at $\$ 7.50$
$\$ 20.00$ Silk and Chiffon Ruffs at $\$ 10.00$ $\$ 30.00$ Sikk and Chif-
Finest Neckwear at r

## HOSIERY

20c Fast Black Ribbed Cotton School
Hosier, palt.
$16 c$ 25c Fast Black Ribbed School Hosiery
at, pair
ac
our No. 3
Wearwell Ribbed Cotton Hosiery double knees

Boys' Exra extraheavy
Ribed School Hosiery
fors strenuous 25 c
boos

## BLANKETS

Sale of White Wool B1
at $\$ 3.75, \$ 5.25, \$ 6.00$.

COMFORTERS
Reduced to $\$ 1.28, \$ 1.80, \$ 2.25$, Filled
with Purest Colton.

## Cloakroom News

New Arrivals in Ladies' English Walking Coats and Fancy Long Cape Coats made of the choicest materials, plain and fancy.
An Endless Variety of Walking Suits in plain Tailor-made, Louis IV Styles, Novelty Norfolk effects; also Jackets and Blouse styles. Opera Wraps, Walking Skirts, Tea Gowns, Waists, Negligee Garments in greater variety than ever before


