

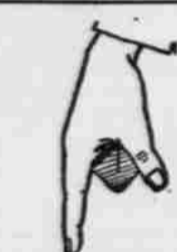
# OUR INTRODUCTORY SALE

Vaunts forth today, and the price quotations we give must arouse every impulse of good judgment, economy and thrift! Vision alone is the criterion by which you can adequately judge the great gulf between the honest worth of the merchandise we handle and the pricings. Our reputation as reliable merchants is behind every statement we make, and in our initial movements our broad policy of fair dealing will be prominently evident. The world's best merchandise, latest patterns, and greatest and most trustworthy bargains ever given in the annals of trade, bid you an inviting welcome to

# OREGON'S GREATEST SALE!

The price inducements are magnetic! Every section of the store thrills with bargain enthusiasm, and over 40 salespeople await your coming and your participation in the colossal buying opportunity of the decade. We urge you to come, but as the store will not open until 10 A. M. we suggest early shopping; it makes it better for you and for us. Goods are cheerfully exchanged and money gladly refunded on any unsatisfactory purchase; this is one of our permanent rules, and from it there will be no deviation.

**NOW IS THE TIME AND THIS THE PLACE TO TRADE! READ ON.**



Cogent factors determine this to be a busy, bustling store, the shopping home and trading center for all economical people! This special sale is for seven days only kindly remember that.



**BLEACHED AND UN- BLEACHED CRASH TOWEL- ING, worth 5c** **1 1/2c**

**Dry Goods**

- 19-in. China Silk, all shades, reg. 40c quality **22 1/2c**
- 24-in. Lyons Dye Jap. Silk, in all shades, regular 60c grade **37 1/2c**
- 19-in. heavy Satin, all shades, reg. 60c value **44c**
- 19-in. Black Wash Taf-fetas, 90c quality **73c**

**OPENING SALE STANDARD PRINTS, Regular val. 5c** **2 cts**

- 27-in. guaranteed Taf-feta, reg. \$1.50 quality **\$1.00**
- 36-in. Black Taffetas, worth \$1.35 **98c**
- 36-in. Black Taffetas, worth \$1.75 **\$1.39**
- 19-in. Colored Wash Taf-feta, regular 90c value **73c**
- 50 Fancy Silk Waist Patterns, ranging in price from \$1.00 to \$2.50; opening sale price \$1.24, 98c and **73c**
- 36-in. Henrietta, all shades, 35c quality **19c**
- 36-in. Checked Scotch Goods, reg. 25c, pr. yd. **19c**
- 40-in. "Nun" Veiling, worth 75c, for **50c**

**LANGTRY C SHEETING, un- bleached, 5c quality** **3c**

- 36-in. All-wool Serge, all colors, worth 75c, for **48c**
- 36-in. Storm Serge, all-wool, steam shrunk, regular 70c quality **45c**
- 36-in. All-wool Sackings, latest shades, 75c qual **50c**
- 38-in. Stripe Sacking, 7-yard patterns, no two alike, regular \$7.00 values **\$4.98**
- 46-in. Paculines, 6-yard cuts, all shades, \$8.00 value, for **\$6.00**

**L. L. SHEET- ING, regular 6 1/2c kind** **3 1/2c**

**Corsets**

- Ladies' Summer Corsets **20c**
- Ladies' Corsets, in gray, black and white, 75c value **45c**
- Ladies' Straight-front Corsets, worth \$1.00, all colors **74c**

**Millinery**

WE HAVE OVER 200 PAT- TERN HATS, NO TWO ALIKE, WHICH REPRESENT THE BEST IN THE MOST MODISH STYLES AND STRIKING EFFECTS. ALL DISPLAYED TODAY.

**FINE SATEEN Worth in the regu- lar way 20c** **8c**

**Wash Goods**

- 27-inch Scotch Lawns, fast col- ors, 50 different pat- terns, 6 1/2c value, yard **3 1/2c**
- 20-inch Batiste and Cordalic, fine sheer goods 10c values, per yard **7 1/2c**
- 29-inch Batiste Brilliant Lawn, many different pat- terns, 12 1/2c value, yard **8 1/2c**
- 30-inch Fancy Lawns, plain shades, guaranteed color, 15c quality, yd., **10c**
- Fine Primrose Batiste Lawn and Dimities in all the late Roman and Persian effects, reg. 25c, yd., **16 1/2c**
- Double-fold Johnson Percales, 12 1/2c grades per yard **8 1/2c**
- Heavy Colbert Cloths, for skirts and suits, reg. 15c value, yard **10c**
- Manchester Chambray, in the very best quality, 15c grade at **10c**
- Fast-Color Apron Gingham, all sizes and checks, per yard **4c**
- 36-inch Silkolines, 15 1/2c quality, per yard **10c**

**Regular 25c Table Oil- Cloth, all Colors,** **12 1/2c**

- 36-inch Silkolines 16 1/2c quality, per yard, **10c**
- 32-inch Art Denims, 22 1/2c quality, per yard, **15c**
- 30-inch Fancy Cretons, 10c quality, per yard **6 1/2c**
- Heavy Outing Flannel, light or dark shades, full width, 10c quality, per yard **6 1/2c**

**CHALLIE, regular 15c quality** **8c**

**Hosiery**

- Child's Black Cotton Hose, all sizes, in the regular 10c quality **5c**
- Boys' Heavy Bike Hose, 20c quality **10c**
- Boys' Extra Heavy Bike Hose, 25c quality **15c**
- Misses' Fine Ribbed Hose, 25c quality **15c**
- Infants' Fine Cotton Hose, 10c quality **5c**
- Ladies' Black Cotton Hose, double heel and toe, full fashioned, 20c quality **10c**

**AMOSKEAG GINGHAMS, 7c quality at.** **4c**

- Ladies' Superior Lace Lisle Thread Hose, black and colored, 75c quality **49c**

Ladies' Black Cotton Hose, extra fine quality, 25c grade **15c**

Ladies' Black Cotton Hose, extra high spliced heel and double sole, worth 40c **19c**

Ladies' Fine Black and Lace Lisle Thread Hose, regu- lar value 50c, for **25c**

**OPENING SALE HENRIETTAS, worth 35c per yard** **18c**

**Table Linen**

- 54-in. Bleached Table Linen, handsome design, regu- lar 50c quality **37 1/2c**
- 56-in. German Table Linen, 50c quality **38c**
- 36-in. Bleached or Unbleached Damask Table Linen, 75c grade **48c**
- Turkey Red Table Linen, guar- anteed fast colors, 40c quality **19c**
- Colored Table Linen, tan, red and checked, regular 60c value **47c**

**MUSLIN UNDERWEAR at prices beyond the pale of competition.**

**LACE CURTAINS Worth \$1.50** **78c**

Napkin, bleached damask, size 18x18; reg. 60c quality, at per dozen **49c**

Napkin, bleached damask, size 20x20, satin finished, regular value, \$1.90 **79c**

Cotton Towels, with fringed edge, 27x14, regular price 7c **5c**

H'vy Huck Linen Towels reg. 16 1/2c values, for **12 1/2c**

H'vy Turkish Towels, worth 10c, at our opening sale **4c**

Cotton Toweling, 6c quality **4c**

Linen Towel'g, unbleach'd 10c quality **6 1/2c**

**"FRUIT OF THE LOOM" BLEACHED SHEETING 10c quality** **7c**

**Skirts, Etc.**

Ladies' Chalk-stripe Skirt, flar- ing bottom, heavily stitched with 24 rows stitching, **\$4.50** regular price, \$6.00, at

Ladies' Rainy-day Skirts, flar- ing bottom, corded effect, \$3.00 quality, **\$1.95**

Ladies' \$5.00 Walking Skirts, for **\$3.30**

Ladies' fine Shirtwaists, fine Madras cloth, with latest collars & cuffs, 60c qual. **38c**

Ladies' Chambric Shirtwaists, silk finish, \$1.00 qual- ity, at **50c**

Ladies' \$1.50 Dimity and Lawn Shirtwaists, for the open- ing **88c**

Ladies' fine Sateen Underskirt, black and colors, worth \$1.25, for **88c**

Ladies' Wrappers, made of extra good quality per- cale, 75c value **49c**

**Shoes**

The kind that give the best of wear, adapted for work or dress. Note the prices.

Men's fine Enamel Shoes, ex- tension sole, new toe shape and finish, worth \$6.00 **\$2.95**

Men's fine Black Vici Kid, new stylish last, regu- lar value \$5.00 **\$2.45**

Men's Bl'k Vici Kid, new round toe, lace, med. sole, \$3.50 value **\$1.90**

Men's Black Box Calf Shoes, new Amazon toe, neat pattern, a strong, stylish shoe, worth \$3.50 **\$2.20**

Men's \$2.50 Black Calf Shoes, lace, new shape **\$1.35**

Carpet Slippers for men and women, all sizes **19c**

**20-IN. CHINA SILK, all colors, worth 35c, for** **22 1/2c**

**Shoes**

Misses', Children's and Infants' Shoes at a Great Reduction.

Boys' \$2 Calf Shoes for **\$1.45**

Boys' \$1.75 School Shoes for **\$1.20**

Youths' \$1.75 School Shoes for **\$1.10**

Ladies' Fine Patent Vici Shoes in lace, regular \$5 grade **\$2.95**

Ladies' Fine Vici Kid Lace Shoes, new, stylish toe and pattern, worth \$3, for **\$1.95**

Ladies' Black Vici Kid Shoes for street wear, worth \$2.50 **\$1.45**

**27-in. Silk Lyons Dye, all colors, 60c value, 37 1/2c.**

**Men's Furnishings**

Men's 50c Suspenders **20c**

Men's Heavy Underwear, 50c grade **20c**

Men's 75c Fleece-Lined Underwear **45c**

Men's 50c Working Gloves, 25c

Men's 50c Ties, 1250 pat- terns **20c**

Men's 60c Working Shirts, 35c

Men's 10c Hose **5c**

Men's 75c Negligee Shirts, 49c

Boys' 12 1/2c Suspenders **5c**

J. B. Stetson \$5 Hats **\$3.00**

**25c TIES, sample line, 10c**

Laundried Shirts, 60c val. **35c**

Laundried Shirts, 75c val. **50c**

Laundried Shirts, \$1 val. **75c**

**Clothing**

For men and boys. The as- sortments are large and the stock is the best that can be bought.

Men's fine Black Clay Worsted Suits, sizes to fit everyone, value \$15; opening sale price **\$7.95**

Men's fine Cheviot Suits, sin- gle-breasted sack, val. **\$9.95**

Men's fine Imported Clay Worsted Suits, all sizes, value \$20 **\$12.45**

Men's Cassimere Suits, new patterns, all sizes, worth \$10 **\$4.99**

Men's Black Clay Worsted Suits, extra good val. at \$12.50; opening sale **\$6.45**

Young Men's 3-piece Suits, brown mixed chev- iot, worth \$7.00 **\$3.45**

"Little Gent's" 2-piece Suits at prices far from the usual cost. Prices are \$5, \$4, \$3.50, \$3, down to **\$1.45**

**BOYS' PANTS at 88c, 19c 75c and down to** **19c**

**LACES, RIBBONS AND EMBROIDERIES AT SPECIAL DISCOUNT.**

**Little Things**

**FOR HALF PRICE AND LESS.**

- Dover Egg Beaters **3c**
- Enameled Handle Vegetable Mashers **3c**
- Flour Sifters (Hunter's) **5c**
- 100 ft. Galvanized Wire Clothesline **10c**
- Folding Curling Irons **3c**
- 10-qt. Galvanized Pails **10c**
- Tin Pie Plates, 9 in. **1c**
- Tin Pie Plates, 10 in. **1c**
- Tin Wash Basins, 1 1/2 in. **3c**
- Tin 1-pt. Stamped Drinking Cups **1c**
- Nutmeg Graters **1c**
- Graduated Measures, 1 quart **3c**
- Japan Dust Fans **3c**
- Stove Lifters **1c**
- Canopeners **1c**
- Mincing Knives **3c**
- Henis' Vegetable and Fruit Press **10c**
- Lamp Burners, Nos. 1 and 2 **3c**
- 50c Coffee Mills **20c**
- Iron Handles (Mrs. Potts) **4c**
- Wardrobe Hooks, per dozen **5c**
- Clothes Pins, per dozen **1c**
- Safety Pins, per dozen **1c**
- Lamp Chimneys, Nos. 1 and 2 **2c**
- Tumbler, high grade **1c**
- Alarm Clocks **8c**
- Brass Padlocks **5c**
- Enameline Stove Polish **3c**
- Carpet Tacks, all sizes—500 in. 800 in. **1c**
- Baby Ribbons, 2 yards **1c**
- Adams' Peppin Gum, 5c package **1c**
- Kirk's White and Mottled Castile Soaps **2c**
- Kirk's Juvenile **10c**
- Shandon Belle **5c**
- Pears' Scented and Unscented **10c**
- Colgate's Cashmere Bouquet **10c**
- Buttermilk **4c**
- Armour's Fine Art **5c**
- Pencil Tablets, 5c kind **2c**
- Pencil Tablets, 10c kind **5c**
- Ink Tablets, 10c kind **5c**
- Ink Tablets, 15c kind **8c**



Its Features of Economy, its newness, originality and aggressiveness will win for this concern a notable share of public patronage! The characteristics of progressive merchandising find lodgment in all of our cardinal principles.



**LOCATION:** Seventh Street, between Alder and Morrison Sts.



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