

60c Dress Goods 19c

Over 4000 yards of this season's choicest weaves in wool Dress Goods, in checks, stripes and mixed patterns, in dark or light colorings. Grades regularly sold at 50c and 60c the yard. Special Friday only... **19c**

Dress Goods in broken lines. Dark or light colorings; in neat mixtures. Sold regularly at \$1.00 and \$1.25 yard. Special Friday... **39c**

Toilet Spec'ls

Woodbury's Facial Soap, sold everywhere for 25c the cake, special Friday for only... **17c**

Pearl's Toilet Soap, a combination of glycerin and pumice. Has no equal as a cleanser. Worth 10c the cake, Friday only... **7c**

Song Hours of celluloid. All colors. Regular 25c each, special... **15c**

Paper Napkins in plain white. Worth 15c for pkg. of 100, sp'l. **10c**

Japanese Rose Baskets of split bamboo; 6c values, sp'l. each... **45c**

Garden Seeds of all kinds. Flower and vegetable. On special sale at 1 dozen packages for only... **10c**

Lunch Sets of Dennison's Crepe paper. Assorted designs, 25c values, on sale at the set... **17c**

Whiting's Stationery of high-grade cloth finish. 35c box on sale special at the low price of... **25c**

Paper Decorations in the official colors for the Rose Carnival. Balls, bells, festoons, garlands, pennants, etc. A large assortment; all prices.

Ribbons in Rose Show colors. All widths and all qualities. Shades chosen by Rose Carnival Committee.

Ribbons 29c Yard

Thousands of yards to choose from. To be used for sashes, hair-bows or hat trimmings. Widths 3 1/2 to 4 1/2 inches. Lovely bright-hued ornaments for all occasions. A fine range of colors and patterns; regular prices running from 35c to 60c the yd.; Friday choice... **29c**



50c-60c Efleure 29c Yard

This weave is the season's "queen of the cotton fabrics." 'Tis a sheer cotton voile, in charming new printed effects—the daintiest of pompadour designs, cluster stripes and Persian effects. Immensely popular and an unusually good value when priced at 50c and 60c the yard. Priced Friday at only, per yard... **29c**

Neckwe'r 2 for 25c

Neckwear section is bound to be a busy place. We are offering colored embroidered linencollars in striped and dotted effects. Regularly worth 25c each, Friday... **25c**

two for... **25c**

Bachelor Bows, Jabots and Stock Collars, regular 25c and 35c ea. Choice Friday... **19c**

Notion Spec'ls

Dress Shields made of silk or covered with white muslin. A special lot of odds and ends, but all sizes in the assortment. Reg. usually 35c the pair, special at... **20c**

Hatpins, with large jet tops. Various styles, 25c values, ea. **10c**

Back Combs. In shell or amber color. Plain styles. Values up to 75c each, on sale special at... **49c**

Bone Hairpins, shell color; assorted shapes, 75c dozen; worth 25c, on sale special at only... **19c**

Hair Rolls in all shades, 12-inch size; 15c values, special... **10c**

Coat and Skirt Hanger combined, nickel plated; regularly 15c each, on sale special at only... **10c**

Pinaud's French Perfumery, all odors. Always 75c an ounce, on sale special at only... **49c**

Debarre Tooth Powder, 25c value, on sale special at only... **15c**

Violet Cream, indispensable for the toilet; 50c value; on sale special at only... **30c**

Pennants, bunting and various decorations in Rose Carnival colors, for decorating your home in honor of the festival.

\$1.50 Silks 49c a Yard

A clean-up sale of an immense assortment of odd lots, in plain or fancy silks. Lengths suitable for waists, skirts or entire frocks. A rarely good choice of patterns and qualities of unusual merit. Silks that have sold for \$1.00 to \$1.50 the yard, bargained Friday in an extraordinary manner. Your choice of the entire lot at, the yard, only... **49c**

Our 266th Friday Economy Sale You Can't Afford to Miss It

Store Open Friday Evening Till 9:30, Closed Saturday All Day Goods Bought on Credit Friday Charged on June Acc't

35c Hose 19c the Pair

A tremendous sale of short lines in plain black and fancy hose, including gauze lisle, plain lisle, cotton yarn, or fancy embroidered effects. Magnificent assortments; every size represented. Regular values, 25c, 30c and 35c the pair, on sale Friday at... **19c**

Women's Vests, low neck, sleeveless styles. Fine quality lisle with deep crocheted yoke. Worth 75c each, special... **49c**

PANTS—Fine quality, umbrella style, knee length, lace trimmed. Worth 35c pr., Friday... **19c**

Clever Shoes \$2.98 Pr.

Surely, you will want new, smart footwear for Memorial day, and if you will just take a peep at the splendid styles offered in this lot, you will want these. The assortment contains blucher oxfords in tan Russia calf, with welt sewed, extension soles; Colonial in brown kid, 3-button or blucher styles; some with panel insertions of oozie or suede leather. Patent leathers in all patent or with dull tops; 2-hole sailors; white canvas shoes, also canvas in pink and blue; many other styles; \$5.00 values. Choice Friday... **\$2.98**

Every Coat In Our Store Half Price

No more enthusiastic response was ever accorded an announcement than when we stated in yesterday's paper that our entire stock of coats would be sacrificed at half regular price. 'Twas a daring and reckless disregard of profits and the public recognized as readily as we, the enormous values embodied in the simple statement, "All Coats at Half." We were surprised to know how many women came with a certain coat already selected, tried it on, promptly paid the purchase price asked and departed; satisfied beyond measure. Furious as was the selling yesterday, assortments remain practically unimpaired; for with thousands to choose from, this enormous stock offers a selection still unequalled on the Coast.

Every coat or wrap we own included in this remarkable sale. Rain coats, covert coats, street jackets, tourist coats, silk and satin coats, evening wraps in cloaks or capes, lace coats, etc. **HALF**

Regular values run from \$7.50 to \$175 any one at

\$7.50 COATS SPECIAL AT \$3.75	\$10 COATS SPECIAL AT \$5.00	\$15 COATS SPECIAL AT \$7.50	\$20 COATS SPECIAL AT \$10.00
\$40 COATS SPECIAL AT \$20.00	\$50 COATS SPECIAL AT \$25.00	\$75 COATS SPECIAL AT \$37.50	\$100.00 COATS SPECIAL AT \$50
\$150.00 COATS SPECIAL AT \$75.00 \$175.00 COATS SPECIAL AT \$87.50			

Gloves at 79c the Pair

The splendid Hand-wear concerned in this item are high grade mocha gloves in black or brown; all sizes. For rough usage, they are the best all-round glove to be had. Give splendid wear and always present a good appearance. Regular price \$1.25 to \$1.75 pair, choice... **79c**

Women's Silk Gloves, 16-button length, in black or white only. All sizes. Regular \$1.75 vals. Friday... **\$1.12**

Women's Irish Linen Handkerchiefs, with 3/8 or 1/4-inch hems. Sheer linen or linen cambric, at less than it costs to import them. Special for Friday... **12 1/2c**

Automobile and Outing Veils, for all sorts of outdoor wear. You will need one for your Decoration day trip. Values \$1.75 to \$3 each, and a goodly assortment of colors concerned. Choice Friday... **98c**

Face Veilings by the yard, in plain or tuxedo mesh, with chenille dots. Come in black, brown, navy and assorted fancy effects. Regular price 35c to 60c the yard; Friday only... **19c**

All Baby Bonnets 1/2

Our entire stock of Children's Bonnets and Hats are included in this splendid offer. Cunning headwear styles for little tots, dressily inclined. Among them are very late effects in fine lawn trimmed with embroidery; many of the new Venetian and Dutch styles. It's a chance mothers cannot afford to pass lightly. The sale is for Friday only. Supply the little one's headwear wants at... **HALF**

CORSETS IN BROKEN LINES—All sizes; over 24 are included, and the values run from \$2.75 to \$18.50. Royal Worcester, Bon-Ton and Sapphire models.

Lot 1: Corsets worth to \$2.75; choice Friday, special... 69c	Lot 3: Corsets worth \$7 to \$11, special Friday at... \$3.68
Lot 2: Corsets worth to \$5.50, choice Friday, special, \$1.97	Lot 4: Corsets worth to \$18.50; choice on Friday at... \$5.97

You Can Save on Rugs

In this lot are Rugs of surpassing beauty. The most pleasing color tones and color combinations, as well as the preferred patterns, are offered. Among them you will find medieval patterns in sulphur greens, somber or bright-hued Orientals, copies of famous rugs worth thousands of dollars, copies of bold Caucasian designs in striking color combinations, pleasingly harmonized. In Persian Rugs are plaque-like effects in delicately-blended colors—they are Delft blues, Nile greens, deep rich maroons and greens—in fact, every wanted shade and pattern. There are Louis XI and XVI patterns, shadow effects or solid colors. Axminsters and Royal Wiltons.

LOT 1—Heavy Axminster, size 9x12; regular \$33.00 each; special for this sale at the low price of... \$23.95	LOT 2—Body Brussels Rugs, size 9x12, worth \$30.00 each; on special sale at low price of, each... \$23.50
LOT 3—Royal Wiltons, selling regularly at \$65.00 each; special sale price is \$48.50	LOT 4—Royal Wilton, size 9 x12; regular \$48.00 values; special sale price... \$36.50



Stylish Shirts \$1.15

The Shirts offered at this price are the best \$1.50 grades possible to manufacture. They are in preferred patterns and colorings. Plain or pleated models, with attached cuffs. Light or dark colors, in stripes and small, neat figured effects. Good-sized bodies; fit perfectly at neck and shoulders—in a word, shirts that particular men are proud to wear. Augment your Summer supply at a saving of nearly one-third Friday. Snappy styles in \$1.50 shirts at **\$1.15**

MEN'S NEGLIGEE SHIRTS in regular \$1.00 grades. Our entire line of this quality, without reserve, are priced Friday at only... **79c**

MEN'S \$2.00 SHIRTS—Makes well known to good dressers everywhere. Extra good qualities. All day Friday and Friday evening, selling at only, each... **\$1.49**

Solid Gold Jewelry--Low Priced

Guaranteed qualities and artistic designs are to be had in this Friday sale for half and less than half jewelry-store prices. Why pay more, when you have this store's reputation for quality behind every piece in the assortment

Beauty Pins in many styles, including the new square-bar effects; plain styles or set with pearl or turquoise. On sale at these special prices, the set, 75c, \$1.00, \$1.25 and... **\$1.50**

Signet or Band Rings, in Roman, rose or bright finish; all sizes, at 50c, 75c, \$1.00, \$1.50 and **\$2.50**

Neck Chains in new rope effects, several styles. These are gold-filled. Special prices, \$4.50 and... **\$5.50**

Horseshoe Brooch Pins, plain or Roman finish, on sale at these special prices, \$1.25, \$1.50, \$1.75, **\$2.00**

Veil Pins, plain or with beaded edges; on sale at, special, ea... **.95c**

Cuff Links, in plain polish or Roman finish; plain or fancy designs, at, special, pair, \$2.25 or **\$2.75**

Barettes, for the hair; bright or Roman finish; many styles; the special prices are, each, 75c or... **\$1.25**

Brooch Pins, assorted designs, special at this low price, each... **\$2.00**

Bargain Counter Neckwear 10c After 6 Only

This unprecedented bargain will be found on the special bargain counter at the west end of the knit goods aisle. Neckwear and Belts slightly soiled or mused, but the styles are good and the assortment large. There are pieces in the lot worth reg. to 50c and 60c. Take your choice after 6 Friday evening only... **10c**

MEN'S OXFORDS in any style you may choose, and choice of all the \$5.00, \$6.00 and \$7.00 grades. One dollar a pair less than the regular price for any men's shoe after 6 o'clock Friday evening. \$5.00 styles will cost you but \$4.00; \$6.00 ones \$5.00, and the \$7.00 grades only \$6.00. Take advantage, **Save \$1** buy them and...

MILLINERY For women, misses and children; about 200 Hats, in a great variety of styles, braids and colors. Untrimmed dress shapes, worth from 39c to \$5, choice after 6 only... **.25c**

Rose Show Programs; Souvenirs Issued Free in the Shoe Department. Rose Carnival Bunting, Ribbons, Pennants, Belts, Garlands, Festoons, Etc., in the Official Colors of Pink and Green.

Parasols Special \$3.79

The latest designs and colorings. An indispensable adjunct to any perfect toilette. You will need one for Rose Show week. We will supply it at far less than usual. Silk or linen covers, with very artistic handles. \$5.00 values, specially priced **\$3.79** at only

For Your Home

You will no doubt need many little things that will add to its attractiveness and to the comforts of your Rose Festival guests. While you are preparing, save on what you buy by purchasing here, then, too, have the satisfaction of choosing from a liberal assortment. Read of the savings you will find in this great special sale:

- Dinner Sets of semi-porcelain ware in an open-stock pattern; neatly decorated with sprays in green and red, gold tracing and gold-lined handles and knobs: 50-pc. set, worth \$5.68, **\$3.79**
- 60-pc. set, worth \$7.20, **\$4.80**
- 100-pc. set, worth \$11.20, **\$7.47**
- 112-pc. set, worth \$12.38, **\$8.26**
- 117-pc. set, w'th \$16.23 **\$10.82**
- Those fitting up refreshment stands for the Rose Festival will do well to call at our Third Floor. Straws, pkgs. of 100, special... **5c**
- Straws, pkgs. of 500, sp'l... **.25c**
- Ice Cream Dishes, any size... **15c**
- Soda Glass Holders, doz... **\$6.00**
- Crushed Fruit Bowls, on sale at special, ea., 75c, 85c and **\$1.00**
- Crushed Fruit Ladles, silver-plated, special, each, 30c and **40c**
- Lemonade Jars, with glass covers, 1-gallon size, special... **.90c**
- 2-gallon size, special at... **\$1.75**
- Get your lawn in good shape for the Rose Show. These tools will help. Buy now and take advantage of these special low prices: Lawn Mowers, in 12-inch size, on sale at this special price... **\$2.50**
- Lawn Mowers, with high wheels, ball-bearing, 16-inch size, on sale at this special price, ea... **\$4.75**
- Garden Hose of a guaranteed quality; 50 feet, special... **\$4.50**
- A complete line of Rakes, Grass Catchers, Weeders, Hoes, Grass Trimmers, Shears and all tools used about the garden and lawn. Special prices on all. See them.
- Teaspoons of extra quality white metal, the dozen, special... **.50c**
- Tablespoons, the dozen... **\$1.00**
- Forks, on sale at, dozen... **\$1.00**
- Teaspoons, double-plated, an extra quality; set of six at... **.58c**
- Dessert Spoons, set of 6... **\$1.00**
- Tablespoons, set of 6 for... **\$1.15**

Complete Line of Crockery, Glassware and Silverware for Restaurants, Etc.