As one of the prime objects of this sale is to induce a personal visit to our store, on this particular day we reserve the right not to fill mail or telephone orders, to send goods C. O. D., or to charge or exchange the items listed on this page. NONE OF THESE UNDERPRICED OFFERINGS WILL BE SOLD TO DEALERS.



OUR ANNUAL SEPTEMBER DOLLAR DAY SALE IS AN EVENT WATCHED FOR WITH EAGERNESS BY HUNDREDS UPON HUNDREDS OF LOVERS OF ECONOMY FROM FAR AND NEAR.

Wonderful enthusiasm has been worked up by the employes of this store for the success of Dollar Day. The Buyers are keen rivals on giving the best values; the salespeople try to surpass each other's record and the records of other departments—All are determined THAT NO OTHER STORE SHALL UNDERSELL US, AND IT ALL MEANS MORE AND BETTER BARGAINS FOR YOU. We know that YOUR satisfaction with the quality, quantity and general desirability of what you buy is, after all, the criterion by which all must be judged and is the only guarantee of the success of the next Dollar Day. That's another reason why we all surpass ourselves every time this day comes around. Will you test us out today—Dollar Day?

DON'T SPEND A SINGLE DOLLAR ELSEWHERE BEFORE YOU HAVE INSPECTED OFFERINGS LISTED ON THIS PAGE

THURSDAY!

THURSDAY!

One Dollar! Will Purchase Undermuslins

Selling Regularly to \$2.50 - Beautiful Gowns,

Skirts, Envelope Chemise and Combination Suits— In a Variety of Styles Too Extensive to Describe— Come Thursday and Secure Phenomenal Values



Fail to attend this sale and you'll miss the greatest saving opportunity in the history of our Undermuslin Section. It is the season's final stock adjustment—a disposal sale of all excess lines and broken assortments in our finer grades of Gowns, Skirts, Envelope Chemise and Combination Suits at less than manufacturers' cost. All the best materials are represented—nainsook, longcloth, batiste, crepe, etc., as well as the new flesh-tint batiste—and you have choice from an unlimited variety of styles, with dainty and elaborate trimmings of fine laces, embroideries and ribbons. Practically the cream of our entire stock. Garments selling regularly up to \$2.50 on sale

Thursday, Choice \$1

ONE DOLLAR!

ONE DOLLAR!

Will Buy Men's Wool Mixed Underwear

Regularly Sold at \$1.50 a Suit

Perfect-fitting Union Suits and Shirts and Drawers, in all sizes and correct Fall and Winter weight. Splendid wearing, fine gray wool-mixed Underwear of a quality and make regularly sold at \$1.50 a suit—on sale for one day only—

Thursday, Dollar Day, \$1 for a Suit

THURSDAY!

THURSDAY!

One Dollar! Will Buy Handsome Silks

Of Standard Qualities and Popular Weaves Selling Regularly to \$2.00 Yard—40-Inch Crepe de Chines, 36-Inch Swiss Finish Plain and

Changeable Taffetas, 36-Inch Black Peau de Cygne, Black Messaline and Black Taffeta—\$1.50 to \$2.00 Qualities, Thursday Only



We defy competition and challenge any store in this city to anywhere near approach the values offered at this out-of-the-ordinary underpricing of handsome, high-grade Silks. On this occasion you have choice from 40-inch Crepe de Chines in over 40 colors — 36-inch Swiss-finish Taffeta Silks, in both plain shades and changeable effects—36-inch Black Peau de Cygne—Messaline and Taffetas—also a great lot of plain and fancy Dress and Waisting Silks from 36 to 40 inches wide. Even the women who have learned to expect unusual silk values at this store will be surprised at the great savings made possible by this sale, for you have choice from silks of standard qualities salling regularly up to \$3.50 a yard—

Dollar Dayat \$1 Yard

One Dollar

Will Be Tremendously Increased in Purchasing Power in Our Popular Domestic Section

\$1.50 Lines Lace and Scrim Curtains Go Thursday at... \$1.35 Grade of Gray and Tan Blankets Go Thursday at... \$1.50 Grade of Feather Pillows Go Thursday at..... 10 Yards of 15c Dress Ginghams Go Thursday at.....

Housekeepers who can arrange to attend this sale will be well repaid for a little time spent in our popular Domestic Section. They will find trustworthy and reliable merchandise that is needed in most every home, priced far below real worth. These offerings as examples:

THE CURTAINS

Come in both Nottingham Lace and in Scrims, in white, cream and ecru. They come in good widths and lengths, and are our regular lines selling at \$1.50 a pair. A limit of four pairs to each customer.

Dollar Day at \$1.00 Pair

THE BLANKETS

Are of fine soft-finished cotton, and are shown in white, tan and gray. They come in a splendid weight and full 64 by 76 inches. A quality regularly sold at \$1.35 a pair. Only two pairs to each customer.

Dollar Day at \$1.00 Pair

THE PILLOWS

Are made with best quality tick covering and filled with nice sanitary cleaned feathers. They are full 3½ lbs. in weight and 21x27 inches. Regular \$1.50 grade. A limit of two to each customer.

Dollar Day at \$1.00 Each

THE GINGHAMS

Come in all desirable new and staple patterns—checks, stripes, plaids, etc. They are the best standard Dress Ginghams, sold everywhere at 15c a yard. A limit of 10 yards to a customer.

Thursday, 10 Yards \$1.00

THURSDAY

ONE DOLLAR
WILL BUY

4 BLEACHED BATH TOWELS, 40c
Only Four to Each Customer

Fine large 23x46-inch Bleached Bath Towels in a quality regularly sold at 40c each.

Dollar Day at 4 for \$1.00

THURSDAY

ONE DOLLAR

WILL BUY
2 FULL BLEACHED SHEETS, 75c
Regularly sold at, each....... 75c

Only Two to Each Customer
Full double-bed-size Sheets of durable roundthread muslin. The kind regularly sold at 75c ea.

Dollar Day at 2 for \$1.00

THURSDAY!

THURSDAY!

One Dollar!

Is the Price at Which You Have Choice From Seasonable Weight

Fine Woolen Dress Goods

Worth to \$2 Yard—Fashionable Fabrics in All Wanted Plain Shades—Novelty and Staple

Patterns—44 to 56-Inch Widths—Suitings, Coatings and Materials for Separate Garments in \$1.50 to \$2.00 Qualities, Thursday at.....



Let us state, right at the beginning, that women who fail to take advantage of this great sale will not again this season have such a splendid opportunity to secure such fine Woolen Dress Goods for so little money. Practically an unlimited assortment of weaves and colorings to select from in correct Fall and Winter weights—all-wool Scotch mixtures and plaids, English tweeds, ombre plaids, stripe novelties, etc. Also plain fabrics in wanted shades—navy, brown, greens, reds, plums, wistaria, Copenhagen, gray, black, etc.—44 to 56-inch suitings, coatings and materials for separate garments, in qualities regularly sold at \$1.50, \$1.75 to \$2 a yard. Your choice

Dollar Day at \$1 Yard

ONE DOLLAR!

ONE DOLLAR!

For 2 Women's Lisle-Finish Union Suits

Regularly So'd at \$1.00 a Suit

JUST HALF PRICE is all that you pay at this sale of Women's medium-weight fine lisle-finish Cotton Union Suits. Shown in high-neck, long-sleeve styles in ankle length; also with Dutch neck, elbow sleeves and in ankle length. All sizes.

Thursday, Dollar Day, \$1 for 2 Suits

Perfect-fifting, well-finished Union Suits of \$1 quality

THURSDAY!

THURSDAY!

One Dollar!

Is All That You Are Asked to Pay for

Flouncing and Allover Laces

Worth to \$3.50 Yard—27-Inch Silk Chantilly

Flouncings, 36-Inch Silk
Radium, Allover Laces,
18 and 27-Inch Metal
Flouncings in Gold and
Silver Silk Nets, Etc.—All
Go Thursday at......



What could be more timely or more important than this extraordinary underpricing of beautiful Allover and Flouncing Laces? You save a full half to a third, and you have choice from several hundred yards, including 27-inch Silk Chantilly Flouncings in black, white and cream—36-inch Silk Radium Allovers in black, white and cream—18 and 27-inch Metal Flouncings in gold and silver on white, cream and black silk nets—and a great many other Laces, especially desirable for Fall garments. You should anticipate future needs and purchase a full season's supply at this wonderful sale. You have choice from values to \$3.50 a yard—

Dollar Day at \$1 Yard

One Dollar for 5 Dozen Jelly Tumblers Selling Regularly at \$2.50

About 400 dozen fine optic-finish 9-oz. Tumblers, suitable for jelly or drinking glasses. The kind regularly sold at 50c a dozen. On sale while they last—five dozen to each customer—

Dollar Day, \$1.00 for 5 Dozen

STORE OPENS DAILY AT 8:30 A. M.

ON SATURDAYS 9:00 A. M.

PACIFIC PHONE MARSHALL 5080



STORE CLOSES
DAILY AT
5:30 P. M.
ON SATURDAYS

6:00 P. M. HOME PHONE ONE DOLLAR!

ONE DOLLAR!

For Women's Silk and Wool Umbrellas

In \$2.50 and \$3.00 Qualities

Only a limited number in this sale—delay your coming, and you are apt to be disappointed. It is a closing out of a fine lot of Women's Umbrellas, with fine, fast black silk and wool cover on paragon frame, with steel rod. They come in a variety of neat handles, and are the kind regularly sold at \$2.50 and \$3.00. One to each customer, as long as they last—

Thursday-Dollar Day-at \$1.00

ONE DOLLAR!

ONE DOLLAR!

For Women's Pique Seam Washable Gloves

In \$1.50 Make and Quality

A worthy saving on one of the best-known makes of Women's Chrome Tan Leather Gloves, with pique seams. They come in ivory and pastel colors and in all sizes. They are washable, exceedingly durable and well fitting. A glove sold everywhere at \$1.50 a pair—underpriced for one day only—

Thursday-Dellar Day-at \$1.00

ONE DOLLAR! .

ONE DOLLAR!

For Children's Best Quality Gingham Dresses

In Regular \$1.50 to \$2.50 Grades

Mothers cannot well afford to overlook this unusual saving opportunity to purchase Children's Fine Gingham Dresses. Included are a great many styles and most all sizes. They come in plaids and stripes in pink, blue and tan combinations, and are regular stock lines, well made and neatly trimmed. One or two garments of a size or style, regularly sold at \$1.50 to \$2.50—to close out—

Thursday-Dollar Day-at \$1.00

ONE DOLLAR!

ONE DOLLAR!

For Choice From Women's Dainty White Voile Waists

Selling Regularly From \$1.98 to \$2.50

Just wait until you see these dainty White Voile Waists; you'll realize at a glance what out-of-the-ordinary values they are, and you'll be impatient to find your size. They come in several popular styles, with long sleeves, low neck and large collar, and in all sizes from 36 to 46. Qualities regularly sold at \$1.98 to \$2.50—to close out at one price—

Thursday—Dollar Day—at \$1.00

ONE DOLLAR!

ONE DOLLAR!

For Men's Dress Shirts, Coat Style Cuffs Attached

A Ferguson & McKinney \$1.50 Shirt

All brand-new Shirts in the latest Fall and Winter patterns underpriced to you in the manner in which we purchased them. They come in coat style, with attached cuffs, and in all sizes from 14 to 17½. A Ferguson & McKinney guaranteed \$1.50 Shirt—as a great special offering for

Thursday-Dollar Day-at \$1.00

ONE DOLLAR!

ONE DOLLAR!

Is All You Pay for Women's Footwear

In Regular Values to \$3.00 and \$3.50

Broken lines from our regular stock, including many of the most popular styles in button and lace models. They come in gunmetal, vici kid, box calf and patent leathers and with heavy and light soles and low or high heels. Come, see how splendidly it will pay you to hunt for your sizes in the style you like best. You have choice from values up to \$3.00 and \$3.50 a pair—

• Thursday-Dollar Day-at \$1.00

ONE DOLLAR!

ONE DOLLAR!

For Six Pairs of Burson Seamless Hose

A Stocking Today Worth 35c a Pair

A special purchase, before the advance in mill prices on all lines of Hosiery, places us in a position to offer 500 dozen pairs of the celebrated Burson Seamless Hose for women at an extraordinary saving. They are made of the best grade maco cotton, and with shaped foot, narrowed ankle, widened leg and extra elastic top. A stocking knit to fit without a seam. Comes in all regular and out sizes. Sold in the past at 25c, with the price recently advanced to 35c—on sale

Thursday, Dollar Day, \$1 for 6 Pairs