

The census of the store's visitors on our opening day was most gratifying. We wish we could have met individually every visitor and made you feel the depths of our sincere appreciation. We take this means of thanking you collectively and as individuals for your call on that day. We have founded this store for you—for your convenience.

We appreciate your co-operation.



Second Day of Great Demonstration Sale



Values to Make Selling Brisk at Morgan's Monday

Extraordinary value in all departments begins Morgan's campaign of merchandise. The place where \$1.00 buys \$1.00 worth of goods. Quantities of merchandise underpriced in a way to attract unusual selling. A great demonstration of values. Shop at Morgan's Monday on the East Side. A store founded FOR YOU to supply your wants for LESS. Located in your midst. Monday is to be a notable day of values. Merchandise priced especially for this first week's selling, to DEMONSTRATE without a doubt the immense SAVING for you to BUY on the EAST SIDE. Special purchases made for this week of Demonstration Special Bargains in every department. No department has been overlooked in preparing for this Demonstration Week. SHOP AT MORGAN'S MONDAY.

Every Day serves to give wider publicity to the earnestness and sincerity of the efforts that

Morgan's Is Making to Please Every Customer



The well dressed woman looks carefully to her gloves.

The Centemeri Glove
Stands Critical Inspection
Wear the Centemeri

REST ROOM

While shopping read and rest awhile.

Extra Values in

China Cups and Saucers

A complete sample line, consisting of 1848 pieces, shapes and styles of nearly every kind. Such dainty cups and saucers make a handsome gift to a friend. They beautify the china cupboard. In most cases only one of a kind. So come early for first choice.

Values in the lot up to \$1. Some even \$1.50.

Monday Only 27c

Chocolate and Tea Sets

Three-piece Sets, in beautiful patterns, making the table so attractive. There are 600 sets, only one set of a kind. Some actually worth \$2.50 set.

This is a rare opportunity and will be offered at the

Special Price Monday Only 98c

7000 Yards Lace at Only 11c

Including Venise Bands, Torchon, Large Assortment of German Vals. Values in the lot up to 40c per yard

Special, Monday 11c



Fifty Women's Silk Dresses

—values that will move them quickly—

\$20 Values Monday \$8.95

Made of plain and changeable taffeta. We have just received by express an even 50 Silk Dresses—new styles. Misfortune placed the manufacturer in such a position that it was necessary to sacrifice nearly one-half the cost of the garments. Our New York representative, being in touch with the market, secured this line for us at a price that does not represent the actual cost of the material. Sizes 34, 36, 38, 40. Colors, navy, Copenhagen, light blue, old rose, gray, mais, green and black.

Every Woman Desires at Least One Silk Dress

Monday Second Floor \$8.95

Ladies' Silk Petticoats

New, crisp Taffeta Petticoats, just in by express, cut generously wide and well tailored, 16-inch flounce, with tailored straps. Colors navy, black, gunmetal, cardinal, emerald, heliotrope, pearl, champagne, pink and white. All lengths. Priced for Monday at only **\$4.95**

Black Silk Taffeta Petticoats

Made of fine grade taffeta, cut generously wide, with 15-inch tailored flounce. Color black, only. Good value at \$5.00. Monday, only **\$3.50**

Women's Long Lawn Kimonos

\$2.50 VALUES FOR \$1.49—Made of unusually fine grade of lawn, cut very wide; white lawn, with fine black, pink, lavender and blue stripe; trimmed with 4-inch Persian border; well worth \$2.50. **\$1.49**

LADIES' WAISTS

75c Waists Only 49c

Handsome designs in All-over Embroidery, and some trimmed with lace inserting; long sleeves, open front and back; all sizes; 75c value. Monday,

49c

The sales this store will make Monday will not be as important in the eyes of the minds that direct this business AS THE WAY THESE SALES ARE MADE,

The impression the merchandise makes upon those who purchase it—This counts for much at MORGAN'S for our motto is "PLEASE THE CUSTOMER."

Goods are selected by our buyers with that aim always in view. A satisfied customer first, then a reasonable profit.

Ladies' Fine Waists

\$1.25 Value 75c

Made of fine quality lawn, 10 different patterns of allover embroidery, open front and back, long sleeves; \$1.25 value. Monday,

75c

Ladies' Fine Lawn Waists

20 different styles, open front and back, long sleeves, made of fine quality lawn, beautifully trimmed with handsome embroidery designs, fine tucks and laces; all sizes, 32 to 44; \$1.50 values.

Monday **98c**

12,000 Yards Fine Laces at Only 6c

One of our greatest offerings during our Demonstration Sale. About 12,000 yards of Laces, in Torchon, German, French and English Vals.; an exceedingly large assortment. Values range from 6c to 35c. Special for Monday at, yard. **6c**

Women's HouseDresses A Variety of Styles

Made of splendid quality of gingham and percales, handsome designs in stripes and figured patterns. Sizes 32 to 44. Second floor prices,

\$1.25, \$1.49, \$1.95 and \$2.49

Fine Embroideries Only 19c

Swiss, Nainsook and Cambric Embroideries, wide and narrow widths One of our best offerings for Monday—Values to 40c

Extra Special at 19c

Our introduction of the "IVY CORSET"

The discriminating women of Portland

are asked to visit our Corset Department and examine the much-talked-about corset,



"The Ivy"

The unprecedented success of the "IVY" models and their easy adaptability to all of the countless positions which every woman daily assumes, and in providing a perfection in outline, style, ease and comfort unapproachable by many other corset makers, plainly shows that the "IVY" models are appreciated by women who know.

Sheets and Pillow Cases

Heavy, serviceable Sheets, 72x90, value 50c. Sale **39c**
81x90 at **44c**
Extra value, wear like iron, 81x90. Sale price **60c**

Pillow Cases

Good quality Pillow Cases, sizes 42x36 and 45x36, usually selling at 12½c. Special **10c**

Hemstitched Pillow Cases

Good grade of muslin, 45x36, regularly selling at 17c. Specially priced at only **13c**

White Blankets

The housewife looks well to her bedding and blankets, especially white blankets; 11-4 size, fine, like wool, value \$1.98 \$2.75 Special **\$1.98**
Blankets, white and gray, pink and blue border, weight 4½ pounds. An extra good blanket, and pretty, too. **\$2.97**
Special at **\$2.97**

