

The Deceit in Patent Medicine Advertising

—Up to a few years ago you could not open a daily paper without seeing glaring "CURE ALL" advertisements of patent medicines. Page after page of testimonials of what has been proven by the Bureau of Chemistry in Washington to be injurious drugs. DANGEROUS SOOTHERS, DOPED WITH MORPHINE, CHLOROFORM AND OPIUM.

Dep't Store Advertising Needs Gov't Inspection

—Is the crime any less to dupe the public with inferior merchandise, false price quotations, fake sales, unreal bargains? —Department Store advertising should be clean and reliable, respected and believed. Department Store advertising would be reliable if women would act the part of Government inspectors and investigate every purchase they make. Stores who zealously guard their advertising columns, who carry reliable merchandise, would reap the benefit of public approval.

Fancy Feathers For Your Hat

95c

Worth up to \$3

—Stylish, attractive novelties in feathers, pompons, aigrettes and wings, in an endless variety of styles and colors, for trimming your Fall hat. In many instances we have but one of a kind.

Victor Talking Machines



50c Down, 50c a Week

—Now is the time to pick out your machine for Christmas. You get the advantage of having your gift almost paid for by the time the holidays come.

From Across the Sea these linens come, and very underpriced.

\$1.50 Table Cloths . . . 98c

—German linen Tablecloths, silver bleached, hemstitched on four sides. Size 60x82.

\$1.25 72-inch Bleached Damask 98c

—German table Damask in very pleasing patterns. A very superior quality cloth.

Axminster 9x12 Rugs

Special at

\$14.85

For Monday Only

—Mottled Axminster Rugs of superior quality in hit and miss designs with handsome fancy borders in soft colorings of tan, green and red. These rugs are manufactured from the short end of yarn and are just as good in quality as rugs you buy for \$25.00.



New Robinson and Wells Hats

BUTTERICK PATTERNS FOR NOVEMBER ARE READY

Pellard Suits

Lipman-Wolfe & Co

Pellard Suits

There's No Mistake About This Undermuslin Sale



—It is there is one article that a woman knows the value of, the style and the quality, it is undermuslins. It is to these women that this sale will appeal most strongly, for they will readily see, at a glance the remarkable price reductions offered on the different articles in this sale. We need give but little detail regarding these bargains for it is generally understood that we carry only the very finest garments, made in the very best possible manner.

\$1.50 Nainsook Drawers, Special \$1.10

—Fine nainsook Drawers in circular, regulation and Isabelle styles, daintily trimmed with fine embroideries, lace insertions, beading strung with ribbon, tucking and veinings. In either open or closed styles.

\$1.50-\$1.75 Corset Covers \$1.29

—Corset covers of fine nainsook with trimmings of a fine assortment of dainty lace, insertion, beading, embroideries and medallions and ribbons forming a yoke effect.

\$4.00 White Petticoats at \$2.98

—White cambric Petticoats with deep flounces of embroidery and an under dust ruffle. Also a lace and insertion trimmed flounce Petticoat worth \$3.50 at the same reduced price of \$2.98

\$1.25 Ladies' Night Gowns, Special 89c

—Made of long cloth with circular neck or slip-over styles. With lace and insertion trimmings or embroidery edgings. Has either puff or elbow sleeves.

\$1.65-\$1.75 Night Gowns \$1.10

—Made of a good quality of long cloth with a dainty yoke effect of lace, insertion, Madeira embroidery and medallions. In slip-over or open-front styles and short sleeves.

\$2.25-\$2.00 Night Gowns \$1.59

—Made of fine quality long cloth with yoke prettily trimmed with fine lace insertion medallions in a circular neck, slip-over style with either elbow or flowing sleeves.

\$2-\$1.75 Combination Suits \$1.29

—Corset cover and drawer combinations or corset cover and skirt combinations with lace and insertion, beading and ribbon trimmings.

\$2.75 Combination Suits \$1.59

—Corset cover and drawer combinations, also Princess combinations corset cover and drawers with lace and insertion, all-over embroidery, beading and ribbon trimmed.

Italian Silk Und'rwr Underpriced

French Band finish \$2.98
Crochet edge finish \$2.59
Embroidered Front, French Band finish \$3.98
Embroidered Front, Crochet edge finish \$3.59

Butterick Winter Fashion Books. Dr. Yaeger's Underwear. Casvera Face Cream. Nemo Corsets. W. B. Corsets. C. B. Corsets. Watch Repairing and Engraving. Picture Framing to Order. Card Engraving. Trousseau Embroidery of All Kinds.

Warm Comfy Knit Underwear Underpriced



Fleeced Vests 65c

—Ladies' Forest Mills fleeced lined vests with high neck and long sleeves. Nicely made and finished. In white only.

Fleeced Tights 65c

—Ladies' tights in ankle length to match the fleeced vests.

65c Vests 49c

—Medium weight cotton Vests, high neck and long sleeves.

65c Tights 49c

—Pants and Tights in the ankle and knee lengths to match the medium-weight vests.

Vests at \$1.25

—Silk and wool Vests in the high neck and long sleeves and the high neck and short sleeve styles. A nicely fitted and hand-finished garment.

Union Suits \$1.35

—Children's Union Suits with high neck, long sleeves and ankle length. In the cream and natural colors. Two-thirds wool and one-third cotton. Forest Mills brand.

\$2 Union Suits 95c

—Silk and cotton union suits in white only. High neck and long sleeves and ankle length, well finished and good fitting.

Union Suits \$1.95

—Two thirds wool and one third cotton. Forest Mills brand. High neck long sleeves, and ankle length. A nice medium weight in the wool mixture.

Pants for \$1.25

—Silk and wool Pants in white only in ankle lengths.

\$1.25 Vests 49c

—Silk and cotton Vests in white only. High neck and long sleeves. Fitted at waist. Well finished at neck with beading and mercerized tape.

Sweaters \$1.45

—Children's school Sweaters in gray and cardinal. In all sizes.

Union Suits 75c

—Boys' and Misses' fleeced-lined Union Suits, with a good nap. Made high neck, long sleeves and ankle length. In natural and cream.

Even'g Capes

Theater and Horse Show

Tomorrow \$12.50
Regular Price \$25.00



—Evening Capes created by artists who are unexcelled in modeling women's fine garments. Made of satins, Ottoman silk and moire silk and lined with lovely peau de cygne silk and an interlining. Exquisite shades in rose, shell pink, blue, green and Wilhemina blue. The only decorations being a handsomely embroidered collar and silk cord.

Persian and Plaid Silk Waists

Very Special \$4.35

—Strictly tailored waists in a wonderful assortment of exquisite Persian and plaid silks. Full pleated front, the new sleeves with deep cuffs. Silk stock and tailored bow.

Silk Petticoats

\$2.98

Very Underpriced

—Extra quality rustling taffeta silk petticoats made with deep flounce and elaborate tailor stitching and dust ruffle. These silk petticoats are full in size and high in quality.

25c Gingham 19c the Yard

—32 inch dress gingham. A very superior cloth in exceptionally attractive patterns. In plain pink, lavender, blue, and pink and white check, blue and white check, blue and white stripe and pin head check.

New Hair Puffs . . . 98c

—100 odd puffs made of the first quality human hair. Some with curls, some with French puffs and some with open puffs. Many are in the new Recamier, Chignon and Chantecler styles.

50c Pound Paper . . . 27c

Linen fabric, a pound package containing 100 sheets of finest linen cloth-finished paper in the Winthrop size. Comes in blue and white.

Envelopes 7c

—Linen fabric envelopes in white and blue. Winthrop size and cut, 24 to a package. Matches the pound paper. Special per package . . . 7c

Important

Dress Goods News—
\$1.50 and \$2 Values

98c

—New wide suitings in plain and novelty weaves. Storm serges, chevots, herringbone and stripe serges. Hopsacking and canvas weaves, 50 to 54 inches wide. In black and all colors. Also some choice novelty weaves in neat mixtures, small plaids, checks and stripes for tailor suits, school dresses. In all colors.

\$3.00 Quality \$2.59

—54 inch imported chiffon broad-cloths, guaranteed, sponged and shrunk. Black, navys, browns, tans, grays, new blues, greens, mahogany, new rose, castor, cardinal, wine, cream, white, pink, sky, pearl gray, apricot and lavender.

Untrimmed Hats

\$2.95

—Attractively shaped hats that need but little trimming to convert them into a fetching hat. There is every desirable style, width of brim and height of crown that is so fashionable this season. These fine fur-felt shapes are the greatest bargains we have ever offered in our millinery department.



Fur Hats Underpriced

\$3.95 and \$4.95

—Over half a dozen different attractive turban shapes of lovely soft fur in black only. These hats would readily sell for \$6.00 and some even higher.

The Best \$20 Suits in Portland



—These twenty-dollar suits have established a new standard of value in tailored suits. They are high-class in every detail. The materials are all wool serge in black, navy and brown. —The jacket is cut in the popular 32 inch length, single breasted front and semi-fitting back. All lined with extra quality satin. —The skirt is made in the new nine gore flare model.

Great Sale

Roger's 1847

Silverware

—We sell this silverware with the guarantee that these prices are the lowest that will be quoted on 1847 tableware this Fall. It is a useless waste of energy to shop around on this famous tableware. Buy your table needs now and your holiday gifts, from the greatest stock of Rogers 1847 ever offered for sale in the city of Portland.

PER SET OF SIX

Plain Teaspoons . . . \$1.28
Fancy Teaspoons . . . \$1.43
Fancy Dessert Spoons for only . . . \$2.55
Plain Dessert Spoons \$2.25
Plain Table Spoons \$2.55
Fancy Table Spoons \$2.85
Plain satin medium Knives . . . \$2.00
Shell satin medium Knives . . . \$2.05
Medium Knives in Vintage and Charter Oak . . . \$2.25
Plain satin medium Forks . . . \$2.00
Shell satin medium Forks . . . \$2.05
Fancy medium Forks \$2.25
Hollow handle Knives and Forks . . . \$9.60

VINTAGE OR CHARTER OAK PATTERNS

Berry Spoons, each \$1.20
Set Bouillon Spoons \$2.70
Set Chocolate Spoons \$1.80
Set Coffee Spoons \$1.43
Set Orange Spoons \$1.80
Salad Spoons, each \$1.25
Set Soup Spoons . . . \$2.85
Beef Forks, each . . . 65c
Cold meat Forks, ea 75c
Set Oyster Forks . . . \$1.90
Pickle Forks, each . . . 60c
Set Salad Forks . . . \$1.50
Set Individual Salad Forks . . . \$2.85
Butter Knife, each . . . 55c
Jelly Knife, each . . . 90c
Set Fruit Knives . . . \$1.50
Set Fruit Knives . . . \$1.75
Cream Ladles, each . . . 70c
Gravy Ladles, each . . . 90c
Oyster Ladles, each \$2.00
Punch Ladles, each \$3.75
Pie Knives, each . . . \$1.85

Mirror Plateaux

—These plateaux are nickel mounted on heavy French bevel plate glass in plain and fancy border. Also in plain glass and etched designs. In great demand for table decorations. We import these plateaux direct and offer them in a very special sale on Monday.

PLAIN MIRROR

\$1.25 8-inch size . . . 98c
\$1.50 12-inch size . . . \$1.19
\$2.00 14-inch size . . . \$1.59

FANCY MIRRORS

\$1.25 10-inch size . . . 98c
\$1.75 10-inch size . . . \$1.39
\$2.25 12-inch size . . . \$1.79
\$2.50 14-inch size . . . \$1.98

STAR DESIGN

\$1.25 8-inch size . . . 98c
\$1.75 10-inch size . . . \$1.39
\$2.25 12-inch size . . . \$1.79
\$2.50 14-inch size . . . \$1.98

BEVEL EDGE ETCHED MIRRORS

\$1.50 8-inch size . . . \$1.19
\$1.95 10-inch size . . . \$1.57
\$2.50 12-inch size . . . \$1.98

NICKEL MOUNTED WITH FEET

\$1.50 8-inch size . . . \$1.19
\$2.15 10-inch size . . . \$1.73
\$2.65 12-inch size . . . \$1.92
\$4.00 14-inch size . . . \$3.19

Vaco Bottle \$1.00

Keeps liquids hot 24 hours
Keeps liquids cold 72 hours



—Previous to the invention of the Vaco Bottle — for only \$1 — all thermal bottles were considered a luxury. Now that it's here, you, Mr. Merchant, printer, night worker, mason, carpenter, builder, structural worker, traveler and camper can enjoy its use daily. It's not a cheap imitation of more expensive thermal bottles but as good as any and better than some—the only difference between the Vaco and higher-priced vacuum bottles is the price.

—Vaco bottles are enclosed in a secure metal case, are more easily cleaned than any other thermal bottles. Every Vaco bottle is guaranteed perfect. Sold in leather goods department tomorrow for . . . \$1.00