

"We Waited, And By Waiting Have Served You Better."

1915

To All Who Read

SPRING OPENING

Introductory Sale

NEW

SPRING FABRICS

For Three Days Only

Introductory Sale

140 Bolts

New Spring Dress Goods

Comprising all the newest and most desired fabrics of the season, among them are such famous high-grade materials as "Priestly's" and "Botany Mills" in Serges, Poplins, Gabardines, Checks, Stripes, Plaids and Wool Challis in admirable shades of New Putty, Sand-Greens, Cadet and Navy Blue, Browns, Garnet and all evening colors, ready sponged and shrunk, all wool materials—As an introduction of this department to our Coos Bay patrons we place this vast array on special sale for Thursday, Friday and Saturday at the following reductions:

All 50c FABRICS, 3 days at	44c
All 75c FABRICS, 3 days at	63c
All \$1.00 FABRICS, 3 days at	84c
All \$1.25 FABRICS, 3 days at	\$1.10
All \$1.50 FABRICS, 3 days at	\$1.33
All \$1.75 FABRICS, 3 days at	\$1.48



INTRODUCTORY SALE

FINE ST. GALL EMBROIDERIES

Fine Flouncing, Corset Covers, All-Over, Braids, Edges, Insertions, Beading-English Eyelet, Shadow, now at 5c, 10c, 12½c, 15c to \$1.50 per yard.

INTRODUCTORY SALE

—LADIES'—

Superb Muslin Underwear

Another great factor in the success of our Spring Opening will be the magnificent showing of Ladies' Lingerie, both hand and machine made garments, made by happy, contented operators in perfectly sanitary factories. That's the kind of garment we shall offer in Gowns, Combinations, Slips, Corset Covers and Drawers. Here is such a variety, in styles and such numerous, genuine reductions that it's impossible to enumerate them all here. COME AND SEE.

FIRST INTRODUCTION

—OF—

Gordon Dye Round Ticket Ladies Silk Lisle Hosiery

Be as particular about your Hosiery as you are about your Hat or Suit—For the first time Gordon Dye Hosiery has come to your assistance on Coos Bay—A shipment of 936 pairs will be offered on sale here during Opening days—Choose as you may—Just try a pair, that's the best test—This Round-Ticket Gordon Hosiery is sold in all metropolitan stores at three pairs for \$1.00 or 35c per pair. We offer for three days at **25c Pair**

LET'S TALK NECKWEAR NOW.

Everyone that visits our Opening days will be delighted at this little buy of Neckwear. The nifty, little, lacy, dainty, frills were bought to sell at 35c offered at **23c each**

WELCOME! To Review the Fruit of our effort in the

Opening Exhibition

Of

PATTERN HATS

Coats, Suits, Dresses, Waists

of unusual merit, designed from the most exclusive shops of

Paris, London, New York.

About The Hats We waited and in waiting have served you better by procuring the

styles endorsed by the Associated Manufacturers, an association representing the style centers of millinery production of the world

FLORAL TRIMMINGS TAKE FIRST PLACE

BRIGHTER COLORS

MILITARY IN STYLE

CHARMING IN GARNITURE

HATS THAT ARE NEW—SMART—INEXPENSIVE

About The Garments

These world-known "STYLECRAFT" garments are designed and adapted by the Garment-makers' Association of America, who yearly expend thousands of dollars in visiting the style centers of the world, thereby placing themselves in a position to set the season's styles by producing

ABSOLUTELY AUTHENTIC MODELS
COATS—SUITS—DRESSES—SKIRTS
THAT ARE NEW—SMART—INEXPENSIVE

Notice "STYLECRAFT" Coats and Suits hold their shape. They are the only Ladies' Coats and

Suits that are DUPLEX PRE-SHRUNK. They fit and the fit stays.

COATS FROM \$7.50 to \$25.00

SUITS FROM \$18 to \$35.

EXPERT FITTING

ALTERATIONS FREE



ABOUT OUR DELIVERY

Free delivery of purchases daily to North Bend, 9 a. m.; 5 p. m. Marshfield, 10 a. m., 5:30 p. m.

WE WILL MEET

ANY PRICE When That Price is Consistent With Quality

1915 SPRING OPENING 1915

Thursday, Friday, Saturday.

North S. S. JENNINGS Bend

The Firm That Sells The Best For Just a Little Less.

Thursday, March 11th

Friday, March 12th

Saturday, March 13th

Introductory Sale

All

New Spring Wash Goods

In conjunction with our Spring Opening we are making strong price inducements on all wash fabrics that will save those who purchase, many a dollar on their Easter and Spring outfits. We are noted at all times for variety in Wash Fabrics, but the tremendous assortment assembled and offered on sale at this time eclipses all our past displays. This introductory sale includes all white goods: such as dainty Lawns, Flaxons, all Embroidered Crepes, Brocaded Poplins, Brocaded Silk Mixtures, Rip-plettes, Galateas and the duration of those price quotations will be positively for Thursday, Friday and Saturday only.

All 18c WASH FABRICS, 3 days at	15c
All 25c WASH FABRICS, 3 days at	22c
All 35c WASH FABRICS, 3 days at	29c
All 50c WASH FABRICS, 3 days at	44c
All 75c WASH FABRICS, 3 days at	63c

INTRODUCTORY SALE

FINE VALENCIENNES LACES.

Exquisitely beautiful fine Oriental Laces in all widths, from 3 inches wide to 36 inches in width. One lot 15c VALENCIENNES LACES at 5c per yard.

Introductory Sale

Staple Domestic

As necessary as bread and butter to our meals are these staple, well-known brands of Muslins to the housewife, notwithstanding a general rise in the cotton market—We made this purchase at rock bottom prices for cash and you will readily agree and participate in the savings for three days.

36 inch LONSDALE MUSLIN, now at 9c

36 inch BERKELEY 60c CAMBRIC, at 11c

36 inch ASHLAND LINING offered at 4c

First Introductory

— OF —

Jersey Top and Belding Satin Petticoats

We recommend with every confidence these guaranteed Belding Satin Petticoats to our customers and prospective customers because we have confidence in this particular brand.

REGULAR \$4.50 PETTICOATS AT \$2.98

Another lot of Jersey Top Petticoats with fourteen-inch accordion pleated, full flare flounce with three rows of brocaded insertion in every want—ed color and size, a good buy at \$3.50 now **\$1.98**

\$1.00 STAMPED NIGHT GOWNS, now offered at 59c

This is the second shipment we have been able to procure and will be very welcome news to many of our patrons who have so patiently waited. We offer them now as before at **59c**