

Positively  
No Goods Sold  
Prior to  
...10 A. M...

# AT 10 A. M. TO-DAY

This Great Sale, with its multitude of Purse-Opening Bargains takes its initial step! Our New York buyers bought over \$3,000 worth of sample goods at 48½ cents on the dollar, and the opportunity to buy at the same price is yours!

Every section of the store is teeming with the World's Best Merchandise at price quotations far remote from actual cost.

## 48 GREAT DEPARTMENT STORES

Are connected with this establishment, and this sale of bargain goods beckons you to the golden bargain opportunity of a life-time. Never in the annals of trade have prices been so ruthlessly disregarded and values so completely underpriced!

Every item that we quote **MUST BE SOLD**; no ifs nor ands are of account, and cogent factors determine this sale essential. If there is an atom of economy in your composition these stupendous price reductions will excite every buying ambition you possess. This is

# ASTORIA'S GREATEST SALE

And the values are real and the prices actual! The various items clamoring for recognition are beyond doubt or question the greatest in the history of merchandising! Come early and avoid afternoon crowds. Read on:

This Sale is  
without Peer  
or Parallel  
in the Annals  
of Trade!

Its the  
Golden  
Bargain  
Opportunity  
of a  
Life Time!  
COME!

RANDOM LOTS	
TABLE LINEN	
54-inch Bleached Table Linen, handsome design, regular 50c quality	37½c
54-inch German Table Linen, 50c quality	35c
36-inch Bleached or Unbleached Damask Table Linen, 75c grade	45c
Turkey Red Table Linen, guaranteed fast colors, 40c quality	35c
Colored Table Linen, red and checked, regular 60c value	47c
Napkins, bleached damask, size	
<b>10c. Quality Sheetting at 7c.</b>	
18x18, regular 60c quality, at per dozen	40c
Cotton Towels, with fringed edge, 17x14, regular price 7½c	5c
Heavy Huck Linen Towels, regularly 15½ values, for	12½c
Cotton Toweling, 6c quality	4c
Linen Toweling, unbleached, 10c quality	6½c
<b>Fine Sateen, worth 20, at 5c</b>	
STANDARD PRINTS—1,487 YDS. OF STANDARD PRINTS, REGULAR VALUE 6½c. PER YARD AT	
Men's Turkey Red and Blue handkerchiefs, worth 10c, for	3c
Table Oil Cloth, worth 25c and 30c per yard, all colors	12½c
Toilet Paper, regular 5c quality per roll	1c
<b>25c Table Oil Cloth for 12c</b>	
Tooth Picks, worth 5c per box at	1c
Men's 10c hose	5c
<b>35c. Henriettas Now at 18c.</b>	
DIMITIES—Elegant patterns, over 2000 yards, worth in the usual way 3c and 10c at	
SCOTCH LAWN	
IN VARIED ASSORTMENTS and neat Patterns, over 3000 yards, shipped direct from New York buyers, worth from 5c to 10c per yard, at	
Crash toweling, worth 5c and 6c, for	5c
L.L. Sheeting, unbleached, worth 6c per yard, at	3c
Outing Flannel, worth 12½c and	
<b>\$1.50 Lace Curtains 78c.</b>	
15c per yard, at	8c
Albatross, worth 75c per yard	50c
All wool granite cloth, elaborate patterns, worth 15c and \$1.00 per yard, at	50c
Zephyr Ginghams worth 10c per yard, 4300 yards, at	6½c

### CLOTHING FOR LESS THAN HALF

Half Price and Less is this Sale's Gigantic Standard

Boys' two-piece suits, latest styles, all sizes, worth \$1, for	50c	Men's extra good quality blue serge suits, worth \$20; latest style \$1 for	\$10	Men's Cassimere Suits, new patterns; all sizes; worth \$10	\$4.99
Boys' two-piece suits, neat patterns, fine material, worth \$2, for	\$1	Men's fancy worsted and cheviot suits, very latest patterns and styles, finely finished, worth from \$12.50 to \$15, for	\$3.50	Men's Black Clay Worsteds, extra good value, at \$12.50; opening sale \$6.45	
Young men's three-piece suits, in chevotta, worsteds and serge; over 150 patterns to choose from; worth \$10 and \$12, for 5.55 and	\$4.90	A glance at the garments themselves will prove to you that they are the greatest clothing bargains ever offered.		Young men's three-piece suit, brown mixed cheviot; worth \$7.00	\$3.45
Men's gray and brown mixed cheviot suits, 312 suits in the lot; every suit worth from \$10 to \$12.		75 pair men's \$2.50 and \$3.00 all-wool pants for	\$1.50	"Little Gents'" two-piece suits in prices far from the usual cost; Prices are \$5.00, \$4.00, \$3.00, and down to	\$1.45
		Men's fine imported clay worsted suits; all sizes; value \$20	\$12.45	Boys' pants at 88c, 75c and down to	13c
				Men's fine black vici kid, new stylish last, regular value \$5, for	\$2.45
				Men's black vici kid, new round toe, lace, medium sole, \$3.50 value	\$1.50

### SHOES FOR ALMOST HALF PRICE

Thoroughly Reliable Makes

Men's black box calf shoes, new Amazon toe, neat pattern, a strong stylish shoe, worth \$3.50	\$1.95	Men's \$2.50 black calf shoes, lace, new shapes, all sizes and widths, worth \$4.00, for	\$2.95	Men's \$2.50 black calf shoes, in lace, new shape	\$1.35
Men's \$2.50 Black Calf Shoes, lace, new shapes	\$1.35	227 pair ladies' fine vici kid shoes, in lace and button, new coin toe shapes, neat, durable, fine fitting, worth \$5	\$1.95	Carpet slippers for men and women, all sizes	10c
Children's fine dongola shoes, flexible soles, worth 60c, for	30c	Men's fine black vici kid new style last, regular value \$5	\$2.45	Misess', Children's and Infant's shoes at a great reduction.	
Children's fine dongola and kangaroo shoe, in lace and button, worth \$1, at	60c	Men's black vici kid, new round toe, lace, medium sole; \$3.50 value for	\$1.95	Boys' \$2 calf shoes for	\$1.45
Boys' school shoes, worth \$1.75, for	\$1.25	Men's black vici kid, new round toe, lace, medium sole; \$3.50 value for	\$1.95	Boys' \$1.75 school shoes for	\$1.20
193 pair ladies' fine dongola lace shoes, new shapes, wide and medium coin toes, worth \$2.50, for	\$1.95	Men's black box calf shoes, new Amazon toe, neat pattern, a strong stylish shoe; worth \$3.50	\$2.00	Youths' \$1.75 school shoes for	\$1.10
				Ladies' fine vici kid lace shoes, new, stylish toe and pattern, worth	\$1.95
				Ladies' fine vici kid lace shoes, street wear, worth \$2.50	\$1.45

### FROM ALL OVER THE STORE

HOSIERY		CORSETS	
Ladies' Superior Lace Lisle Thread Hose, black and colored, 75c quality	48c	Ladies' Corsets, in gray, black and white, 75c values	45c
Ladies' black cotton hose, extra fine quality; 25c grade	15c	Ladies' straight-front corsets, worth \$1, all colors	74c
Ladies' black cotton hose, extra high spliced heel and double sole, worth 40c	10c	27-inch guaranteed taffeta, regular \$1.25 quality	25c
Boys' extra heavy bike hose, 25c quality	15c	36-inch black taffeta, worth \$1.25 at	86c
Boys' heavy bike hose, 30c quality	10c	36-inch Henrietta, all shades, 35c quality	19c
Boys' extra heavy bike hose, 25c quality	15c	36-inch checked Scotch goods, regular 25c value, per yard	15c
Misess' fine ribbed hose, 25c quality	15c		
Infants' fine cotton hose, 18c quality	5c		
Ladies' black cotton hose, double heel and toe, full fashioned; 20c quality	10c		
Ladies' fine shirt waists, fine			

### SPECIAL ITEMS

WASH GOODS

27-inch Scotch lawns, fast color, 50 different patterns, per yard 6½c value	3½c	Men's 50c suspenders	20c
23-inch Baptiste and Cordale, fine sheer goods; 10c values, for	7½c	Men's heavy underwear, 50c grade	20c
29-inch Baptiste Brilliant Lawn, many different patterns, 12½c value	8½c	Men's 75c fleece-lined underwear	45c
30-inch fancy lawns, plain shades, guaranteed color; 15c quality	10c	Men's 50c working gloves	25c
Pine Primrose Baptiste Lawn and Dimities in all the late Roman and Persian covert cloths for skirts and suits; regular 15c value	15c	Men's 50c ties—1250 patterns	25c
Heavy covert cloths for skirts and suits; regular 15c value	10c	Men's 60c working shirts	25c
Manchester Cambrics in the very best quality; 15c grade	10c	Men's 10c hose	5c
Fast Color Apron Ginghams, all sizes and checks, per yard	4c	Men's 75c Neglige shirts	45c
36-inch Silkolines, 15c quality	10c	Boys' 12½c suspenders	5c
36-inch Silkolines 15½c quality	10c	25c ties, sample line	10c
32-inch Art Denims, 22½c quality	15c	Laundried shirts, 75c values	50c
Heavy Outing Flannel, light or dark shades, full width, 10c quality	6½c	Laundried shirts, \$1 values	75c
Ladies' \$1.50 Dimity and Lawn shirt waists for the opening	80c		
Ladies' fine sixteen underskirt, black and colors, worth \$1, for	48c		
Ladies' Wrappers, made of extra good quality percale, 75c value	35c		
<b>Men's Furnishings</b>			
Men's 50c suspenders	20c		
Men's heavy underwear, 50c grade	20c		
Men's 75c fleece-lined underwear	45c		
Men's 50c working gloves	25c		
Men's 50c ties—1250 patterns	25c		
Men's 60c working shirts	25c		
Men's 10c hose	5c		
Men's 75c Neglige shirts	45c		
Boys' 12½c suspenders	5c		
25c ties, sample line	10c		
Laundried shirts, 75c values	50c		
Laundried shirts, \$1 values	75c		
<b>Military at Less Than Cost</b>			
Every hat in the store must be sold. These prices forcibly signify our determination.			
Ladies' fine sailor hats worth 50c for	25c		
Ladies' fine sailor hats worth 85c for	48c		
Ladies' street hats worth \$1.50	98c		
Ladies' neat street hats worth \$1.75	\$1.00		
Ladies' fine trimmed hats worth \$2.50	\$2.00		
<b>Soaps</b>			
Glycerine	4c		
Oatmeal	6c		
Tar	5c		
Tube Rose	7c		
Turkish Bath	7c		
Stuart's Antiseptic	7c		
Woodbury's Facial Soap	10c		

This Sale is  
for 10 Days  
Only!

Vislon Alone  
Is the true  
criterion by  
which you can  
judge the  
great gulf  
between the  
regular value  
and the  
SALE  
PRICE!

# MORSE'S DEPARTMENT STORE

Exchanges Gladly Made and Money Refunded.

508-510 COMMERCIAL STREET, ASTORIA, OREGON

Store Closes Promptly at 6 P. M. Opens at 10 A. M.