

Astoria Will Blaze Tomorrow

\$50,000

Worth of High Grade

MERCHANDISE

To be distributed into the homes of the people for less than the actual cost of the raw material by

MORSE DEPT. STORE
Astoria, Oregon

Watch for the Big Black Canvas Front

Wednesday, Sept. 20th, at 9 a. m.

50,000

Worth of Dry Goods, Shoes and Ready-to-wear Clothing for Men, Women and Children. Tailor Made Suits and Jackets; Mens', Ladies', Misses' and Childrens' Shoes to be sold in our building at less than cost of raw material for Ten Days!

A GIGANTIC SALE

Prices Will Reach the Lowest Limit at this Gigantic Sale

of Dry Goods and Clothing for Men, Boys, Women and Children and thousands of other articles carried in a Department Store, Entire Stock of

C. R. MORSE

to be sold in 10 days in Astoria, Ore.,
Sept. 20 to Sept. 30

WE ARE OVERSTOCKED Entire Stock of Astoria's Greatest Outfitters in Clothing, Shoes and Dry Goods to be sold in the following Ten Days, beginning Wednesday, Sept. 20, Thursday, Sept. 21, Friday, Sept. 22, Saturday, Sept. 23, Monday, Sept. 24, Tuesday, Sept. 25, Wednesday, Sept. 26, Thursday, Sept. 27, Friday, Sept. 28, and closing Saturday, Sept. 29, in our building at Astoria. Look for the Big Black Canvas Front at Morse's Department Store, Astoria, Oregon. Owing to the backward season, together with an over purchase, we find an enormous stock of Dry Goods, Shoes and Clothing for Men, Women and Children on hand, and pinched for room, we are compelled, at this season of the year, when all other merchants are exacting highest prices for their goods, to throw upon the market this mighty sale, which will positively cease in Ten Days. Morse's Astoria's Greatest Clothing and Dry Goods Department Store, is to distribute their entire \$50,000 stock into the homes of the people in ten days. The building will be closed Monday and Tuesday to re-mark down and rearrange this mammoth stock of Dry Goods, Shoes and Clothing, for Men, Women and Children, and will open Wednesday, Sept. 20th, at 9 a. m. for Ten days.

MORSE'S DEPARTMENT STORE, ASTORIA

The Best and Greatest values on earth now stare you in the face. The only question is, can you, dare you, in justice to yourself, overlook a chance like this to save at least one-half the price you will be obliged to pay the regular dealer for high grade merchandise for men, women and children. Use common sense with which nature has endowed you. Come and see with your own eyes and be convinced. This will be the sale without a parallel; a tremendous stock merged into one grand offering and all going for less than the actual cost of the raw material. The opening will be made a gala day. It will pay you to come a hundred miles to visit this sale. Never again will you have such a golden opportunity to dress in such rich raiment at trifling cost. When you take into consideration that this sale is of still more importance to the people than any sale ever held in Astoria, and also the largest sale we ourselves or anyone ever attempted, involving thousands upon thousands of dollars, it will convey to you some idea of the marvelous bargains that we will offer to the people, beginning WEDNESDAY, SEPT. 20, at 9 o'clock a. m., at MORSE'S DEPARTMENT STORE. The prices we quote below are only a few of the many thousands of bargains to be placed on sale at the MORSE DEPARTMENT STORE, ASTORIA, on WEDNESDAY, SEPTEMBER 20, at 9 a. m., and lasts TEN DAYS ONLY. REMEMBER NO POSTPONEMENT. THIS GREAT SALE WILL POSITIVELY CLOSE IN TEN DAYS. ALL GOODS HEREIN PRICED CAN BE BROUGHT BACK AT ANY TIME DURING THIS SALE. READ THESE MUTE BUT CRUSHING PRICES. PRICES WRECKED IN EVERY LINE.

Clothing for Men and Boys.

- A fine suit of clothes, all to match. This suit is positively worth \$8, or your money refunded any time during the sale. **\$1.98**
- A fine suit of clothes, all to match. This suit is positively worth \$10, or your money refunded any time during the sale. **\$2.85**
- A fine suit of clothes, all to match. This suit is positively worth \$10, or your money refunded any time during this sale. **\$3.85**
- Men's fine suits in Cheviots and Scotch Plaids. Worth \$12 or your money refunded any time during sale if not satisfied. **\$4.85**

Children's Suits.

- 40 styles of suits with fancy colored embroidery, sailor collars, sizes from 4 to 10, extra well made, sold by every clothing house in the country at \$2.50; we mark them at **\$1.48**
- A winner—Double-breasted suits in plaids, stripes and checks, in brown mixtures, gray mixtures and knickerbocker effects, at **\$2.12**
- Handsome all-wool plaids; also neat stripes and checks; some of these have belts on the pants; these are tony and genteel goods for Sunday wear. Why pay \$5.00 for these goods in other stores when you can get them at **\$2.12**

Boys' Pants.

- 500 pairs of boys' knee pants, worth up to 35c; sale price **19c**
- 500 pairs of boys' knee pants, regular price 75c; sale price **48c**
- A consolidation of several lines of boys' pants, value \$1.00 and \$1.25; consolidation sale price only, pair **63c**
- 500 pairs of boys' knee pants, the kind that wear, sale price **69c**

Watch for the Big Black Canvas Front

Men's Pants.

- Men's latest style cashmere and fancy worsted pants, all shades and sizes, regular price \$2.00; all go in this sale at **98c**
- Fine fancy and plain worsted pants that sold for \$3.50 and \$4.00; sale price **\$1.28**
- Men's pants of cassimere, in desirable patterns, regular price \$1.75, at **69c**

Boy's Suits.

- Boys' suits, single and double breasted jackets **\$1.39**
- Boys' suits, double and single breasted styles, material the best grade, well made and well trimmed throughout, positively worth \$3.00; during this sale only, at **\$1.69**
- The novelty in styles in artistic and elegant garments that were sold at \$6.00, all go **\$2.98** in this sale at
- \$3.97—30 distinct effects in boys' ultra fashionable suits, in all the swellest of novelties and staple styles, sale price **\$3.97**

MAGNIFICENT SALE OF IMPORTED WOOL DRESS FABRICS.

Fall and Winter.

Shall you pass this opportunity? Will you exercise the good judgment with which nature has endowed you? Take time by the forelock—secure the choicest selections in advance. Richest raiment at a trifling cost. Be timely—to delay will be suicidal to your purse. An opportunity of richest rarity that will have passed into history in 15 days. You must and you will be here to secure your share. "Read these mute but crushing prices."

- 10 pieces elegant Venetian homespun (imported); beautiful and select line of colorings, full 52 inches wide, positively worth \$1.50 per yard; during this magnificent sale **79c** the price is.

10 pieces genuine English cravenette, comprising all the new and desired patterns, full 52 inches wide, an exceptional value at \$1.50; during this sale the price is, per yard **98c**

10 pieces elegant quality English serge (fully cravenetted and rainproof), all new and modern colorings, several exclusive designs, positively worth double the price, but will be sold during this sale at, per yard **98c**

All wool tri-color flannel, regular 75c values **24c**

Mohair and brilliantine, worth 75c **34c**

Novelty suitings and fancy mixtures, voiles and crashes, late styles, desirable shades **48c**

Black cheviot Zibline, 58 inches wide, worth \$1.00 a yard, sale price **59c**

Black English voiles, Florentine crepe and etamines, the most stylish of this season's fabrics, regular \$1.25 values; sale price **69c**

Ladies' Ready-to-Wear Skirts.

- Ladies' walking skirts, regular worth \$3.50 to \$4.75, sale price **\$1.98**
- Ladies' finest broadcloth and mohair skirts, in all the latest styles, strictly all wool, \$5.50 to \$6.00 values, at **\$2.17**
- \$2.50 values, sale price **89c**
- \$3.50 values, sale price **\$1.24**
- Ladies' mercerized sateen petticoats, with hemstitched ruffle; \$2 values, sale price **93c**

Men's Shoes.

- Men's shoes for business wear that mean service and comfort, all the newest shapes and the kind selling all over the country at \$2.50, at **\$1.23**
- Boys' shoes worth up to \$1.75, this sale at **59c**
- Dress shoes for fall and winter wear, latest lasts, worth \$3.50, in this sale **\$2.19**
- Fine dress shoes, made of the finest stock in patent leather and calf, your choice that sold for \$6.00 and \$7.00 **\$3.79**

Hat Department.

- About 10 dozen Men's fine hats, all shapes, and styles, worth up to \$3.00 in this gigantic sale only **95c**
- Hundreds of men's and boys' caps, worth up to 75c, in this gigantic sale **19c**

Ladies' Shoes.

- Over 2,000 pairs very finest of this fall season's goods, hand sewed, lace or button, all weights of soles, French kid patent leather, Russian calf, etc., they are for the best of any shoe ever brought to this market, in all sizes and widths **\$2.69**
- \$3.50 to \$5.00, this sale **\$2.69**
- Ladies' fine shoes in all leathers, button and lace, Paris toes and patent tips, worth \$3.50 now **\$1.69**
- Baby shoes, sizes 1 to 5, worth up to 75c, this sale **29c**
- Misses shoes, sizes 11 1/2 to 2, worth up to \$1.50, this sale **60c**

Men's Underwear.

- In wool and cotton, just half price during this sale.
- Magnificent Half-Price Sale of Silks.** Think what this means to you, Remember there will never again come an opportunity like this. Silks imported in original and special designs. The price is cut in half. Secure your portion—they will not last long at these prices.
- 10 pieces illuminated taffeta silk in street and evening shades, ranging in price from \$1.30 to \$2.40 per yard; will be sold at half price—**65c**
- \$2.40 quality for \$1.20; \$1.30 grade at **65c**
- A flurry in silks that will prove an interesting topic—Taffeta and Jap silks in plain colors, desirable shades—were considered good at **39c**
- 50c values; sale price **39c**
- Genuine Haratal wash silks, 24 inches wide; the quality is unexcelled; as long as the stock lasts they go at **23c**

MARK THE DATE
MARK IT WELL

Wednesday, September 20 3 cts.

for Miles and Miles of Calico Apron Gingham, Unbleached Muslin, Sheetting and thousands of bolts of other goods at this Gigantic Sale.

Wash Fabrics.

Words lack force to express the importance of these clearance prices. Miles and miles of dress prints in silver gray, black, lights, indigo blue and reds; during this stupendous sale **3 1/2c**

Coloree lawns and batistes in white and colored grounds, values up to 15 cents; clearance price **7c**

Figured batiste and imported cloth in 1905 spring styles, white and tinted ground, regular price 25c; sale price **6c**

Voiles in the new mottled and flake effects, light or dark ground, regular price 20c; sale price **12 1/2c**

Silk-finished foulards, embroidered voiles and fished suitings, positively worth 25c a yard; sale price, per yard **14c**

Linen etamines, voiles, French organdies, brilliantines, mohairs and Irish batistes, all new and dependable, values to 50c; sale price **23c**

40-inch India linens: sale price **9c**

40-inch India linens worth 20c, sale price **12c**

Persian lawns worth 30c; sale price **19c**

Checked dimities, values up to 25c; sale price **14c**

50c wash chiffons—were considered excellent values at 50c; sale price **24c**

Scotch lawns, about 100 styles to select from, per yard **2 1/2c**

Table Oil Cloth.

In all colors and shades; positively worth 25c to 50c per yard, must go **12 1/2c**

Ladies' black mercerized petticoats, worth \$2.00, sale price **49c**

Embroideries and Laces.

A million yards, in different widths and a great variety of designs—cambric and Swiss embroidery edgings and insertions, new patterns, values up to 15c; sale price **4c**

Insertion, edging and beading in cambric Swiss dainty patterns, special sale price **5c**

2,000 yards of good torchon laces, edges and insertions to match, per yard **5c**

Linens, Linens.

38-inch bleached table damask, regular 50c value; sale price **27c**

60-inch white satin damask, would sell regular for 75c; sale price **43c**

200 dozen napkins that have always sold for 40c a dozen, sale price, per dozen **19c**

Plain white or colored border napkins, worth \$1.00 per dozen, at **53c**

Extra large size napkins, worth \$1.50 a dozen, sole price, per dozen **89c**

Turkish wash rag, bleached or unbleached, worth 5c, during the stupendous sale at **2c**

Excellent bleached barber towels at **4c**

Towels that have always sold for 15c at **7c**

Extra large huck towels, sale price **9c**

Full size Turkish bath towels, regular 20c value, during this sale **10 1/2c**

Cotton crash, in bolts of 50 yards, worth \$2.50 sale price, per yard **3c**

Stevens pure linen crash, regular price 17 1/2c, sale price **9c**

Bed spreads, full size, white crochet bed spreads, all good patterns, real Marseilles patterns, \$1.25 value for **68c**

Best quality bleached seamless sheets, 72x90, ready to use, at **46c**

Velvets, Velvets, Velvets.

Our entire stock of velvets and velveteens will be sold at just half the regular price during this gigantic sale.

Ladies' and Misses' Suits.

Our entire stock and new fall and winter suits, jackets and skirts sold at prices unheard of before. \$6.50 value tailor-made suits, gigantic sale price **\$ 3.79**

- \$8.50 values, gigantic sale price **4.39**
- \$12.00 value, gigantic sale price **7.98**
- \$13.50 value, gigantic sale price **8.49**
- \$15.00 value, gigantic sale price **9.89**
- \$5.50 value ladies' and misses' coats, gigantic sale price **2.98**
- \$6.50 value, gigantic sale price **3.49**
- \$8.00 value, gigantic sale price **4.98**
- \$7.50 value ladies' and misses' long coat, gigantic sale price **3.98**
- \$10.00 value, gigantic sale price **5.98**
- \$15.00 value, gigantic sale price **7.98**

Sheets and Pillow Cases.

In all sizes and grades and the prices speak for themselves. Just price them.

BELOW WE QUOTE A FEW OF THE MANY THOUSANDS OF BARGAINS TO BE HAD

- Pins, 2 papers for **1c**
- Embroideries, yard **3c**
- Wire hair pins, per package **1c**
- Full size heavy white bed spreads **59c**
- Extra good quality huck towel **3 1/2c**
- 8c seller unbleached muslin, per yard **4c**
- Best quality calico, all colors, per yard **3c**
- Yard wide light percales, per yard **7c**
- Plaid Scotch dress Gingham, per yard **4 1/2c**
- Imported mercerized French satteens, per yard **23c**
- Ladies' wool skirting, per yard **28c**
- Braid dress trimming **3 1/2c**
- Extra quality ladies' black hose **8c**
- Children's hose, all sizes **8c**
- Safety pins, card **1c**
- Hooks and eyes, card **1c**
- Thread, 7 spools for **25c**
- Ladies' hemstitched handkerchiefs, worth 10 cents **2 1/2c**
- Thousands of yards of dress prints, in black, white, silver gray and indigo blue, in this gigantic sale price per yard **3c**
- 20,000 yards hope 4-4 bleached domestic, regular 8 1/2c values, sale price 20 yards **\$1.00**
- Women's and children's fast black hosiery, made with double heel and toe, worth 15c, in this gigantic sale **4c**
- Men's \$1.00 Neckwear, in this gigantic sale **9c**
- Boys' good 25c suspenders, this sale **6c**
- Men's good 25c suspenders, this gigantic sale **6c**
- Men's good 15c handkerchiefs, this sale **3c**
- Fine \$2.00 Umbrellas, this gigantic sale **33c**
- Men's good 10c socks, in this gigantic sale **4c**
- Men's good \$1.00 work shirts, this sale **37c**
- Men's 75c shirts and drawers, this sale **31c**
- Talcum powder, box **3c**
- Vaseline, bottle **3c**
- Quilt top prints, fast colors **4c**
- Men's 75c work shirts **19c**
- Fruit of the loom 4-4 bleached domestic or lonsdale per yard **6c**
- Good quality apron gingham, per yard **3c**
- Pearl buttons, all sizes, per dozen **4c**
- Yard wide heavy brown domestic, per yard **4c**
- Men's good collars, all styles **4c**
- Boys' waists, all styles, large assortment of patterns **12c**
- Men's elastic seam drawers, this sale **31c**
- Men's majestic shirts, this sale **73c**
- Ladies' fine accordion ribbed summer vests, never sold for less than 2 for 25c, during this sale the price is, each **7c**
- Fancy toilet soaps, four pieces in each box, per box **8c**
- Good quality towels, full size, value 12c, sale price **4c**
- Cotton blankets, full size, gigantic sale price **4 1/2c**
- Better grades at 68c, 79c and \$1.19
- Woolen blankets, gigantic sale prices \$2.60, \$2.98 and \$3.19
- Full size comfortables, gigantic sale prices **98c, \$1.19, \$1.39, \$1.69 and \$1.98**

A REMINDER LIST

- Table linens
- Counterpanes
- Portiers
- Fancy table spreads
- Towelings
- Ginghams
- Tickings
- Corsets
- Petticoats
- Dress goods
- Notions
- Lace curtains
- Sheetings
- Pillow cases
- Soaps
- Combs
- Ladies' neckwear
- Children's dresses
- Pocket knives
- Scissors
- Umbrellas
- Children's caps and hoods
- Velveteens
- Ribbons
- Suit for yourself
- Suit for your boy
- Suit for your sister
- Suit for your brother
- Shoes for yourself
- Shoes for your boy
- Shoes for your sister
- Shoes for your brother
- Oilcloth for the table
- Men's and boys' sweaters
- Underwear for yourself
- Underwear for your boy
- Underwear for your sister
- Underwear for your brother

Fare Paid One Way to Each and Every Purchaser of \$25.00 or Over.

Look for the Big Black Canvas Front. Owing to the reputation we have established in Astoria and surrounding territory as merchants in high-grade Dry Goods and Clothing of all the world's standard qualities, we positively will not allow exaggeration in any of our advertising, and we do hereby agree to refund the money during this sale on all goods priced above if not satisfactory to the purchaser.

Our Guarantee

We assure each and every purchaser absolute satisfaction. We guarantee every garment, every price and every statement here made, and we will exchange any purchase unsatisfactory for any reason whatever. Every article, every garment in the house, marked in plain figures. ONE PRICE TO ALL.

Look for the Big Black Canvas Front

MORSE'S
DEPARTMENT STORE
ASTORIA, OREGON

Sale Positively Opens
Wed. Sept. 20

Let Nothing keep you away. The hour is set; the date you know. The Greatest Sale ever held in Oregon opens at Astoria
Wednesday, September 20
For 10 Days