



The Beginning of the End

Jaloff's
THE "STYLE STORE."

NO GOODS CHARGED

As this sale is the end of Jaloff's and the affairs must be settled at once, no goods will be charged, exchanged or laid aside during the wind up of this business.

Out Standing Accounts

Any person owing this store money on account will please assist us to adjust a settlement of our business by paying the account.

Thanking you all for past favors I am yours respect.
JALOFF

Must be Sold Out

The entire line all New Spring Stock of Ladies' Suits, Coats, Silk Dresses, Decolette Gowns, Lingere Suits and Dresses, Opera Coats, Lace Coats, Jackets, Skirts, Petticoats, Shirts Waists, Millinery Trimmed, and Millinery Trimming, Ribbons, Chiffons, Veilings, Plumes, Flowers, Wings, Feathers, Shapes also all Leather Bags, Purses, Embroidery, Silks, Umbrellas, Combs, Notions, Etc., Etc,

S. Wingart, withdraws from any further financial support of Jaloff and compels the immediate sacrifice of the entire stock at once, so that the affairs of the above store may be settled up once and forever. This sale gives to the ladies of Astoria and vicinity the opportunity of buying the very best and latest styles of everything at prices so low that this great sacrifice will be without a parallel for many years. No laws of cost or loss is considered, the entire stock must be sold at once.

LADIES' SUITS

Jaloff's new spring stock; not an old or carried-over garment in the lot, but every suit a gem of the first water. A display of fabrics and fashions equal to any stock to be found in Portland or Seattle, the price at which it will be sacrificed calls on every woman of knowing and saving instincts to buy now and save fully one-half of what the same styles and qualities would cost at any regular store in the United States.

- \$ 8.00 For choice of a lot of suits worth to.....\$16.50
- \$11.90 Choice of a big extra good suits worth to.....\$25.00
- \$17.85 Elegant man hand-tailored suits worth to.....\$33.00
- \$22.50 Imported full hand-tailored suits worth to.....\$45.00
- \$27.50 Your choice of all the finest imported full journeyman-tailored suits that sell in the up-to-date fashionable marts of America from \$50 to \$60 and even \$75.

DRESSES

Princess, decolette, semi-dress, empire, party and wedding gowns in all colors. Taffeta, foulards, mousseline, etc.

- \$12.50 For elegant up to \$22.50 dresses.
- \$17.50 For very select up to \$30 dresses.
- \$22.50 Choice of them all; real master arts of elegant gowns and dresses sold at \$40 to \$50. (See them, ladies).

SKIRTS

A most complete of all the good and finest qualities for this spring and summer wear, in a variety of colors and materials in serges, Panama clothes, voile, etomine, etc.

- \$2.45 For up to.....\$ 5.00 skirts
- \$3.95 For up to.....\$ 7.50 skirts
- \$4.95 For up to.....\$10.00 skirts
- \$6.85 To.....\$12.50 skirts
- \$9.45 To.....\$20.00 skirts
- 65c For a lot of wash skirts worth to.....\$3.00

PRINCESS DRESSES Lingere

A selection of beautiful colors, etc., etc.

- \$3.25 For up to.....\$6.00 dresses
- \$4.25 For up to.....\$7.50 dresses
- \$1.00 For choice of a lot carried over worth to.....\$10.00

CORSETS

The American beauty, the queen of Corsets.

- 90c For.....\$2.00 Corsets
- \$1.35 For.....\$3.00 Corsets
- \$1.80 For.....\$4.00 Corsets
- \$2.25 For.....\$5.00 Corsets
- \$3.70 For.....\$9.00 Corsets

FLOWERS

A most complete variety; all new and fresh.

- 10c and 50c for cotton, mercerized, linen and pure silk flowers; worth 50c to \$2.50.

WINGS, QUILLS, FEATHERS

All go at just one-quarter price.

RUCHING

10c to 50c—The finest in the house.

RIBBON

A complete stock fine silk; 100 shades and colors.

- 10c For.....25c Ribbon
- 15c For.....35c Ribbon
- 20c For.....45c Ribbon
- 25c For.....60c Ribbon

FIXTURES FOR SALE

Ladies—Secure hangers to keep your clothes hung up proper.

- 2 For 5c coat hangers, value.....10c
- 5c For best wire ones, value.....20c
- 8c For Combination hangers, value.....25c
- 15c For fine combination hangers, value.....30c

Counters, tables, mirrors, shelves, show cases, stands, forms, palms, linoleums, gloves, electric fixtures, irons, sewing machines, display fixtures. All of the above will be sold to be delivered at end of this great sale.

COATS AND WRAPS

Jaloff's most carefully selected stock consists of the real gems of styles for spring of 1909, consisting of opera coats, lace, pongee, taffeta, in black and colors, foulards, etc. for street, opera, or full dress.

- \$ 8.00 For up to.....\$15.00 long coats
- \$12.50 For up to.....\$25.00 long coats
- \$19.85 For up to.....\$37.50 very fine long coats, etc., etc.

PONGEE COATS

- \$ 7.50 For up to.....\$15.00 long
- \$12.50 For extra quality.....\$25.00 long
- \$17.50 For imported French styles to.....\$35.00 long coats

TAFFETA SILK COATS (Long)

- \$ 8.95 Splendid quality.....\$15.00 Coats
- \$12.95 Specially select to.....\$25.00 Coats
- \$17.50 The choice of the best.....\$27.50 Coats

LACE COATS

A select lot of cream, white and smoke colors.

- \$ 8.50 For elegant.....\$15.00 quality
- \$13.50 For imported.....\$22.50 quality
- \$19.50 For select Lace French.....\$37.50 quality

SERGE COATS

- \$2.45 Half and three-quarter white to.....\$10 values

COVERT COATS, Short and Long

- \$3.95 For.....\$ 7.50 short coats
- \$7.85 For all up to.....\$15.00 long coats

MIXED LOT COATS Long and Short

We have quite a lot of coats carried over worth up to \$10; take your choice for \$1.00.

MILLINERY

The entire stock to be sold; no reserves; trimmed hats, ribbons, plumes, veilings, etc., etc.

- \$1.00 For up to.....\$ 4.00 Spring Hats
- \$2.50 For up to.....\$ 6.00 Spring Hats
- \$4.00 For up to.....\$10.00 Spring Hats
- \$6.00 For choice of all the French and English latest and best styles; values to.....\$20.00

PLUMES

A big lot of all colors and lengths.

- 90c For up to.....\$2.50 real Ostrich Plumes
- \$ 1.25 For Plumes and tips up to.....\$3.00 values
- \$ 2.50 For Plumes and tips up to.....\$6.00 values
- \$ 5.00 For.....\$10 Fine Plumes
- \$15.00 For select London dye.....\$25 to \$30 Plumes

PAU VELVET SILK

- 60c Per yard for.....\$1.00 and \$1.25 velvet

CHIFFON

- 35c Yard for all up to.....75c values

SILK MOLINE

- 15c and 20c Yard for.....35c and 45c values

VEILING

- 15c Yard for up to.....60c Veiling

SILK AND SATIN all colors

- 50c For \$1.00 Silk.....75c for \$1.50 Silk
- 65c For.....\$1.25 pure satin
- 10c Yard for all braids worth to.....75c

SILK PETTICOATS

A most elegant stock of all colors and qualities.

- \$3.25 For up to.....\$ 5.00 silk petticoats
- \$3.95 For up to.....\$ 6.00 silk petticoats
- \$4.90 For up to.....\$ 7.50 silk petticoats
- \$8.00 For up to.....\$15.00 silk petticoats
- \$9.00 For up to.....\$20.00 silk petticoats

WAISTS

A regular festival of styles and fine qualities.

- 79c For up to.....\$1.50 wash waists
- 98c For up to.....\$2.00 wash waists
- \$1.48 For up to.....\$3.00 wash waists and lace
- \$1.98 For up to.....\$4.00 wash waists and lace
- \$4.98 For full hand tailored lingerie to.....\$10 waists

IRISH LINEN, ETC.

- \$2.25 For a big special lot, taffeta silk, tailored quality, worth to.....\$5.00

The Jaloff stock of waists will please the most exacting of ladies. The prices are only a small part of their real value.

GLOVES

- 45c For all length and colors of up to.....\$2.00 Silk Gloves
- 98c For all length and colors up to.....\$4.00 Kid Gloves

LEATHER BAGS, PURSES, ETC.

Just pay one-third the market prices. You save 66 2-3 cents on each dollar.

COLLARS, BUCKLES, COMBS

Go at 10c to 50c.....worth 50c to \$2.50

UMBRELLAS AND HANDLES

- 50c for \$1 ones.....75c for \$1.50.....\$1 for \$2.00

And up to \$5 for \$10—Just pay half price

EMBROIDERY AND SPOOL SILK

Carlson & Currier's Best Quality.

- 25c For 10 skeins embroidery silk, all colors, worth.....50c
- 4-Spool silk, all colors for 25c; value, spool.....10c

HOSIERY

- 19c For all colors, plain and fancy, hile or Balbriggan to.....50c values

HANDKERCHIEFS

A big lot good and extra fine 5c and 10c regular values to.....35c

Sale Begins Wed. April 28, at 9 a. m.

Come soon, select your goods as the color size etc., may be gone if you delay