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—That's The Sunday Journal

Oregon SUNDAY Journal

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PORTLAND, OREGON, SUNDAY MORNING, JULY 17, 1904.



HOURLY SALES AGAIN TOMORROW!

NEXT TO LAST WEEK of the GREAT DISLODMENT SALES

SPECIAL ANNOUNCEMENT of a SPLENDID NEW DEPARTURE by PORTLAND'S MODERN MERCHANDISERS

The Different Store
Fifth and Wash-ington Streets

Walls are Coming Down

Portland's Quality Shop—
Where the Walls are Coming Down

ANOTHER MIGHTY STRIDE IN MODERN MERCHANDISING! An announcement of vital importance to every mortal, whether interested or not in the Teachers' Educational Contest!

No Votes will be Received After 1 P. M. of SATURDAY, AUG. 6th—Why? Read!

Five years ago we inaugurated in Portland a system of early closing—this had for its sole purpose the betterment of service to our patrons, through the medium of shorter hours for helpers. Its success has been demonstrated beyond question. Strange to say, this important, modern and humane move was not, and has never been since, imitated by the store porpoises that puff and blow along in our wake, greedily grabbing everything—in market—thrown overboard by us, and bringing it to Portland, the home port, to further clog the progress of their barnacled hulk, already loaded to the scuppers with goods of Andy Johnson's time. FOR ONCE WE WERE NOT IMITATED. (It might have meant the loss of a sixpence or two, you know.) We cut out cold commercialism long ago, and have met the commendation of the people in doing it. That's OUR way of "pleasing the masses." Different? Yes. And now, WE'RE going a step farther on the road toward up-to-date mercantile SUCCESS. WE'RE GOING TO CLOSE THIS STORE EVERY SATURDAY DURING AUGUST AT 1 P. M. Giving each and every helper at this store, and ourselves, A HALF-HOLIDAY ON SATURDAY. We have received words of commendation without stint for our past course in practicing early hours; especially do we acknowledge kind words from the WOMEN'S CLUB OF PORTLAND, also a request from them that we lead in the Saturday half-holiday movement. We comply with pleasure; for 'tis but the carrying out of OUR OWN original intention and plan. 'Tis not strange, however, that we should be selected to start the innovation, for long ago this store was conceded PORTLAND'S LEADING RETAIL ESTABLISHMENT in modern methods, good business ethics and humanitarianism.



MONDAY'S HOURLY SALES

8 TO 9 A. M.

WOMEN'S 35c VESTS 19c.
Underwear Aisle—First Floor.
Fine white lisle, sleeveless, in lace-striped effect, pretty lace trimmings.

8 TO 9 A. M.

WOMEN'S 51 FOUR-IN-HANDS 50c.
First Floor.
Best dollar silks, very newest styles, French-fold effects—HALF PRICE.

9 TO 10 A. M.

40c GUELDORS 19c.
Third Floor.
In prettily tinted colors—a fine assortment in handsome chinaware.

9 TO 10 A. M.

94.50 DAMASK NAPKINS \$2.90 DOZEN.
Linen Store—First Floor.
Full dinner size, very rich satin damask finish, all linen, full of wear, best \$4.50 dozen grade.

9 TO 10 A. M.

\$3.75 ALL-FEATHER FELLOWS \$2.45.
Fourth Floor.
Extra special values, these, carefully selected, soft and downy, yet firm; feathers carefully picked and prepared, clean and sanitary.

9 TO 10 A. M.

CHILDREN'S 51.25 STRAW HATS 42c.
Millinery Saloon—Second Floor.
Large shape, white Milan braid, prettily trimmed with large bow and streamers of all-silk velvet ribbons in navy, cardinal and black.

10 TO 11 A. M.

\$1.60 BLACK TAFFETA SILKS \$1.25.
Annex—First Floor.
Splendid quality, yard wide, rich heavy black taffeta, unmatched by any local store at the regular price of \$1.60 yard; special.....\$1.25

10 TO 11 A. M.

75c VAL. LACES 39c YARD.
Lace Shop—First Floor.
Rich, handsome Valenciennes Lace Edges. In widths from 3 1/2 to 6 in.; values that surpass all other local showings at 60c, 65c and 75c the yd.; special for the hour at, yard, 39c

10 TO 11 A. M.

ORIENTAL WORTH \$1.25 TO \$2.50—HALF PRICE.
Round or square shapes, in art or cream linen, blue and green art materials, tinted and stamped in floral and oriental designs, 16-inch size, values from \$1.25 to \$2.50 in lot—ALL HALF PRICE.

11 TO 12 A. M.

100 CABINETS WITH HAIRPINS 5c.
Notion Aisle—First Floor.
Each cabinet contains a big assortment of plain, crimped and invisible Hairpins.

11 TO 12 A. M.

NEW 50c DRESS STUFFS 38c YD.
In the offering are handsome Serges, Voile, Chambray, Heather, Mistrail, Nottings and Granite Cloth; color line embraces navys, greens, blacks, browns, tans, grays, creams, etc.; best 50c values in town, yard, 38c

11 TO 12 A. M.

WOMEN'S \$2.50 EXPRESS SHOES \$2.50.
First Floor.
10 handsome new summer styles in the choosing, patent or fine vicid kid, very newest fashionable lasts, military heels, very dressy and durable.

News Comes Which Means Drastic CLEARANCE of Every STOCK of GOODS in the Store

"IN TWO WEEKS YOU MAY ENTER THE NEW SIXTH STREET ANNEX," so say the contractors. The end of July must not see one shred of present stocks left! SHOES AND UNDERWEAR, WITH HOSE, ARE VITAL POINTS! WITNESS OUR ATTACK!



A Sunburst of Bargains Pitted Against a Cloudburst of Bricks, Stones, Dust and Mortar Among the SHOES—Right Where the Walls are Coming Down—Fly to the Rescue of the Stocks! ALL THIS WEEK!

You may be fashionably shod for little now. Right where the Shoes rest now, in two weeks walls will be torn away, unless contractors disappoint. Double-quick prices start throughout the entire stock, nothing is accorded mercy. Every pair is rounded up for the Slaughter! The variety is wide. Oxfords and high Shoes, tans and blacks. Even the new Champagnes are here, and remember—whatever happens to the prices you may be sure that every pair of the Shoes comes direct from our own shelves, and nothing can change their value. Read the reductions.

Women's \$5 Shoes \$3.18

In patent or French Kid, lace styles, Louis or Military heels, patent or stock tips; \$5 values for.....\$3.18

Women's \$4 and \$5 Shoes \$2.98

A lot of splendid new styles, mat or bright Vici Kid stock with patent or self tips, heavy or light turn or welt soles, 3 widths of toes, full round, medium or wide.....\$2.98

Shoes for Women's Wear

Actually worth \$5 and \$6 at any store, 15 styles in the choosing, patent or French Kid boots or Oxfords, Louis, Military or Cuban heels, toes plain or tipped, soles turned or welt, latest, newest lasts, best leathers, latest styles, all sizes. Equal to any shoes shown at \$5 and \$6 in a regular way in the City. Special at.....\$3.23

Women's \$3.50 Empress Shoes \$2.98

10 new and handsome Summer styles in these famous Shoes for women. Patent or fine Vici Kid, very newest, latest lasts, Military heels, dressy and full of wear. Special all week, at.....\$2.98

Women's Pattern Shoes, Values to \$8, for \$3.48

Odds and Ends of the season's selling, sizes somewhat broken in some lots, but all sizes to be found in the grand gathering of these famous Ultra-fashionable Shoes. Values included are the \$5, \$6, \$8.50, \$7.50 and \$8 grades. All hand-bench made. The finest and most fashionable Shoes in all the world. Choice of these aristocrats at the plebian price of.....\$3.48

Women's \$3 Shoes \$1.73

Patent Colt or Vici Kid, nothing like 'em for hard vacation wear, very dressy, soles sewed on, military heels and medium round toes, plain or patent tip toes; this week for.....\$1.73

Women's \$3 House Slippers \$1.98

In Patent Leather or plain Kid; Louis or leather heels; \$2.50 and \$3, in one lot at one price—that.....\$1.98

Women's Hospital or Nurses' Shoes \$2.50 Kinds, Now \$1.68

Comfy Juliettes, soft flexible turn soles, patent tip or plain toe, rubber or leather heels, fine Vici Kid stock; best \$2.50 values.....\$1.68

MEN'S SHOES—\$5 Oxford or High Shoes \$2.89

In newest styles, very latest Summer lasts, tans or blacks, low or high cut, \$3.50 and \$5.00 values; Patent Kid, Box Calf or Patent Colt Leathers; welt soles; choice for.....\$2.89

Men's \$4 Oxfords, Very Stylish, \$2.98

Every one of these in this lot are absolutely new, just received from the eastern factory. A choice offering. Patent Colt or Russia Calf in tans. The swellest Oxford for vacation wear with which you can ease your feet. Very stylish lasts and fashionably trimmed; \$3.50 and \$4.00 values; special at.....\$2.98



10 TO 11 A. M. Very Beautiful \$3.00 Shirt Waists 79c

You'll agree they're about the prettiest you've seen this season, even in our great Emporium of Fashion in Women's Wear—on the Second Floor. The Saving that may be effected tomorrow in the buying of these handsome Waists makes liberal buying advisable. In all probability 'twill be the last great Slaughter Sale of Waists this season at any rate.

It's the Greatest Waist-Buying Bargain Opportunity of the Entire Year

The Waists are of Lawns, DIMITIES, Fancy Madras, Chevoits and Percales in whites and dainty colors. The trimming effects include all the latest in lace and embroideries, tucks, plaits and novelty button effects. Every Waist is new and from our own superb stocks of the very latest and swellest Summer Shirtwaists known to Fashionland. The values included are \$1.50, \$1.75, \$2.00, \$2.50, \$2.75 and \$3.00; all in one grand lot for the greatest sale ever known to Portland, at a choice for one hour only, at.....79c

Boys' and Youths' Shoes

Shoes for sturdy boy's vacation and school or business wear.. Box Calf or Vici Kid stock, double soles, full round toe—

- Sizes 11 to 13—\$1.75 values.....\$1.18
 - Sizes 13 1/2 to 2—\$2.00 values.....\$1.38
 - Sizes 2 1/2 to 5 1/2—\$2.50 values.....\$1.68
- BOYS' SPECIAL OUTING SHOES**—Built on plans executed by a master shoemaker who had rough and tumble, healthy, typical American boys in mind; made to wear for mountain climbing or "bushwacking;" solid leather, sturdily put together—
- Special in sizes 11 to 13, at.....\$1.28
 - Special in sizes 13 1/2 to 2, at.....\$1.48
 - Special in sizes 2 1/2 to 5 1/2, at.....\$1.68
- Children's Kid Shoes, button or lace styles, 2 to 5 in size.....48c
- Children's Kid Shoes, button or lace styles with double soles and heavy, plump, fresh stock in uppers—built for wear—8 to 8 in size, 98c; 9 1/2 to 10 1/2, \$1.08; 11 to 2, \$1.48.

Third Floor Specials for the Week

Dinner Sets

Closing out line decorated Border Patterns, semi-porcelain, near border, full gold line, traced gold handles and knobs—

- Value \$ 7.15—50-piece Dinner Set; Spl. \$ 4.29
- Value \$ 9.58—60-piece Dinner Set Spl. \$ 5.75
- Value \$14.28—100-piece Dinner Set; Spl. \$ 8.57
- Value \$17.63—112-piece Dinner Set; Spl. \$10.58
- Value \$22.52—117-piece Dinner Set; Spl. \$13.50

..The above are choice bargains.

Quick Meal Steel Ranges

STOVE OF QUALITY. ECONOMY OF FUEL. QUICK BAKERS. HEAVIEST STOVE.

- Value \$45.00. Special.....\$35.00
- Value \$48.00. Special.....\$43.80
- Value \$53.00. Special.....\$47.70
- Value \$60.00. Special.....\$54.00

Quick Baker Steel Range

- Value \$35.00. Special.....\$27.00
- Value \$40.00. Special.....\$32.00
- Value \$42.00. Special.....\$35.00
- Value \$45.00. Special.....\$38.00

Teachers' Educational Contest

The contest is waxing warmer every day. The five leading contestants are prettily bunched, with "dark horses" threatening the home stretch. "No nobody's race yet." The enormous total vote reaches 66,197 votes. Two hundred and sixty-five teachers compete. No July votes will be counted after 6 p. m. of Monday, August 1. A vote with every 25c purchase. Now is the time to do REAL WORK for your favorite. The result at 4 p. m. yesterday:

STANDING OF 10 LEADERS

Buss Jones, Highland	115,008
Mrs. H. Kittling, Albina Central	111,982
Kate Fadden, Astoria	109,506
Walter H. Foster, Harrison	105,029
Mrs. Esther Kays, Williams-Avenue	100,064
Matilda Weiss, Thompson	83,777
Miss C. F. Allen, Felling	58,895
Miss L. E. Street, Chapman	51,079
Ella Larrison, Atkinson	49,328
Wuth Bonds, High	42,968

12 TO 1—NOON

40c CHINA FIGURES 19c.
Third Floor.
Worth coming in at noon hour for if you need handsomely decorated Covered Sugars and Creamers, with pretty floral decoration and stippled gold top handles and knobs.

1 TO 2 P. M.

WOMEN'S 50c LILY EMBROIDERS 23c.
First Floor.
In dainty Sheer Linen or Swisses, with prettily scalloped, embroidered or hemstitched edge.

1 TO 2 P. M.

\$1.25 TRIPLE MIRROR 65c.
Toilet Sundry Counter—First Floor.
For dressing table or use in shaving, 4 1/2x3 1/2 inch size, with fancy embossed back, gilt frame and chain.

2 TO 3 P. M.

19c SLEEVE PROTECTORS 10c PAIR.
Notion Aisle—First Floor.
Of black cloth—all sizes.

2 TO 3 P. M.

\$1.50 PEAU DE SOIE 89c.
Annex 2nd Store—First Floor.
All-Silk Black Peau de Soie, in 21-inch widths, best \$1.50 grade; special, yard.....89c

2 TO 3 P. M.

BEST \$1.50 HEAVY CROCKET BEDSPREADS 98c.
A surprising bargain—600 Heavy Crochet Bedspreads of best make in beautiful Marcellite pattern, full size.