

Dr. William Osler

regarding "the comparative useless-pass of men above 40 years of age" and the "utter uselessness of men over 60 years of age" has evoked widespread comment.

# CHLOROFORM THE SEXAGENAR-IAN IDEAS --- NOT THE MAN!

However we may regard the statement of Prof. Osler regarding the "passing" of a man's real usefulness at 40 and his absolute incapacity after three score years have been credited him in the Book of Life, we are bound to think, upon due reflection, that the learned doctor is more philosopher than pessimist, especially upon a study of his features. We have neither time nor space, however, to discuss a matter involving such a wide field of controversy in our store news, only inasmuch as it may concern mercantile-not human life. We believe a store's best usefulness lies between the ages of 20 and 40-We're 27 and growing like a healthy boy-thank you. Our ideas and our merchandise are at their best. Some stores that boast of 50-and over-are nearing the chloroform, age-dangerously near-and show it in their antique methods, musty merchandise and ancient excuses for ante-bellum storekeeping. Perhaps the best proof of the rapid decline of a store is its death struggle for existence by keeping open evenings so long as a solitary straggler lingers upon the city streets-THAT'S SEXAGENARIAN STOREKEEPING that dances dangerously near the brink of senility and the chloroform route. This store is youthful, with youthful ideas. Eager, alert and vigorous, full of the red corpuscles that pulsate with dife, energy and enterprise. Modern merchandisers in the broadest sense. It's evident everywhere you look. Newer stocks than elsewhere-and larger. Fairer prices than elsewhere-and lower. Pioneers in down-to-date methods-you hear our echoes on every corner. Leaders in every modern movement to better storekeeping-

## THE ONLY BIG STORE IN PORTLAND THAT CLOSES EVERY DAY, SATURDAY INCOUDED, AT 6 P. M.

When not in search of anesthetics, trade at the "DAYLIGHT STORE"-BEFORE 6 P. M. Life giving, stimulating inducements offer tomorrow-THE LAST DAY OF THE WEEK'S GREAT SLAUGHTER SALE OF SHOES and THE LAST "HOURLY SALE" of the SEASON! Note the matchless bargains.

## RESULT OF VOTE AT 10 A. M. TODAY Guy De Pue, PORTLAND DE-LIVERY CO. 7,915 Esther Carlson, MASON & EHRMAN 7,172 Chas. Adler, WOODARD, Arthur Lindborg, LINDBORG GROCERY ... 4,798 Fred Murphy, WESTERN ELECTRIC CO. ... 4,016 Ralph Holmes, LADD & TilTON'S BANK ... 3,541 Janet Clark, MEIER & FRANK CO. ... 3,218 3,541

Public Tea Rooms

Scattering ...... 112,024

Second Floor.
AUSPICES PORTLAND Y. W. C. A.

Monu Baturday, March 4. Tea. Coffee. Chocolate.
Milk Served in Bottles.
Pea Soup. Fruit Salad. Hot Rusks.
Ham Sandwiches. Boston Brown Bread.
Bread and Butter. Tea Cakes.

## LAST DAY Tomorrow, of the Unprecedented and Unequaled LAST DAY SATURDAY OF THE GREAT SALE Values in Fine Footwear for the Family

AFFORDED BY THE EXCEPTIONAL BARGAIN OPPORTUNITIES OF THE

## New Administration Sale of Good Shoes



FIRST FLOOR-WEST ANNEX.

In order to reduce present stocks to the minimum, we shall continue These Phenomenal Shoe Bargains until 6 p. m., Saturday. Thousands of pairs of Shoes for Men, Women, Misses and Children will be sold at less than manufacturers' cost—in many cases at less than half. Such values as were never seen before in all the west. Extra salespeople, cashiers and wrappers for

WOMEN'S \$5,50 DRESS SLIPPERS FOR \$1.99. 

WOMEN'S \$2.50 SLIPPERS \$1.20. WOMEN'S KID SLIPPERS 39 CENTS.

POPULAR MAN'S SHOE AT A MATCHLESS BARGAIN PRICE. MEN'S \$3.50 SHOES \$2.49.

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In's Lace Shoes, box calf. Blucher cut, latest potato last; also Men's Velour and Vici Kid Shoes, Blucher or straight last, comparatively new goods, broken sizes to be discontinued, regular \$2.50 shoes; special "New Administration Sale" price, pair \$2.49 WOMEN'S \$3.50 SLIPPERS \$1.99.

BOYS \$1.50 SHOES 79 CENTS.

49 pairs Boys' Shoes, solid real calf, large and small sizes, reg. val.

\$1.25 and \$1.50; special "New Administration Sale" price, pr. 75¢

WOMEN'S \$4.00 SHOES \$1.75.

pairs Women's Lace Shoes, kid foxed, dull mat kid tops, some on
the comfortable footform last, others on the round-toe last, reg.
val. \$4.00; special "New Administration Sale" price, pair..\$1.79

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WOMEN'S \$4.00 SHOES \$2.19.

omen's Lace Shoes, French enamel, dull mat kid top, stout soles,
Goodyear sewed, dress street shoe to wear without rubbers, regval, \$4.00; special "New Administration Sale" price, pair...\$2.10

WOMEN'S \$5.00 SHOES \$2.25.

omen's Lace and Button Shoes, 211 pairs, hand-turned soles, choice
selected vici kid, made by the leading manufacturers in the country, reg. val. \$5.00; special "New Administration Sale" price,
pair

WOMEN'S \$3.50 "GLORIA" SHOES FOR \$2.15.
lot of Women's "Gloria" Shoes, dull box calf, plump weight, vici kid, extension soles, reg. val. \$3.50; special "New Administration Sale" price, pair WOMEN'S \$4.00 SHOES \$2.25.

omen's Lace Shoes, Goodyear welt, vici kid, medium round toe, mili-fary heels, reg. val. \$4.00; special "New Administration Sale" 

WOMEN'S \$5.00 SHOES \$2.29.

Women's High-Grade Lace Boots, 460 pairs, 11 different styles, patent colt, box calf (dull finish), cici kid and patent kM, reg. val. \$4.00 and \$5.00; spec'l "New Administration Sale" price, pr. \$2.29

## China, Kitchen Ranges and Findings for the Housekeepers

THIRD FLOOR.

Seldom do saving opportunities of like character occur. Thrifty housekeepers will welcome these wonderfully low prices.

\$30 STEEL BANGES \$23.75 Princess" Steel Range, high warming closet, highly pullahed, polished nickel trimmings a per-fect baker regular value \$20.00; special

25c STOVE POLISH 186. Black Satin Stove polish 

\$2.20 CLOTHES WRINGER \$1/79. Clothes, Wringer, guaran-teed, with steel spring and improved guide board, regular value \$2.20; spe-cial, each.....\$1.79 

\$1.50 CARVING BET \$1.15. 

13-piece Decorated Totlet Set, regular value \$7.75; 13-piece Decorated Tollet Set, regular value \$1.75; special, set

12-piece Decorated Tollet Set, regular value \$5.56; special, set

12-piece Decorated Tollet Set, regular value \$10.50; special, set

12-piece Decorated Tollet Set, regular value \$10.50; special, set

250 BREAD KNIFE 19c. Bread Knife, 74-inch blade, finished handle, regular value 25c; 20e, CLOTHES LINE 16c.

Galvanised Wire Clothes Line, 75 feet long, regular value 260;

special each

Resylver Coat-Hangers; special each

Resylver 12c Aspestos Bakifig Sheets; special each 28c WASHBASINS 20c. led Steel Washbasins, regular value 260; 10c SOAP HOLDERS 18c.

led Steel Soap Holders, with drainers, regular value 

## HOURLY SALES TOMORROW—LAST OF THE SPRING SERIES—9 to 12 A.M., 1 to 5 P.M.—STORE CLOSES AT 6 P.M.

9 to 10 a. m.

## Bargains in the Crockery Store 30c CREAMERS

AND SUGARS 16c. Third Floor.

Blue China Sugar and Cream-ers; regular value 30c. Bowls to match; regular value 10c. Special, each ... 5¢

### BOYS' \$1.50 BLOUSE WAISTS 89c.

First Floor. Boys' Fine Blouse Waists, sailor collar, light and medium hades; \$1.50 quality, each 59¢

#### WOMEN'S \$1.25 GLOVES 98c. First Floor.

Women's Kid Gloves, pique sewed, 2 clasps; will wear well; regular value \$1.25. 

### \$3.50 LACE CURTAINS \$2.35.

Fourth Floor. Lace Curtains, Brussels effect, ery dainty; regular value 3.50. Special, each ... \$2.35

## 10 to 11 a.m.

#### \$1.00 SUIT SILKS FOR 79c YARD.

First Floor-South Annex.

New Neat Suit Silks, in all colors and patterns from the neat dots to the more pro-nounced Broche effects; these have no equal at our regular price and will cause a stam-

#### CHILDREN'S \$2.50 HATS 49c.

New Annex-Second Floor-Millinery Salons.

Children's Hats, all colors and 

#### \$3.00 BLANKETS FOR \$1.95.

Fourth Floor. Camping and Outing Blankets, cotton warp, full size; regular value \$3. Special, 

## Sc RIBBONS

First Floor. 600 Yards Silk and Satin Ribbons, all colors; regular value

## 11 a.m. to 12 m.

90c DOILIES FOR 39c.

Second Floor Annex. 12-Inch Doilies, of white linen centers, stamped in floral and conventional designs, border of colored linen, fringed and party worked; regular price 90c. Special ..... 39¢

## 25c TOOTH BRUSHES 15c.

First Floor.

Fine Imported French Tooth Brushes, extra quality, large size; regular value 25c. 

### 10c SHOE POLISH Sc.

First Floor. Bon Ton Cream, in jars, for all 

### MEN'S 75c GOLF SHIRTS 47c.

Men's Shop-New Sixth Street Annex-First Floor.

new line of Men's Golf 

## 1 to 2 p. m.

WOMEN'S 50c HOSIERY 28c PAIR.

First Floor. Women's Black Lace Lisle Hose, imported, full finished. assorted patterns; 50c values-pair ......28¢

### \$1.50 SHOPPING BAGS 48c.

First Floor.

Boston Shopping Bags, cloth sides, leather handles, large sizes; regular values \$1.25 and \$1,50. Special, ea. . 48¢

### \$2.50 UMBRELLAS FOR \$1.25.

First Floor-New Annex. 24-Inch Umbrellas, for rain or shine, all silk with fancy border; regular value \$2.50. Special, each ...... \$1.25

### 25c DRESS SHIELDS 17c.

First Floor. Light Weight White Odorless Dress Shields, size No. 3; regular value 25c. 

## 2 to 3 p. m.

15c PAPER NAPKINS 10c PER 100.

First Floor.

Plain White Crepe Paper Napkins, 100 in package; regular value 15c. Special, pack-

### CHILDREN'S \$4.50 COATS \$1.79.

Second Floor.

Children's All-Wool Coats, of fine materials, colors navy, brown and tan, ages from 2 to 5 years; regular price \$4.50. 

### \$1.00 SUITINGS 79c YARD.

South Annex-First Floor. New Mannish Suitings, 44 to 46-inch, in neat invisible checks and stripes, colors are grays, browns, greens and navy; ex-cellent value at \$1.00 per yard. 

### **WOMEN'S \$1.75** SILK VESTS \$1.19.

First Floor.

Women's Silk Vests, sleeveless, dainty crocheted, silk trimming; \$1.75 quality.

## 3 to 4 p. m.

MISSES' 25c HOSIERY 15c PAIR.

A great bargain-misses' very fine Ribbed Black Lisle Hose, seamless, extra spliced heel and toe; 25c value. Special, 

## \$3.25 SMYRNA RUGS \$1.95.

Double Faced Wool Smyrna Rugs, sizes 3x6 feet; regular value \$3.25. Special value \$1.00. Special, 

## WOMEN'S \$2.00 HATS 29c Millinery Salons-Annex-2d Floor. Women's and Misses' Spring

### PRINTED LAWNS AT 4c YARD.

20,000 Yards of Printed Lawns, in all desirable patterns, fast colors, extraordinary value. Special for one hour only-3 to 4 p. m.—the yard ..... 4¢

## WOMEN'S \$6.50 WOOL WAISTS \$1.49.

Women's Apparel Shop—2d Floor.
Last lot of Wool Waists, in
Nunaveiling, albatrons and French
finnels, colors are red, havy, cadet
blue, black and polks dot. This includes the "Euclid" shirts, in dark
shades; values 18.56. Special
each

## 4 to 5 p. m.

WOMEN'S \$1.25 NIGHTROBES 87c.

Second Floor-New Annex. Ladies' Fine Cambric Night-gowns, V-shape yoke with 10 rows of lace and embroidery insertions, linen lace edging at neck and sleeves; regular price \$1.25. Special at....87¢

## WOMEN'S 35c TIES 16c.

First Floor-Women's Toggery Shop.

Women's Mull Ties, with colored edges, all new, 1 1-3 yards long, makes a very handsome bow, will wash; regular values 25c and 35c; Special, 

## \$3.98 CLOTHES BRUSHES \$2.35.

First Floor.

Clothes Brushes, sterling silver backs, fine white bristles, large size; regular value \$3.98. 

### 50c GARDEN SET 30c.

Third Floor

Garden Sets, just the wanted for making the dens, consisting of