Souvenirs

Of Oregon, Portland and the Exposition, most complete stock in the city at less than others ask.

Bonnet Silks

We have the exclusive sale in Portland and Oregon of the worldfamous BONNET ET CIE'S SILKS.



FREE

Art Embroidery Lessons by an expert. All the latest work taught -Second Floor.

Cook'g School

Free lessons in Cake-Baking. Come and learn how to do it the easy way" - Third Floor.



FOR THE HEALTH OF THE BABY NEN'S BORATED TALCUM TO

Goods purchased on Thursday and Friday, June 29 and 30, will be charged on July account



Going to the Beach? Most Everybody Is!

Bathing Suits, Caps and Shoes

Largest and most complete stock at prices that will enable you to have a nobby outfit for little expense.

Of black cotton cloth, with sailor collar and white braid trimming on wrist, collar and skirt. Price, the WOMEN'S BATHING SUITS.

Of black cotton cloth, square neck and white braid trimmings on neck, front and skirt. Price, each. \$2.50 WOMEN'S SERGE BATHING SUITS.

WOMER'S BLUE SEEGE BATHING SUITS. With sailor collar and square-cut neck; white braid trimming and white tie. A very chic little suit. Price. \$3.56 BLACK AND HAVY BLUE SERGE SUITS.

WOMEN'S MONAIR BATHING SUITS.

In black and navy blue; square neck or sailor collar; beau-tifully trimmed in white braids and fashioned by expert designers. Priced at, the suit.....\$5.00 and \$6.00 WOMEN'S BRILLIANTINE BATTLING SUITS. In brown and cardinal; square, pretty white braid trim-mings, Real beauties at, each.....\$6.00 and \$7.50

BEAUTIPUL BATHING SUITS. White braid trimmed. Priced at, the suit\$1.25 MISSES' BATHING SUITS.

MISSES' BLUE SERGE BATEING SUITS. With blue and red duck sailor collars and white brain trimining. Price, the suit BATRING CAPS. -

BLACK AND WHITE BATHING SHOES.

Black Is Always Worn

Always was and always will be. You simply cannot get along without it. Every woman who knows about dress goods is aware that we are far and away in the lead as Black Dress Goods Merchante.

The Umbrella Market



Portland is said to be the greatest Umbrella market in the Ortland is said to be the greater umbrella manufacturer kow-tow's to a Portland firm that can handle the quantity— tow's to a Portland firm that can handle the quantity— Umbrella making has taken a great stride forward dur-ing the new century. They now come to us made of Cravenette mixed with silk and wool, making them water-proof, while more durable than heretofore, yet light to

Parasols Too

Parasols in every, conceivable style and shade that is One of the newest is the white linen Parasol, with English Pongee Parasols, very popular this season, for both city and seaside. Great variety at, from...\$2.50 to \$3.50

IN THE MEN'S SHOP

First Ploor, Sixth Street Annex. Better for less is the teynote of success in our big Men's Furnishing Goods Store. Why pay more when here you get better for less? These specials are to induce you to called

MEN'S \$1.50 MADRAS SEIRTS, 990.

MEN'S \$4.50 SUMMER VESTS, \$3.29. MEN'S 250 BOX, 15c.

MEN'S 350 SUMMER MECKWHAR, 21c.

MEN'S 500 UNDERWEAR, 38c.



The Summer Girl and Summer Woman

VILL BOTH PIND COMPOST AND DELIGHT AT

Summer Wash Fabrics

There is no other store in the northwest that even makes the attempt to show such a comprehensive line of Wasn Goods as can be found here, and as in all other lines where quantity makes price we have the advantage, as our goods all come direct from the mills and importers, and much of it from the foseign makers direct, enabling us to quote prices regularly at about what smaller dealers pay the wholesale house. And now when we have seen fit to place special prices on the most desirable of all our Summer Goods, it creates an opportunity seldom presented to the consumer. The items mentioned below are only a few taken at random to show the great extent of the reductions. The stock fixelf is so large and varied that it would take our entire newspaper space to describe it. Come and see for yourself. First Floor.

LINEN BUITINGS.

JUST ARRIVED BY EXPRESS

A New Lot of Ladies' Champagne Half Shoes



It is quite an unusual thing to ship Shoes by express across the continent, but the town has been completely sold out of Ladies' Champaghe Colored Ties, the special fad of the season. Our trade must be satisfied, hence the "hurry up" order.

In this shipment will be found three new designs—styles not to be found elsewhere. Call early while the stock is complete.

Half-Price Sale on Women's Red Oxfords, Slippers and Children's Red Shoes

Other Specials in the Big "Fairway Shoe Store"

Men's and Boys' Light Tan Canvas Shoes, calf trimmed, solid throughout—
Men's sizes. Special at pair
Youths' sizes, 11 to 1. Special at pair
986

Men's gun metal Calf Lace Shoes, the new dull finish stock, Blucher cut, new swing last, guaranteed, both stock and workmanship; regular value \$5.00 Special, pair We have on sale this week only a line of Boys' well-wearing vici kid Shoes, made by the Lehigh Valley Shoe Company, makers of Boys' high grade Shoes—

Shoes—

violet Perfumed Taleum Powder, in wooden boxes; our 10c 4C value. Special at, the box...... 4C Almond Greem, for tan and sunburn, or for use after shaving; our 50c value. Special at, the 29c bottle
Chamois Skins, extra fine quality; oil
lanned; our 25c value.
Special at, each tanned: our 25c value. 17c
Special at, each
Ladies Bickel-Plated Scissors, 6 and
7-inch size; guaranteed quality; our
50c value. Special 29c
at, the pair 29c
at, the pair 29c
writing Faper, fine, smooth
finish, in cream; our 25c 12c
value. Special at, the box 12c
summer Dress Shields, light weight;
sizes Nos. 2, 3 and 4. Special
Sale price, the
pair 10c

pair10c

Black Ink, in 4-oz. bottles, desk size;

Another Extraordinary

tory of the dry goods business. This house is the greatest silk store on the Pacific Coast and these values are unsurpassed by any silk house anywhere.

Look at these prices and be astonished. Come and see the silks and be still further astonished.

Pirst Floor-Silk Annex.

WHITE INDIA SILKS AT VERY SPECIAL PRICES

Novelty Suit Silks in all the newest colors and designs—a special purchase just received of 2200 yards Mohair Warp Silks—sold usually at \$1—Special, yard 430 Novelty Suit Sliks, SEE WINDOW DISPLAY; regular \$1.25 values.

"It's a Shame to Do It, but They've Got to Go"

Said our Millinery Manager as he surveyed, the grand display of beautiful Hats, bought to sell for twice the price you can now buy them for, but he emphasized the right point, "THEY'VE GOT TO GO," and the Half Price Sale is making them move lively, too, This sale is no respecter of styles, but includes every new design for this summer's wear. All at



\$1.50 Straw Shapes for 35c

Flowers and Foliage 10c

The Embroidery Opportunity



Is Still Before You Since this sale commenced last Monday thousands of yards have been sold, but we had lots of 'em, so that you still have hundreds of patterns to select from. We advise you, however, to make your choice early for they can't last long at these prices. All new 1905 patterns. SEE DISPLAY IN WINDOWS.

37%c for Embroideries worth from 75c to \$1.00

Embroidery, Edges, Insertions In 414 and 614-Yard Strips; Sold in Full Strips Only at Less Than Half Price. Thousands of yards of Embroidery, Edges and Insertions in Nainsook and Cambric, nicely made on fine cloth, divided in lots; values from 20c to 75c

25 Styles of Handsome Arabian and Cluny

Lace Curtains ALL MAND-MADE LACE MOUNTED ON THE BEST PRENCE MET.

There Curtains are a special buy from a prominent importer to close out it before going abroad. They will instantly appeal to every lover of Artistic Curtains and the ACUTAL BAVING IS MORE THAN ONE THIRD.



GO THIS WAY: Our \$ 5.00 value. Special at, pair. ...
Our \$ 7.00 value. Special at, pair.
Our \$ 9.00 value. Special at, pair.
Our \$ 10.00 value. Special at, pair.
Our \$11.00 value. Special at, pair.
Our \$11.00 value. Special at, pair.
Our \$11.00 value. Special at, pair.
Our \$14.00 value. Special at, pair.
Our \$15.00 value. Special at, pair.
Our \$15.00 value. Special at, pair.
Our \$17.50 value. Special at, pair.
Our \$17.50 value. Special at, pair.
Our \$22.60 value. Special at, pair.
Our \$22.50 value. Special at, pair.
Our \$27.50 value. Special at, pair.
Our \$27.50 value. Special at, pair.

For Thursday 300 Ladies' Fine Suits at

Half Price This big lot of suits consists of the lingering numbers from a great many different styles. Not very many of any one, etyle or color and only a few sizes in each style, but in the sizes in each style, but in the aggregate every desirable style, color and size may be found. It is unnecessary to dwell on the merits of these garments; every person hereabouts is well acquainted with our high grade suit stock.

These are suits selected by our Miss Bernard during her last trip to the East. They are correct in every detail, made like our gamments are always made, with every attention to detail. They are all in strictly down-to-date styles, suitable for this summer and early fall; our regular prices were \$15.00 up to \$75.00—

NOW AT EXACTLY ONE HALF THE MARKED PRICE. And all prices in between at same rate. Suits for walking, driving, automobiling, at home, on the street, visiting

Dress Skirts—Walking Skirts

Furious Selling in Colored Dress Goods Section

Prices ripped square in two. You can now buy two yards where you formerly bought only one. Your dress will cost you only one half.

IMPORTED PREMCE VOILE.

All pure wool, in all street and evening shades, cream in-

46-inch; our regular \$1.50 grade. Special for, yard.: \$1,21 54-inch; our regular \$1:75 grade. Special for, yard. \$1,46 For swell Driving Suits no fabric made wilf prove more serviceable or can be more stylish.

ice Cream Freezers and Other Summer Needs

"QEM" AND "LIGHTNING" ICE CREAM PRESENTS.

These freezers are double motion, high grade-freezers and are altogether satisfactory in every way—

LEMON JUICE EXTRACTORS. "Mason" and "Economy" Fruit Jars and Jelly Glasses,

with or without covers, at lowest prices. LAMP STOVES FOR SUMMER USE.

REPRIGERATORS AT SPECIAL PRICES.

Women's Hosiery

A pair of bargains that will bring a spid crowd of eager

Women's black lace Hose, seamless; also black lace Hose, with fancy stripes; regular 25c value. Special, pair. 17¢

One Day's Time 5 Cents

"I have really, saved a whole day's time at the cost of only a nickel," said a Baker City lady the other day. She had planned to spend four days at the fair and had purchased a Guide through our plan for 5 cents. After spending three days at the fair in intelligent sightseeing by consulting the Official Guide and visiting the exhibits she was interested in, she declared she had seen it all and was thoroughly satisfied. Any one purchasing \$1.00 or more worth of goods at this store will receive a coupon good for 20 cents toward the payment for the Official Guide if presented at Guide headquarters in the Oriental building thus obtaining the Guide for 5 cents while the regular pelce is 25 cents.

A dainty luncheon served all day in the Tea Room Second Floor. Under the auspices of the Portland Y. W. C. A.

Only three more days of voting in the Portland Pupils' Exposition Contest. This is the time for greatest "hustling." Who will be elected?

Our out of town patrons are entitled to all the benefits of our special sales. Send your order by mail as soon as you see the advertisement.

Ladies' resting rooms on the Second Floor-free use of writing materials. You are always welcome. Strangers in the city especially invited.