

The Reorganization Sale Is Creating the History of Portland

The Influence of the Monster "Reorganization Sale" Which Opened Today at Portland's Most Popular and Newest Department Store—the NEW

APOLOGY TO THE PUBLIC

Notwithstanding the fact that every possible effort was made to handle the tremendous crowds that have thronged our aisles and jammed the entrances today, and regardless of the fact that scores of extra salespeople have been employed we are fully aware of the fact that we have been unable to cope with such an army of buyers that invaded and ransacked the store from early morn till the big gong rang for closing, with our usual care and promptness. Every human energy was strained and we did our best—but fell short of waiting upon all who came. We are sorry if any were disappointed in being waited on and if the patience of others was severely taxed. For Saturday we have arranged for over 200 extra helpers, established extra bundles and cash desks and planned for quick and satisfactory service all through the store. Come and revel mid the sea of bargains—remembering that during the great "REORGANIZATION SALE" ABSOLUTELY EVERY ARTICLE IN THE HOUSE IS SHARPLY REDUCED.

Doors Open
Saturday at 8
o'clock a. m.
Close 10 p. m.

PORTLAND'S NEWEST and BEST DEPARTMENT STORE



The Same Goods for a Little Less Money Than Elsewhere

50 More Sales-
people Wanted

All Departments
Need More Helpers
Apply Saturday Morning

Has been felt in every quarter. From every point has come enthusiastic response. It took daring and courage to subject this splendid stock of dependable, standard, seasonable and fashionable merchandise to such radical reductions, yet our reward will be found when the objective point is reached—and that will be when every dollar's worth of present stock is disposed of and decks cleared for complete new stocks for fall in this

THE NEW GOLDEN EAGLE

Bear in mind that in addition to the mentions of goods underpriced below, thousands more await you throughout the store that do not reach the newspaper accounts. Again, bear in mind, that during the "Reorganization Sale" Absolutely Every Article in the House Will Be Drastically Reduced. A fact that careful, prudent folk cannot disregard.

Dress Goods in the Sale

28-inch new fall fabrics in wool-finished Suitings, just received from the mill, patterns embracing stripes, checks, plaids and the new amber shades; splendid 25c value, in this sale at.....12½¢
Short lengths in wool Dress Goods, in the wanted shades, 50 inches wide, many pieces contain full dress lengths; good 75c value, special at.....45¢
36-inch summer wool Dress Goods in an abundance of pretty light shades, in neat checks and pretty plaids and other handsome effects; a fine value at 60c, in this sale at.....39¢

Wash Goods

35c VALUES 8 1-3c YARD.
Values up to 35c in beautiful new Wash Stuffs go in the Reorganization Sale at, yard.....8 1-3¢

A Trio of Silk "Buys"

Values that should keep the yardsticks and scissors flying busily all day. Read:
27-inch Jap Silks, in all wanted colors, 65c values, yard.....45¢
27-inch rich black Taffetas, guaranteed silks; an exceptional value at \$1.10 the yard, in the sale for.....69¢
Beautiful pongee Silks, in dainty pinks, greens, creams and browns; splendid 75c values, sale for.....37¢

Laces and Embroideries

IN THE "REORGANIZED" PRICINGS

Torchon Insertions, 1 to 3 inches wide; regular value 5c to 10c yard, special, dozen.....15¢
German and French Valenciennes Laces, with edgings and insertions to match, ¼ to 2½ inches wide; regular values 50c to 75c, special, doz. 30¢

EMBROIDERIES.

39c and 50c Embroidery 24c.
Cambric and Swiss corset cover Embroidery, 18 inches wide, in open eyelet and shadow effects; regular value 39c and 50c, special, yard.....24¢

12½c AND 15c EMBROIDERY 9c.

Cambric and Swiss Embroidery, edging and insertion to match, 4 to 8 inches wide, open and shadow effects; values at 12½c and 15c, spl. yd 9¢

SHARP PRICE CONCESSIONS IN THE Domestic Aisle

Outing Flannel, suitable for use in making comforts and for many other purposes, dark shades; regularly selling at 6½c, sale price, yard.....4½¢
27-inch Teasledown Outing Flannel, 15c grade, yard.....12½¢
27-inch colored Outing Flannel, 12½c grade, yard.....10¢
Cotton Challies, the 6½c grade, yard.....4½¢
Blue and white striped Feather Ticking, 25c quality, yard.....19¢
Galatea Cloth, splendid 20c quality, yard.....17¢
18-inch Russian Crash, the 15c grade, yard.....11¢
10-4 Cotton Blankets, big 75c values.....59¢
Feather Pillows, the best \$1 kind.....65¢

Housekeeping Necessities

THE HOUSEKEEPERS' SHOPS AGLOW WITH RARE BARGAINS

Thousands of economies here for the prudent housewife in the Great Reorganization Sale.
Couch Covers—50 inches wide, 3 yards long, Roman striped patterns, fringed all round; best English tapestry materials; 98c
Window Shades—Real opaque, 3x6 size, 50c grade 24c
Genuine Smyrna Rugs—Reversible, in handsome oriental and floral designs, at half price. \$7.00
Rugs, 6x9, regular \$14 values.....\$7.00
Size 7x10 Rugs, \$15 values, at.....\$11.00
Size 9x12 Rugs, \$22 values, at.....\$11.00
Commode Scarfs, size 18x36, applique and embroidery patterns; best 50c kind, on sale at 29¢
Bath Towels, size 22x44, fringed both ends; best 25c grade at.....17½¢
Marcellus Bed Spreads, full size, heavy quality, with corners and fringed or plain hemmed styles; best \$2 grade, sale price.....\$1.50
Swiss Curtains, ruffled, 2½ yards long; 50c grade 37¢
Brass Curtain Rods, 36-inch extension, 10c grade for.....29¢
36-inch English Tapestry Stand Covers, in a pretty combination of colorings, red and green and plain solid colors, reversible and fringed all round; 50c qualities at.....29¢
Nottingham Lace Curtains, in handsome designs of point d'esprit with pretty centers and borders, each 3½ yards long and 44 inches wide; \$3.50 values, special at.....\$1.98
15c Pillow Slips, 54x36, special.....10¢
Heavy Huck Towels, 18x41 size, red and fringed borders; in the sale at.....9¢

Choose Tomorrow From Women's Stylish, Tailored Street Suits Worth \$35 for \$9.98



Take any one of our summer wool Suits, pick from jaunty Etona, tight or semi-fitting modes. All wool materials, handsome mixtures or plain effects, all beautifully tailored by masters in the sartorial art; some tastefully trimmed in silk braids, strappings and clever stitched effects; others plain tailored; silk or satin lined; values up to \$35. Special Saturday in the sale for quick clearance, at.....\$9.98

\$6 SHIRTWAIST SUITS \$1.98
Choose from any Shirtwaist Suit remaining in our stocks, any material, a splendid choosing, latest summer styles, stylishly made and smartly trimmed in dainty embroideries and laces. A full assortment of colors in the choosing. Values up to \$6 Your choice. \$1.98

WALKING SKIRTS \$4.85

The most wanted article of wearing apparel at this season in the women's wardrobe. For the street, for shopping, for vacation wear, for the rapidly approaching rainy season. A lot of smartly tailored skirts, in checks, stripes, smart plaids and plain colors, trimmed in strappings, stitchings and button effects. A large and tempting choosing of the best regular \$10 values in the city. In the sale at.....\$4.85

\$3.50 LINEN SKIRTS \$1.85

An attractive and tempting convention of dainty white linen and duck skirts, all the newest models; in plaid styles, also with strap and button trimmings; values up to \$3.50. Sale price.....\$1.85

\$1.00 KIMONOS 49¢

Pretty, serviceable Kimonos, in attractive patterns and plain colorings of flannellette; sailor or kimono style collars, trimmed in plain colored goods to match materials; the best dollar kimonos ever offered in Portland. This sale.....49¢

\$3.00 SHIRTWAIST DRESSES \$1.39

Of pretty, serviceable gingham and percales, tans, navys, grays and light colorings, neatly piped with white and with embroidered yokes; all sizes in this lot and generous choosing; \$3.00 values.....\$1.39

MEN'S NEEDS

At Reorganization Sale Prices.

MEN'S 50c UNDERWEAR, 25¢.
Men's fancy colored Shirts and Drawers, all sizes; regular value 50c; special, to close.....25¢
Men's 8c turkey red Handkerchiefs; garment.....3c
Men's 8c white Handkerchiefs; garment.....3c
MEN'S LINEN HANDKERCHIEFS, 3 for 25¢
Pure linen hemstitched Handkerchiefs, soft print; regular value 15c; special, 3 for.....25¢
MEN'S 25c NECKWEAR, 12½¢.
A line of Men's sample Neckwear, pure silk, full length four-in-hand, light and dark colorings; regular value 25c; special, each.....12½¢
MEN'S \$1.25 SATENE SHIRTS, 75¢.
Men's medium weight black satene Shirts, with pearl buttons, all sizes; regular value \$1.25; special, each.....75¢
BOYS' 35c WASH PANTS, 15¢.
A lot of Boys' Wash Pants, in white, linen and fancy stripes, sizes 4 to 12 years; regular value 35c; special, pair.....15¢



Muslin Underwear in the Sale

WOMEN'S CORSET COVERS AND DRAWERS FOR 29c.

Cambric and muslin Corset Covers and Drawers, lace and embroidery trimmed, good full sizes; our regular 39c and 50c values, special, each.....29¢
CHILDREN'S 35c MUSLIN SKIRTS 19¢.
Children's good quality muslin Skirts, ages 6 to 12 years; regular value 35c, special, each.....19¢

Phenomenal Values in Men's Summer Suits At \$5.85

We shall offer full and free choice of all our two-piece summer Suits that remain in the stocks; the best \$8, \$9 and \$10 values in the city; neat gray effects in all the newest materials, smartly tailored and made in superb workmanship by master tailors, containing every touch of that style so dear to correct dressers—your choice on Saturday.....\$5.85

A GREAT REORGANIZATION SALE OF

\$1.00 Corsets at 79c

American Beauty and "Coutil" Corsets, excellent quality, well made, white and gray, every pair warranted, sizes 18 to 30; regular value \$1; special pair.....79¢

WOMEN'S 69c GIRDLES 39c.

Women's Girdles, made of fine quality batiste, neatly trimmed, all sizes, in white only; regular value 69c, special, pair.....39¢

BIG BARGAINS AMONG THE Small Wares

IN THE NOTION SHOPS.

5c Wire Hair Pin Cabinets, assorted sizes, special.....2½¢
5c spool Glo Silk, all colors, special.....3¢
3c spool "Linen," special.....1¢
5c and 10c grade Skirt Binding, assorted colors, special, yard.....2¢
5c bolt feather-stitched Braid, black, white and colors; special, yard.....2½¢
3c package Pins, special.....1¢
50c and 75c fancy metal Buttons, spl. doz. 12½¢

The SHOE SALE Attracts
Hundreds of Eager
Buyers—Veritable
Slaughter of STYLISH

SHOES

A Feature of the Monster Reorganization Sale. Infants' Moccasins in assorted colors; regular 15c; special, pair.....5c

WOMEN'S \$3.00 CANVAS OXFORDS, \$1.00.
Women's white canvas Oxfords, high or low heels, heavy or light soles, plain and tipped toes; your choice, pair.....\$1.00
Boys' tennis Oxfords, in black, brown and white; special at, pair.....39¢

15c SILK LACES, 5¢.
White mercerized silk Oxford Laces; regular 15c value; special, pair.....5c

15c WHITE CLEANER, 7¢.
White Cleaner, paste or liquid, for cleaning canvas shoes; reg. value 15c; special.....7c

WOMEN'S \$2.50 SHOES AND OXFORDS, \$1.
Women's Shoes and Oxfords, kid or patent leather, all sizes; values to \$2.50; special, pair.....\$1.00

WOMEN'S \$3.50 OXFORDS, \$2.50.
Women's fine Russia calf Oxfords, in tan and chocolate colors; values to \$3.50; special, pair.....\$1.50

WOMEN'S \$5.00 SHOES AND OXFORDS, \$2.
Women's patent and vici kid Oxfords and Shoes, worth to \$5.00; special, pair.....\$2.00
Men's Shoes, in all shapes and leathers; special, pair.....\$1.50

MEN'S \$5.00 SHOES, \$2.00.
Men's fine Dress Shoes, in all the newest leathers and lasts; patent colt, vici kid, box calf and gum-metal, heavy and light Goodyear welt soles; values to \$5.00; special, pair.....\$2.00

INFANTS' \$1.00 SHOES, 49¢.
A line of Infants' Shoes, in all styles, buttons and lace; worth to \$1; special, pr.....49¢

CHILDREN'S \$1.50 SHOES 75¢.
Children's spring heel Shoes; values to \$1.50; special, pair.....75¢
50c Bunion Protectors; special.....38¢

Toilet Sundries: Bargains

25c and 35c Nail Brushes, 10 styles, spl. ea. 12½¢
25c Hair Clothes Brushes, solid wood backs, special, each.....12½¢
25c bone handle Tooth Brushes, spl. ea. 12½¢
Children's 15c Tooth Brushes, special, each.....6¢

HOUSEWIVES WILL SAVE BY THESE "REORGANIZATION SALE" PRICES IN THE

Crockery Shops



The china and glassware section reminds one of a big exhibit and fair, so vast is the collection of beautiful ware. The prices make buying imperative with prudent women who have a niche to fill in the china closets. Examples of bargains in the sale:

\$6.50 DINNER SET, FOR SIX.....\$3.98
A beautiful semi-porcelain cottage Dinner Set, 40 pieces, complete for six diners, best grade semi-porcelain; pretty designs, festooned edges, embossed scroll pattern, newest and most artistic shapes, all full size pieces, double heavy and single hair-lines of bright rich gold, decorated in realistic floral border designs of tiny red roses and scroll of little green leaves. This set contains 6 dinner plates, 6 dessert plates, 6 sauce plates, 6 individual butter plates, 6 cups and saucers, 1 each open vegetable dish, meat platter, slop bowl and cream pitcher; best regular \$6.50 value, special in the "Reorganization Sale" \$3.98
Cups and Saucers, semi-porcelain, in fancy decorated designs, special in the sale at, pair.....5¢
Fancy decorated semi-porcelain Dinner Plates, each.....4¢
Fancy decorated semi-porcelain Breakfast Plates, each.....3¢
Fancy decorated semi-porcelain Sauce Plates, each.....2¢
HAVILAND CHINA DECORATED WARE, 12c EACH.

Choose from a beautiful collection of Haviland China dinner plates, dessert plates, breakfast plates, etc. Genuine French Haviland China, light and transparent, with festooned edges and artistically embossed designs; dainty floral decorations in a generous choosing of patterns. These pieces are exceptional value at \$3.50 the dozen; special in this sale, while they last at, each.....12¢

9-PIECE \$3.50 TOILET SET AT \$1.98.
A 9-piece semi-porcelain Toilet Set, full size pieces and good shapes; very durable, in pinks, blues, greens and grays; prettily decorated in floral designs; set is composed of 1 large pitcher and bowl, 1 covered chamber, 1 hot water pitcher, 1 covered soap dish, 1 small mug and tooth brush holder; best \$3.50 values go in this sale at.....\$1.98

15c AMERICAN CHINA PIECES, 8c.
Pretty strawberry patterns, select from sauce plates, olives, dessert plates, breakfast plates, plates, dinner plates and oatmeal bowls; all of American China, in fancy festoon edges, heavy stippled gold border; exceptional value at 15c, in the sale at, each.....8¢

15c ENGLISH CORAL BLUE WARE, 8c.
A line of fancy English decorated ware, rich coral blue coloring with heavy gold borders and fancy gold design encircling the center of rim; in this lot are bread and butter plates, dessert plates, oatmeal bowls, sauce plates, etc.; a big value at 15c each, in the sale at, each.....8¢

RARE VALUES

Leather Goods and Jewelry

WOMEN'S \$1.50 LEATHER HANDBAGS 69c.
Solid leather Handbags, with drawstring top, in red, green, blue and opera effects; values to \$1.50, special, each.....69¢
WOMEN'S 69c LEATHER HANDBAGS 39c.
Solid leather Handbags, with coin purse, riveted frames, extra silk lined; splendid 69c value, special, each.....39¢

BEAUTY PINS.

100 dozen new, neat Beauty Pins, in 20 different styles; regular values 19c and 25c, special 10¢ set, or 3 for.....25¢
20c HAT PINS 8c.
50 dozen fancy Hat Pins, latest effects in cut glass and gold plated; values to 20c, spl. each 5¢
25c AND 50c HAT PINS FOR 17c.
An assorted lot of fine Hat Pins, in filigree, wood, sterling and pearl tops; sold regular at 25c to 50c, special, each.....17¢

PRICES DEEPLY CUT AMONG THE

DRUG SUNDRIES

Newbro's Herpicide, \$1 bottle.....65¢
"Ed Pinaud's" Eau de Quinine, \$1 bottle.....55¢
"Ed Pinaud's" Vegetal, \$1 bottle.....59¢
Park & Tilford's Bay Rum, \$1 bottle.....59¢
Hind's Honey and Almond Cream, 50c bottle.....35¢
Espey's Cream, 50c bottle.....29¢
Eucymol Tooth Paste, 25c bottle.....17¢
Crown Lavender Salts, 50c bottle.....33¢
Kirk's Tooth Paste, 25c box.....7¢
Mann's Talcum Powder, 25c box.....12¢
Gillette's Talcum Powder, 25c box.....7¢
Jap Rose Glycerine Soap, 10c cakes.....6¢
Savon "Duchess" Violet Soap, 10c cakes.....6¢
Swift & Co.'s Castile Soap, 4-lb. bars, 75c val. 45¢
"Golden Eagle" Transparent Glycerine Soap, 5c cakes.....3¢
Gillette's Shaving Soap, 5c cakes.....2¢