69c Yard for Table Linen

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French Lingerie 1-3 Less

## NEW AUTUMN GOODS APPEAR IN EVERY AISLE

## Charming Headgear Styles



This big splendid store is aglow-alive with the activity of autum. There's a suggestion of the season, look where you may. There are tints that contain hints of the fall, there are garments and goods that tell us the year's ripest time is here Every department shares in the spirit and change that the new season brings. Stocks are changing, summer goods are being sold with unsparing hand, what are left of them are
almost recklessly sacrificed. Every need for the present and future can be supplied here, the glorious season just at hand, or the sterner one just beyond it. Styles are so pleasing that this.fall will be welcomed with more than ordinary enand prices are fair." For here absolutely correct styles go hand in hand with prices modest indeed for goods of ster ling merit.

Showing the Fall Footwear


## Autumn Dress Goods Ave Thein Deress Reception Monday

The fabric aisles bloom forth in all the glory of autumn

ichness in new colorings and designs. Smart mannish weaves for tailored gowns vie with the more delicate hued and lighter weight goods that enter into the making of evening and dress gowns in richness and desirability. The best dress goods shop in Portland welcomes you to a display royally good in selection and rich in suggestion. We outshine all other stores in assortment and in the superb qualities we carry. 'Tis a well known fact that here only is to be found the very exclusive patterns. Now listen to the story of newest and choicest wave and brown being the most prominent colors. The patterns that fashion's leaders have said are to be popular are neat, small effects in checks and mixtures. Stripes and soft mellow plaids in checks and mixtures. These are priced from $\$ 1.00$ to $\$ 5.00$ the yard. For sheer evening materials, voiles and $\$ 5.00$ the yard. For sheer evening materials,
kindred weaves are in brisk demand, and many fetching styles are being shown in fancy or plain designs. Silk voiles will also sell well for dress wear, and these come in checks, stripes and the pastel colorings. Beautiful flounce effects are to be seen in the chiffons and mousseline de soies. Broadcloths are popular and we pride our selves on the completeness of our assortment. New Moravian broadcloths for the best tailored suits, yard, $\$ 3.00$. Worumbo Venetians, an-
other swagger tailored fabric, yard, $\$ 3.50$. Am ong the better liked weaves for evening gowns other swagger tailore following: French Serges, Wool Pongee s, Poplin de Chenes, Eoliennes, French Carites, Chiffon Panamas, etc.

## New Lines of Black Dress Goods

Famous as this stock is now for the selection and good values always found here, our buyer has even bettered this high standard this season. Inspect this department at your earliest convenience.
See Washingion Street Windows
A Real Exposition Inside

## Women's Apparel <br> In Charming Aray at Portland's Best Style Store

Distinctive, exclusive, enchantingly lovely models from the foremost wholesale modiste in all America are on display in Portland's most modern and progressive style salons. Types of the highest skill in designing and making the most fashionable apparel. Our expert buyers have spared no expense in time and money to select and place, before the discriminating thousands that make up the clientele of our suit department, the best to be had from the best style shops in the world. THE NEW SUITS come in elaborately decorated models, the Redingote, also the short eqat effects being somewhat in evidence. The materials that these are constructed from are broadcloths of the richest sorts, and they are richly and pleasingly ornamented with laces, braids, appliques and buttons. One of the extremely smart creations is a Hussar jacket suit of olive broadeloth, embellished with silk braid in unusual designs. The very correct colors are: Plum, suede, olive, peacock, sable, Copenhagen and russet. The sleeves on these handsome suits show radical departures, most of them being in the $3 / 4$ length, and are pleated effects, the pleats being piped at edge
with velvet. Velvet combination suits are among the new things. One
 striking model is of blue velvet and broadcloth, having coat of broadcloth slashed with velvet. THIS FALL'S STY LISH SUITS are shown in 30 to 50 -inch lengths, but the favorites will be those from 30 to 36 inches long.
THE NEW COATS, come in plain colors and mixtures. Loose and half fitting models lead. A few tight fitting models are shown, but the less severe styles are preferred. NEW FURS, in blended or natural squirrel, and in natural or Jap mink are being shown. NEW WAISTS, in net, silk and tailored effects are here in plentiful assortment.

See Display in Windows and in the Department, Second Floor

## Sale School Needs Again



Rich Trimmings High in Favor

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## Our New Delivery Service



## In the Knitwear Shops



