PORTLAND, OREGON, SUNDAY MORNING, SEPTEMBER 15, 1907.

### 69c Yard for Table Linen

These specials on Table Linens are of unusual interest on account of the sharp advance in all linen fabrics. Had they not been bought months ago, and bought to good advantage then, it would be impossible to offer you these wee prices on such splendid grades. After returning from your vacation trips, you will find yourselves in need of many a new piece of linen, and these special price selections help you to replenish

Table Linen Worth Much More Going for 69¢.—It's a fine bleached Table Damask, in six new attractive patterns. This is a special Monday sale, as today we offer 500 yards. It's the thrifty housewife's opportunity. Buy two or three cloths at, the yard... 69c

Irish Table Damask, snow white durable, strong; special, yard.... 90c Damask Table Cloths, full bleached double damask, with border all round; exclusive patterns; all 2x21/4 \$3.10 yards; sp'l ea., \$4.95, \$4.10,

Soiled Napkins, Towels, Scarfs and Fancy Linen Scarfs and Fancy Squares, regular price 1/4 reduced ..... Dress Flannels, in the new fall colors; full yard wide; for misses' and children's school dresses; 50c 39c value; special ......

Waistings, hundreds of new Wool Waistings at temptthe yard 25¢ to .\$1.25 MAIL ORDERS FILLED-SEND FOR FALL CATALOGUE



# French Lingerie 1-3 Less

A sale that arouses keen, quick interest for those who prefer underwear of the better sort. Sharp, radical reductions, that bring you good savings, and us record sales. These reductions are in force Monday and Tuesday. Our entire stock of French hand-made muslin underwear. The assortment contains gowns, skirts, drawers, corset covers, chemise and bridal sets. They're made from the daintiest and finest fabrics, and decorated with fine lace or rich hand embroidery work. The latter trimming runs from the simple French knot, Fleur-de-Lis and bows, to the most elaborate and intricate designs. Regularly priced from \$1.25 to \$75 each; two days......

Royal Worcester Corsets, straight front | Centerpieces, Doilies, Scarfs, style, with Princess hip; adapted for a wide range of figures; made of pink or blue broche; sizes 18 to 26; \$1.98 worth \$3.00; special .....

Circular Cape or Scarf Shawls, of fine wool yarn, in fancy crocheting, in black or white. These are regular \$1 79c values; special, two days ...... 79c

Cushion Tops and Dresser Sets, embroidered by hand in Wallachian, Biedermaier, English eyelets, shadow or Berlin cross stitch, and in floral or conventional designs; regular \$3.00 to \$30.00 values; special, two

# NEW AUTUMN GOODS APPEAR IN EVERY AISLE

# Charming Headgear Styles

The new autumn conceits in millinery are delightfully, daintily different. Clever fingers have wrought exquisite shapes, and artistic trimmings have been added with telling effect. The new French colors are blended in pleasing manner. Exclusiveness, style and quality combine to make these hats triumphs in desirable headgear. When the superb styles and unapproachable quality are considered, these hats are indeed modest priced. Every hat is distinctively different, dissimilar from





This big splendid store is aglow-alive with the activity of autumn. 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 enthusiasm by the patrons of the store "where quality reigns and prices are fair." For here absolutely correct styles go hand in hand with prices modest indeed for goods of ster-

# Showing the Fall Footwear

most advanced and correct shoe styles with absolute comfort and sturdy wearing qualities. Below we describe four splendid numbers.

No. 70.—Women's Snoes, the Blucher Cuban \$4.00 No. 70.-Women's Shoes, the new demi-glazed calf heel; soft and up-to-date; price ..... No. 157.-Women's Shoes, dull calf, Blucher style, Cuban heel; a fine shoe for college girls; price ..... Two new styles in Women's Shoes, gunmetal calf, high Cuban heel, button or lace;

> Boys' School Shoes; the "Educator" Shoe, of fine soft

# Autumn Dress Goods Have Their Dress Reception



The fabric aisles bloom forth in all the glory of autumn richness 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 weaves. Darker shades have the call in fabrics this season, navy 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 are much favored also. These are priced from \$1.00 to \$5.00 the yard. For sheer evening materials, voiles and 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, another swagger tailored fabric, yard, \$3.50. Among the better liked weaves for evening gowns are the following: French Serges, Wool Pongees, 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 Washington Street Windows

A Real Exposition Inside

#### Women's Apparel In Charming Array 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 coat 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 broadcloth, 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 broad-

cloth slashed with velvet. THIS FALL'S STYLISH 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

Slates, felt bound, 7x11 ... 10¢
Pencil Tablets, ruled, extra large .4¢
Pencil Tablets, plain, large size, special, 3 for ... 10¢
Pencil Tablets, plain, extra large .5¢
White School Chalk, 144 sticks in box,
per box ... 10¢ and 15¢
Blotting Paper, large size sheets, 2
sheets for
Ink Tablets, ruled, value 5c ... 5¢
Ink Tablets, ruled, value 8c ... 5¢
Ink Tablets, ruled, value 8c ... 5¢
Ink Tablets, good quality, 5¢, 9¢,
Inc. 15¢, 20¢ and ... 25¢
Stenographers Note Books, each 5¢
and ... 25¢
Stenographers Note Books, each 5¢
Scand ... 25¢
Student's Note Book, each, 5¢, 8¢
and ... 10¢
Note Books, with perforated backs, Memorandum Books, 16, 26, 3 White Foolscap and Legal Cap Colored Chair, assorted colors, per box. 5e Pencil Erasers, each, 1e to 5e Ink and Pencil Erasers, each 5e, 10e Typewriter Erasers, each 5e, 10e Kneaded Rubbers, each 5e 10e Lead Pencils, the dozen Se to 10e Best Rubber Tip Lead Pencils, each, 1e to Plain Slate Pencils, per two-dozen, 5e Wood Covered Slate Pencils, each, 1e

Steel Writing Pen Points, per dozen, 5¢ and 10¢ Pen Holders, each, 1¢ to 15¢ Indelible Copying Lead Pencils, each, 5¢, 8¢ and 10¢ School assortment Eraser, Pencil and Pen per set 25¢ Book Carriers, each, 5¢ and 10¢ Carbon Paper, per dozen sheets 35¢ School Bags, each, 10¢ to 35¢ Felt Slate Erasers, each 5¢ Elackboard Erasers, each 5¢ Special—Bolipse Fountain Pens, 85¢ Waterman's Ideal Fountain Pens, 85¢ Waterman's Ideal Fountain Pens, 250¢ to 310,000 Eye Shades, each 10¢, 15¢, 25¢ Pencil Boxes, with lock and key, each, 4¢ to 15¢ Combination Strap and Book Carriers, each Pen Wipers, chamios, each 2¢ Slate Sponges, each, 1¢ and 5¢ Rulers, each, 1¢ to Black Ink, value 5c Best Writing Fluid Ink, the bottle, 5¢ and 10¢ Pocket Knives, each 15¢ to 33.50 Kindergarten Scissors, each 2¢ Spelling Blanks, each 5¢ value 8¢ Drawing Sets, value 25c special 15¢ Spelling Blanks, each
Drawing Compasses, 15c value... 5c
Drawing Sets, value 25c special. 15c
Drawing Sets, value 38c, special. 25c
Drawing Sets, value 50c, special. 36c
Drawing Sets, value 75c, special. 36c
Drawing Sets, value \$1; special. 56c
Round Pencil Boxes, special... 26c
Reund Sharpeners, each

Reading Lamps and Portables

Our new line of Reading Lamps and Portables is now on display and sale-a splendid assortment.

# Rich Trimmings High in Favor

fancy designs, price ranging ac- patterns and colorings; cording to quality and width. 

Drops, the very latest trimming and appliques or straight bands; white ...... 

Braid Trimmings, in all the new Persian Bands, in the very latest values your money can buy. Our patterns and colorings; policy in this department, "as well prices run from \$2.50 to ... 35c as throughout the house," is satis-Fancy Braid Trimming, in one- pretty designs, prices ranging ac- 3-clasp Esay, black and 

faction. 16-button length, black or \$4.00

### **Our New Delivery Service**

Have you noticed the handsome new wagons on the street, bearing the name of this store? Fine, aren't On September first, we installed our own delivery equipment, heretofore having had our delivering done by an outside concern. And in selecting the teams and wagons that were to deliver packages from this store, we chose the handsomest outfits we could find. We're rather proud of them. Not only for the way they LOOK, but for the way they WORK, too. Now we can promise the very best deliveries possible to maintain. Our rapidly growing business demanded a more satisfactory system and we hope to make this one so good that it will be another attraction to make you trade at the store "Where Quality Reigns and Where Prices Are Fair.'

## In the Knitwear Shops

We are making special efforts to acquaint the more particular women of Portland with the merits of "Merode" Underwear. We heartily recommend it as being all that's desirable in quality, fit, finish and style. We're proud of it, and we want you to know it better. We want you to be sure to come in and let us show you the merits of these garments we tell you of here.

"Merode" Vests or Pants, very fine garments in fleece lined cot-"Merode" Vests or Pants, very line garments in fleece lined cotton; the garment, 75¢ and ... 65c "Merode" fine cotton Vests or pants, in all styles and all sizes, the garment, 75¢ and ... 50c "Merode" Vests and Pants, in merino or all wool, priced according to weight and quality, at

you'll acquire the union suit habit. Cotton, the suit, \$1.50 to .... 75¢ Wool, the suit, \$4.00 to ....\$1.50

We also have some fine Union Suits in wool and silk mixtures. If you want the best Underwear made for women or children wear Merode.

### Sale of Fine Dinner Sets

The third floor China Department will be a place worth while to visit to-morrow. There's a sale on Chinaware that you can be proud to own. French and German China, and a great selection of designs. Savings most manifest. Take advantage.

100- piece German China Dinner Set, 100-piece French Haviland Chin Set, worth \$50.85; special ..... 100-piece French Haviland Chi Set; worth \$56.00; 100-piece German China Dinner Set, worth \$22.00; special \$16.00 special
100-piece French Haviland Chi
Set; worth \$58.50;
special
119-piece French Haviland Chi
Set; worth \$97.00; special ..... 100-piece Haviland China Dinner Set, \$26.50 value; Set; \$52.00 value; special .....