



We do not gain customers today to lose them tomorrow—our reliability merits continued patronage



There is no store in Portland that considers the welfare of its patrons more than we do



**New Idea Patterns 10c**

**The Best in Quality**

**Box Paper 25c**

A special sale tomorrow of the famous Eton Hurlburt Box Paper, great variety to choose from, in the latest tints and shapes, envelopes and paper to match, neat cover designs, in a large assortment of pleasing designs, excellent quality paper, unusual value at this price.

**Hose Supporters 37c**

Women's Hook-on-Hose Supporters, made of heavy silk lisle elastic, in all the desired colors, patent fasteners that will not wear holes in the stockings; never before sold for less than 50c a pair, on sale tomorrow and Tuesday only at this price.

**Cushion Slips 25c**

New Cushion Slips, made of excellent quality art linen, with backs to match, printed in a large assortment of pretty floral designs, the best values that we have ever been able to sell at this low price.

**New Idea Magazine 5c**

**The Most in Value**

**Givers of the Best Values**

**A Full Page of Unmatchable Values**  
The WONDERFUL GROWTH of This WONDERFUL BUSINESS Proves This Fact

**Givers of the Best Values**

**New Cream Colored Woolen Fabrics**

We are showing thousands and thousands of yards of cream colored woolen Dress Fabrics in fall and winter weights, correct in

**Quality Weave and Price**  
HERE ARE A FEW SPECIAL VALUES

38-inch cream colored Storm Serge, specially priced at... **65c**  
48-inch cream colored Storm Serge, specially priced at... **85c**  
50-inch cream colored Storm Serge, specially priced at... **\$1.00**  
52-inch cream colored Storm Serge, specially priced at... **\$1.25**  
54-inch cream colored Storm Serge, specially priced at... **\$1.50**

**Cream Colored Novelty Serges**  
AT \$1 AND \$1.25

50-inch cream colored Novelty Serges in a splendid assortment of neat hair line stripes, checks and herringbone weaves; made of finest Australian yarns, unequalled values at these prices.

**Cream Colored Broadcloths**

Full 52 inches wide, finest French chiffon finish, rich, beautiful and stylish, three qualities to choose from, all extraordinary values.

Regular \$2.00 quality, specially priced at... **\$1.50**  
Regular \$2.50 quality, specially priced at... **\$2.00**  
Regular \$3.00 quality, specially priced at... **\$2.50**

**Cream Colored Batiste**

One of the most popular materials for evening gowns and dainty waists, launders nicely and wears splendidly; following we list three widths and prices:

38-inch Batiste, specially priced at... **50c**  
45-inch Batiste, specially priced at... **75c**  
46-inch Batiste, specially priced at... **85c**

**Cream Colored Bedford Cords**

Also novelty Basket Weaves, Chevionts, Sicilians, Panamas, etc., in 50 and 52-inch widths, this season's favorite weaves in fall and winter weights, extra values at **\$1, \$1.25, \$1.50**

**A Great Showing Women's Autumn Attire**

There is satisfaction in announcing any line of goods you know to be a whole lot better than any ever shown here before. That is the assurance with which we mention Women's New Tailor-Made Suits, Coats and Skirts.

**An Elaborate Display of Women's Fashionable Coats**

REALLY THE MOST BEAUTIFUL LINE WE EVER CARRIED—Made up in all the very latest and most becoming styles by men tailors. Materials are plain Kersey and Broadcloth in black, brown, tans, navy and red; also mixtures, plaids, Persian lamb and Caracul. If you have seen a coat anywhere that you like, come here and you'll find a similar one in all the leading colors at a smaller price. The coat most in demand this season is the 50-inch loose back and semi-fitted, but we are showing a great many in the 26 to 36-inch fitted, semi-fitted and loose back styles. Priced at **\$5.50, \$7.50, \$10.50, \$12.50, \$15.00, \$16.50, \$25.00, \$18.50** and

**The New Fall Waists**

Chief among waist styles are the plain and fancy silk Taffetas—an exceptionally fine line at from **\$3.50** up to **\$8.50**

Lace Waists at **\$5.50, \$6.50, \$7.50** and **\$8.50**  
Nun's Veiling Waists at **\$2.25, \$2.50** and **\$2.75**  
Mohair and Madras Waists at **\$1.25, \$1.75, \$2.50** and **\$2.75**

**Beautiful Coats for Children**

A most charming assortment of all the very newest and most beautiful styles. We lead all others in these natty little garments at popular prices.

BEARSKIN COATS, in white and colors, in sizes 1 to 6 years, at **\$2.95, \$3.50, \$4.90, \$6.50** and **\$7.50**  
CRUSHED VELVET COATS, in red, green, navy and gray, in sizes 1 to 6 years, at **\$3.50, \$4.90** and **\$7.50**  
COATS FOR GIRLS, 6 to 14 years. Large assortment to choose from, in plain broadcloths, mixtures, plaids and stripes. Prices range from **\$19.00, \$3.50** up to **\$19.00**

**Children's Headwear**

Greatest values and largest assortment of Children's Tams we ever offered. Tams of all wool serge, broadcloth, corduroy, leather and bearskin, in white and colors, at **50c, 65c, 85c, \$1.00** and **\$1.50**

**Colored Petticoats**

BLACK SATEEN PETTICOATS with flounces of accordion pleating and ruffles; regular **\$1.75** values. Special this week... **\$1.48**

HEATHERBLOOM PETTICOATS, in black only, finished with deep flounce of three attached ruffles, shirring and tucks. Special **\$1.95** Monday and Tuesday.

TAFFETA SILK PETTICOATS, in a very pretty style, with deep flounce of shirring, underlay and dust ruffle of nearsilk. Special **\$5.90** this week at

**Black Voile Skirts**

These skirts are made of the fine black French voile so dear to the heart of the present day woman. It is light in weight, sheds the dust perfectly, conforms to the figure, does not wrinkle and really there is almost no end to the wear, and it holds its shape as long as it lasts. They are very popular styles, plain tailored with box, side and cluster plaits; skirts that are fully worth **\$15.00**. Specially priced this week **\$10.50** at

**Panama Skirts, \$5.90**

Made from worsted Panama, in black, brown and navy, folds and plaits in the latest style effects, wonderful value at this price.

**Misses Skirts, \$3.50**

All Wool Broadcloth and Worsted Panama Skirts, nicely tailored, with plaits and straps; \$5 values. Special this week... **\$3.50**

**Splendid Values in Wash Cottons & Wool Flannels**

Steadily increasing stocks of fall and winter weight Wash Cottons and Wool Flannels combined with our method of giving the best values, is making our great Domestic Section a very busy shopping place these days. Choose from the following remarkable values tomorrow—

AT **25c**—New cotton plaid and check Suitings, full 34 inches wide, in a large assortment of new styles in all the best colorings, very suitable for school dresses.

AT **18c**—New cotton serge Suitings in an endless assortment of plaid and check styles in medium and dark colors.

AT **15c**—New velour Flannels in a great variety of styles and colors, suitable for kimonos, wrappers, waists and children's dresses.

AT **18c**—New Flannelettes of best quality, full 34 inches wide, all new patterns in the most wanted colors.

AT **12c**—New Percales, full 32 inches wide, good dark styles in colors red, blue, gray and black; dots, stripes and figures in an endless assortment.

AT **12c**—New Outing Flannels, thousands of yards, in both plain and fancy styles, all colors, the best values in the city at this price.

AT **10c**—White cambric Muslin, full 36 inches wide, fine soft finish, good values at 12c yd.; specially reduced for this sale.

**New Colored Wool Flannels**

In a complete assortment of colors, navy, gray, red, brown, vicuna, "Made in Oregon," unequalled value at the following prices: **60c, 55c, 50c** and **45c**

**White Embroidered Flannels**

Through very special arrangements we are able to offer exceptional values in white embroidered Flannel, embroidered in a large number of attractive designs, from a narrow hemstitched edge to an elaborately embroidered pattern 5 inches deep; a full range of prices from **\$2** down to, yard... **60c**

**A Great Showing & Sale of New Fall Laces**

We are showing the finest imported laces we have ever displayed

MOST OF THEM ARE CONFINED TO US EXCLUSIVELY

If you are interested in fine laces you will certainly enjoy this great display. Here are the most exclusive styles in hand-made Princess point laces, in edgings, bands and medallions—all widths of real Irish laces—appliques in floral, festoon and separable designs, real Cluny allovers, Oriental nets, fillet all-overs and bands, embroidered gold and silver bands, Princess point and Irish crochet robes and hosts of other beautiful creations. Let us show them to you tomorrow.

**Torchon Laces at a Bargain Price**

A special collection of these popular laces, worth 5c and 10c a yard, will be sold at only **4c**

They are new laces, up to 3 inches wide and come in a large variety of attractive patterns; at 4c they should crowd the main aisle tomorrow. Sale opens at 8 o'clock.

**Decided Savings on Newest Fall Suits**

We are offering this week an immense collection of grand new, high grade Tailored Suits at much less than regular prices.

WE ARE SMASHING RECORDS DAILY IN THE SUIT SECTION—All because we are offering just the suits particular women want—at much less than similar qualities are being retailed elsewhere. The most stylish models of the season in the latest materials and newest colors are here in abundance. All lengths of coats are represented and the skirts are the correct gored and pleated styles. This is unquestionably the most important suit opportunity in Portland—no woman can afford to miss it, if there is a new suit to be selected.

**Four Great Lots of Beautiful Suits at following prices:**

Values up **\$10** to **\$15**, at **\$10**  
Values up **\$15** to **\$22.50**, at **\$15**

Values up **\$19.50** to **\$25**, at **\$19.50**  
Values up **\$25** to **\$40**, at **\$25**

**Special Values in Undermuslins**

No long profits here, but a quick turnover of the merchandise means profit to both Roberts Bros. and their patrons.

CORSET COVERS of cambric or muslin, lace or embroidery trimmed; special at... **25c**

CORSET COVERS of cambric or nainsook, beautiful lace insertion and edge; special at... **39c**

GOWNS OF MUSLIN, trimmed with embroidery insertion and tucks; special at... **75c**

SLIPCOVER GOWNS of nainsook, trimmed with beautiful lace, embroideries and ribbon draws; special at... **98c**

PETTICOATS OF MUSLIN or cambric, beautifully with five rows of lace insertion and edging, finished with cluster of tucks; special at... **\$1.19**

OUTING FLANNEL GOWNS, plain white and dainty pink and blue stripes; special at... **85c**

**Extraordinary Sale of Women's Knit Underwear, Vals. to \$2**

**59c**

SEE MORRISON STREET WINDOW DISPLAY

**Flannelette Kimonos**

In beautiful designs and colors, cut in the latest style, extra full with large collar, neatly trimmed, and cord and tassel belt, extra good values at this low price... **\$1.25**

**Four Unequaled Values in Men's Wear**

The following offering will surely surpass your expectations by a great deal. Good goods have been specially reduced to prices that will be hard to resist.

**Men's Underwear, Best 75c Grade 63c**

26c saved on each suit. Men's medium weight camel's hair Underwear, shirts and drawers in all sizes; shirts made with ribbed bottom and silk taped collar and front, drawers made with ribbed anklets and suspender straps; our best 75c grade, on sale tomorrow only at... **63c**

Again tomorrow you may share in the most incomparable underwear values of the season. Shrewd buyers were quick to see what purse-saving protection this great offering afforded and bought in liberal quantity; it means a great saving opportunity for those who look at the future as well as those who wish to provide for immediate needs, for they are correct fall and winter weights in qualities that will wear themselves threadbare in your service.

**A Great Factory Clean-Up Purchase of About 900 Dozen Garments at Less Than Half the Actual Manufacturers' Cost. Three great lots to choose from; regular \$1.50 and \$2.00 grades at... 59c**

400 dozen women's fine white wool ribbed Vests and Pants, in all sizes; fall and winter styles; well made, silk trimmed; garments regularly sold at \$2.00.

250 dozen women's fine natural gray wool ribbed Vests and Pants, in all sizes; perfect fitting; neatly finished garments, made to sell at \$1.50.

250 dozen women's fine wool, natural gray, flat knit Vests and Pants, in all sizes; warm, comfortable and durable; extra good values at \$1.50 a garment.

**Women's Stockings, Best 40c Vals. 25c**

A great special offering of women's fine, full fashioned, seamless, black Cashmere Stockings, absolutely stainless, all sizes; regular 40c values, on sale for this sale only... **25c**

**The Best Shoe Values**

We are sure that the offerings of this sale cannot be equaled elsewhere—sure that this climax of value giving will surpass every effort of the past. The Portland public is pretty familiar with the full meaning of this announcement; it means that good shoes are selling away below their values; it means new, stylish, well made shoes of the seasonable sorts, at most decisive savings. These lots represent some of the best values we have ever offered.

**These Great Lots to Choose From in Men's, Women's and Children's Shoes**

Women's Hand-Made Shoes, all new styles; best \$3.00 grade, for... **\$1.77**

Women's High-Grade Shoes, equal to the best; real \$3.50 grade, for... **\$2.37**

Children's Shoes, of fine vici kid, in both lace and button; real \$1.00 grade, at... **47c**

Children's Shoes, in kid and patent leather, sizes 3 to 8; real \$1.25 grade, at... **67c**

Misses' Shoes, of vici kid and kangaroo calf, sizes up to 2; real \$1.50 grade... **99c**

Boys' Shoes, of heavy calfskin, all solid, sizes up to 13½; real \$1.50 grade... **99c**

Boys' Shoes, of vici kid, box calf and kangaroo calf, sizes up to 5½; real \$2.00 grade... **\$1.37**

Women's Shoes, in a dozen styles, all sizes, best leathers; real \$2.50 grade... **\$1.00**

**Men's Shirts, \$1.00 Values 79c**

A special line of men's Negligee Shirts placed on sale tomorrow for the first time. Full assortment of patterns and colors to choose from, custom made shirts with soft turndown collars that button down, specially made button sleeves; extra good values at \$1, specially priced for this sale only at... **79c**

**Men's Socks**

AT **18c**—Special sale men's cotton Socks, mercerized to look like silk, made seamless and come in plain black and assorted shades of tans and browns; absolutely fast black colors; **18c** regular 25c value, special sale price.

**Men's Suspenders**

AT **18c**—Special sale men's Suspenders, made from a fancy web with mohair ends and drawer supports and cast off buckle; regular 25c value, special sale price... **18c**