

New Idea Magazines 10c Copy

New Idea Patterns, All Styles, All Sizes, 10c

New Idea Magazines 50c Year

### Extra Salespeople

Will be in attendance to serve you promptly. Extra space will be devoted to the display of these beautiful Silks. Extra cashiers and bundlers—everything has been arranged that you might shop with pleasure and dispatch.

Come as Early as You Can  
Sale Starts at 9:00 A. M.

THE MOST IN VALUE

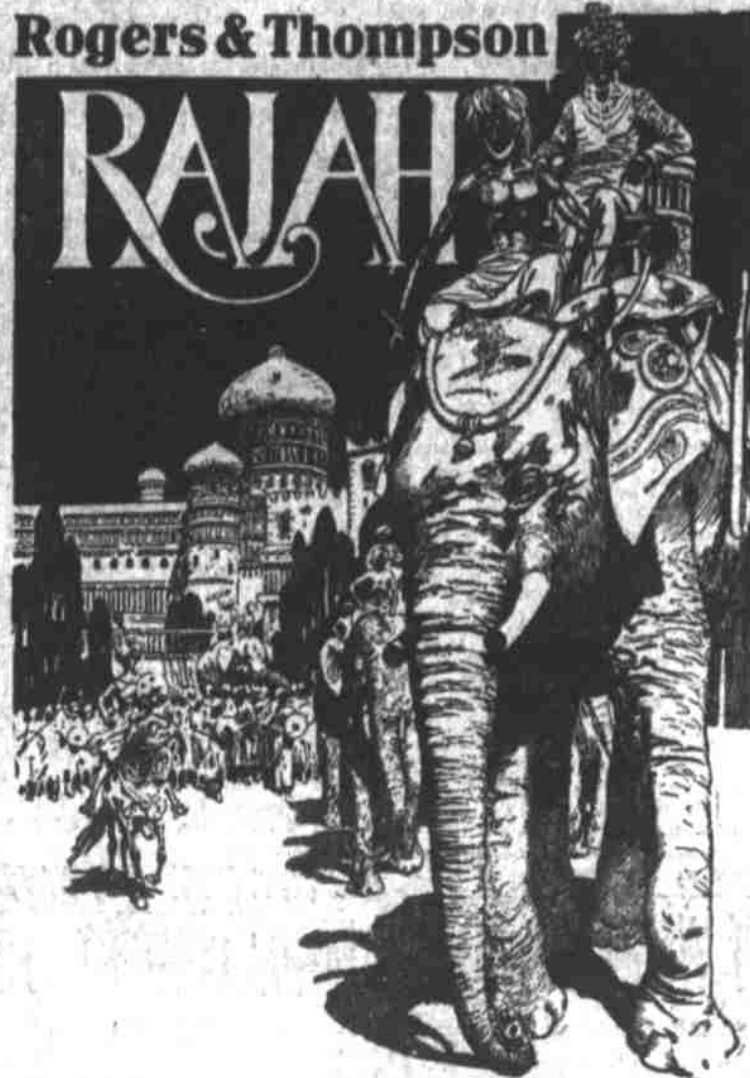


THE BEST IN QUALITY

### None to Dealers

As these Silks are sold at this sale at less than regular wholesale price, we reserve the right to refuse to sell to dealers, to take phone orders or to cut samples. No mail orders and none sent C. O. D. Selling will be rapid, so

Come as Early as You Can  
Sale Starts at 9:00 A. M.



# A Sensational Silk Sale

It's an unprecedented silk purchase by our New York buyer from an overstocked jobber at less than regular wholesale cost. These silks could not be bought from the manufacturer at anywhere near the price at which we offer them to you, and no woman within reach of this store can afford to overlook this splendid saving opportunity. The assortment includes:

## Genuine Rajah Rough Pongee Silks at an Extraordinarily Low Price



Best \$1.25 Quality

# 75¢ Yd

Best \$1.25 Quality



## About 9000 Yards of Rogers & Thompson Rajah Rough Pongee Silks

24 INCHES WIDE—Fashion's chosen fabric for 1910—Comes in all the correct new shades of wistaria, garnet, light blue, brown, rose, seal, reseda, copenhagen, myrtle, marine blue, navy, gray, natural, steel, silver, etc., etc.—Also black, white and natural colored. Shantung pongee silks are included in this sale—All are the celebrated Rogers & Thompson pongee silks—beautiful demi-satin—Faced silks, soft enough to be the perfect dress fabrics for waists, coats, suits and gowns, and is suitable for both day and evening wear—in fact, it is an ideal fabric for the discriminating and correctly dressed woman.—The standard price of "R. & T." 24-inch pongee silk—from Maine to California—is \$1.25 a yard. AT THIS SALE THE PRICE IS

# 75¢ Yd

## Initial Showing of Spring Suits



The initial Spring showing of 1910 will eclipse all previous years. Hundreds of these new style garments, with which to start the new season. They fully come up to our fondest expectations and we are really delighted with the extreme stylishness, superior quality and perfect workmanship manifested in every garment. The new Spring Coats in strictly tailored and the new blouse effects, varying in length from 32 to 36 inches, fitted and semi-fitted. Some are plain, while others are finished with braid. Skirts are in the new pleated styles. Materials are ocean and French serges, Spring weight chevots and panamas, in plain and shadow stripes. Colors are black and the beautiful Spring shades of blue, brown, gray, tan, reseda, rose, mustard and numerous other colors. Great values at..... \$15.00, \$19.50, \$25.00

BIG REDUCTIONS ON ALL OF THE LATE FALL SUITS..... \$10.00, \$15.00, \$17.50

### Silk Raincoats Reduced

A substantial reduction on Raincoats for Monday. Rubberized silk taffeta Raincoats, in black, navy, brown, green, red, tan and gray two-tone effects. Full length, semi-fitted, with storm collar and very stylish in appearance. Regular \$12.50 Coats, Monday special..... \$10.50

Another exceptional Raincoat offering, of rubberized mohair, in black, navy, brown and gray, and of much the same description as the above mentioned garment. Full length, semi-fitted, with storm collar. Regular \$10.50 value, Monday special..... \$7.50

\$12.50 Long Coats at \$7.50

These Long Coats of two materials. The first of a good quality broadcloth, in a strictly tailored effect, and lined with a silver gray satin. The second of a rich chevot coating in mixtures and pretty shades of blue and green. This garment we are showing in the very latest long coat style. Regular \$12.50 value, special for Monday and Tuesday \$7.50

### One-Piece Dresses \$12.50 Values at \$7.50

Closing out these stylish one-piece Dresses at the following big reduction, \$12.50 Dresses for \$7.50. Of an exceptionally good quality black and navy broadcloth. They are of the pleated skirt effect with artistically embroidered fronts; \$12.50 value, special for Monday and Tuesday \$7.50

## Fancy Toilet Soap

Three Cakes to a Box 15c-20c Kinds at 10c

This offering includes over 500 dozen boxes of Fancy Toilet Soap, in the following well-known brands: Witch Hazel, Buttermilk, Oatmeal, Violet, Eucaly, Heliotrope, Imperial Glycerine, etc. Three cakes of neatly wrapped soap to each box. Regularly sold at 15c and 20c a box, priced for this sale at..... 10c

19c Box Paper 10c

A special sale of 1000 boxes of good quality Writing Paper, 24 sheets of paper with envelopes to match. The kind that sells regularly at 19c a box, specially priced for this sale, at..... 10c

25c Belts at 19c

A special sale of Buster Brown Belts, made with two buckles and dip front. They come in colors, black, brown, white, red, etc. The best 25c values, specially priced for this sale at..... 19c

## Our February Sale of Dainty Undermuslins

OFFERS THE BEST VALUES IN THE CITY.

Choice, quality of material and careful making have joined in a combination with the low prices to make the offering at this sale irresistible. You may judge the values by these items.

Muslin Gowns \$1.15

\$1.50-\$1.75 Values—A fine assortment of women's Nightgowns, made of fine grade cambric, nainsook, longcloth or barred dimity; trimmings of embroideries, laces and ribbons. These Gowns are shown in the high-neck style; with long sleeves; also the low-neck, slip-over style, with short sleeves. They come good, full width and length and are regular \$1.50 and \$1.75 values. Specially \$1.15 priced for this sale..... \$1.15

Flannel Gowns 89c

Best \$1.25 Values—A fine line of women's Gowns, made of good quality heavy outing flannel; neat pink or blue stripes. They come good, full size and are neatly trimmed. Best \$1.25 val- 89c ues, specially priced at..... 89c

Flannel Skirts 46c

Real 65c Values—A special offering of women's Skirts, made of excellent quality heavy outing flannel or daisy cloth, solid colors, pink, blue or white or stripes. Made good, full width, with deep flounce, finished with scalloped edge. Regular 65c values, 46c specially priced at..... 46c

R. & G. Corsets 59c

\$1.00-\$1.25 Values — An extraordinary offering of R. & G. Corsets. Closing out all odd lines of short, medium or deep hip effects. They are made of good quality coutil or batiste, and shown in white and gray. All sizes, 18 to 30. Models to fit any and all figures. Regular \$1.00 and \$1.25 values, 59c priced for this sale at..... 59c

## Knit Underwear and Hosiery

This great annual sale offers unusual opportunities to purchase well-known brands of Underwear and Hosiery at a reduction of 25 and 33 1-3 per cent. All the following items consist of broken lines of our regular stock, and not job lots bought for the occasion. Here are a few of the many values:

Children's Hose, 25c Quality 10c

A most extraordinary sale of children's fast-black, fleece-lined cotton Stockings of good, durable quality. They come in all sizes from 5 to 8½ and in 1x1 and 2x1 rib; suitable for boys and girls. Reg- 10c ular 25c values, closing-out price..... 10c

Children's Hose, 35c Quality 19c

A great special sale of children's fine black cashmere Stockings, made with double heel and toe, of gray color. They come in all sizes from 5 to 8½ and in 1x1 and 2x1 rib, and in sizes 6, 8, 8½, 9 and 9½. Regular 35c quality, closing-out price, the pair..... 19c

Women's Vests, 75c Values 35c

This lot consists of women's fine gray wool plaited Vests, in all sizes; well-finished, good-fitting garments of reasonable weight, that have held all season at 75c, closing-out price..... 35c

20c Women's Hose at 10c

The last opportunity this season to purchase women's fleece-lined Stockings at half price. They are made of fast black cotton, with full seamless leg and boot, and come in all sizes. Best 20c grade, closing-out price, pair..... 10c

\$1 Vests and Pants 60c

Women's fine white wool Vests and Pants, in all sizes; the vests are hand-trimmed with silk; and the pants are finished with equestrienne top. Fine, high-grade garments, sold regularly at \$1.00, closing-out price..... 60c



## Opening Sale Spring Wash Goods

PROMINENT IN DISPLAY ARE THE FOLLOWING ITEMS:

NEW GINGHAMS AT 12½¢—We have just received a full new line of Dress Gingham, of best standard quality. Hundreds of new styles, in all colors. The very best values to be had anywhere at this price.

NEW POPLINS AT 20¢—Our showing of new Poplins is unsurpassed. You have choice of all the new plain shades, in all colors. It's a very popular wash fabric that has a permanent mercerized finish.

NEW SILK MULL AT 39¢—Dainty new Silk Mull, shown in a large variety of beautiful floral styles, in attractive colorings. A very desirable fabric, very much underpriced.

NEW BATISTE AT 15¢—A full showing of all the best styles in light, medium and dark colors.

NEW PIQUE AT 25¢—A very seasonable fabric, comes in a variety of stripes and figures, in light colors.

SATIN FOULARDS AT 25¢—One of the most popular fabrics for Spring, comes in beautiful designs, in dark colors. It is 32 inches wide.

NEW SHIRTINGS AT 15¢—An unmatched showing of new Chevot Shirtings, including all styles, in all colors. They are full 32 inches wide.

SCOTCH ZEPHYRS AT 25¢—New Scotch Zephyrs, shown in all the new styles, in rich colorings. They are full 31 inches wide.

## A Sale of Children's Shoes

New Styles in All Leathers—\$1.40, \$1.50, \$1.75 Vals.—\$1.00

Tomorrow morning we begin our February Shoe Sale—the annual event which Portland people have learned to wait for, knowing from experience the values we give. One of the most important offerings of the event is our sale of CHILDREN'S SCHOOL SHOES. The assortment includes the most reliable makes in vici kid and chrome calf leathers. These Shoes come with heavy and light soles and are made with full length vamps, solid leather insoles and counters and patent leather tips; all sizes, in regular \$1.40, \$1.50 and \$1.75 grades. Specially priced at \$1.00



A special offering of women's Comfort Shoes, lace or congress; also rubber heel Juliettes and lace Oxfords; \$1.19

A line of women's Shoes, in vici kid, lace or blucher, low and medium heels, patent \$1.49 tips; regular \$2 vals. \$1.99

## Greatest Sale of Embroideries

This annual sale offers more and better values than ever. If you have not already attended this sale, do not wait longer. Some of the best values we have ever offered are in these various lots. A partial list follows:

Allover Embroideries, beautiful patterns, blind and open work; values to \$1.25, special at..... 59c  
Allover Embroideries, full 24 inches wide, beautiful designs; values to \$1.25, special at..... 55c  
1½ to 4-inch Insertions, regular values up to 65c a yard, specially priced at..... 23c  
4 to 12-inch Edges, regular values up to 60c a yard, specially priced at..... 23c  
10 to 18-inch Flouncings, regular values to 85c a yard, specially priced at..... 33c  
4 to 8-inch Insertions, regular values to 85c a yard, specially priced at..... 33c  
18 to 27-inch Flouncings, regular values to \$1.50 a yard, specially priced at..... 48c

Ruch Lengths at 5c

A special offering of 5000 neck length Ruchings, shown in all wanted colors, including black and white. They come direct from the manufacturer, being ends of pieces, and represent three entire lines. Not a length worth less than 15c each, priced for this sale at..... 5c

