

PACIFIC PHONE
Marshall 5080

We Are Principal Portland Agents for Ladies' Home Journal Patterns — All the New Styles Are Here in All Sizes at Ten Cents and Fifteen Cents Each — All Mail Orders Will Be Promptly and Carefully Filled the Same Day as Received — Express and Parcel Post Packages Prepaid When Amounting to Five Dollars or Over

HOMEPHONE
A-2112**Special Offering of Short Silk
Gloves, 50c Grade at 35c Pair**Two-Clasp Silk Gloves, made of the finest silk and with double finger tips. Sizes 5½, 6 and 6½ in black, and sizes 5½, 6, 6½, 7 and 7½ in white. The kind sold everywhere at 50c the pair. Now on sale at this special low price **35c****Roberts Bros.**
THIRD & MORRISON

THE MOST IN VALUE — THE BEST IN QUALITY

**A Great Sale of Steel Shears
50c to 75c Kind at 45c Pair**A splendid assortment of Shears that are shown with steel-laid blades and nicked handles. They come in 6, 6½, 7, 8 and 8½-inch sizes and are the best regular 50c and 75c quality. On special sale tomorrow at, the pair **45c****The Whole Store Abounds With Unusual Values Just Now**
Let the Following Items Speak for Themselves**The Eight Hour Day**

On October 1, 1912, we granted our employes an eight-hour day, thereby establishing ourselves as the initiators of this movement in Portland.

With the hearty cooperation of the Women's Clubs and various other organizations and individuals working for women's welfare, we have been instrumental in making the eight-hour day general among Portland department stores.

On behalf of our employes, we wish to thank these organizations and the public in general for their generous efforts in the furtherance of this worthy and far-reaching movement; for it not alone affected our employes, but thousands of others employed in similar capacities in this city.

This is gratifying progress in ameliorating conditions of department store workers; but there is much good work yet to be done, and it is only through the cooperation of a sympathetic public that these more desirable conditions can be brought about.

Summer Weekly Half Holiday

We likewise took the initiative in the institution of A SUMMER WEEKLY HALF HOLIDAY in Portland. During the month of August, 1912, this firm closed its doors to business on Thursday afternoons at 1 o'clock, enabling all employes to go out and enjoy Oregon's incomparable climate.

This time was devoted to excursions and various other forms of wholesome amusement, which, needless to say, contributed in no small degree to making a happier and more efficient selling force. To our help we are very grateful for the reciprocal spirit which they have manifested through increased loyalty and better service to our patrons.

The Summer weekly half-holiday announcement met with such instant and universal public approval that we are prepared to extend it through July and August, beginning July 10.

Ways of Co-operation

Arrange to do your shopping at periods other than Thursday afternoons during July and August.

Advocate THE SUMMER WEEKLY HALF HOLIDAY among your friends and in your club circles, fostering a public desire for it to become general.

Saturday Night Closing

We incidentally wish to announce our advocacy of Saturday night closing, and will close our doors at 5:30 p. m., providing the other stores do likewise.

EDITORIAL

Evening Telegram, July 17, 1912

For the Welfare of Employes

One of the big dry-goods concerns of the city has decided to give its clerks a half holiday on Thursday of each week during the month of August. For the employes of that concern there is congratulation, for the concern itself commendation.

The trade requirements of the retail commercial business demand overtime at least one day in the week, and it is only fair to the working force that in the Summer months, at least, there be some compensation. That form of compensation which will afford employes an opportunity to get into the open for one afternoon in the week during the Summer time is possibly the most beneficial that could be thought of.

The half-holiday system in the Summer season is not new, except to this city. The people who introduce it are entitled, however, to none the less credit on that account. The movement is one that manifests something of the spirit that ought to be manifested by employers toward those whom they employ.

The laws of human nature operate in the relation of employer and employed, as they do in all other human relations. Consideration begets loyalty. It is a case of give and receive, a demonstration of the law of compensation, to which, to be sure, there may be exceptions, but that in most cases will work infallibly and with greater profit and satisfaction. We venture to say that in this case it will be found that a half day's donation of relief from the duties of salesmanship and the opportunity to get out and make the most of Portland weather and of Portland scenery will be a strengthener of the relations that ought to exist between the people who work and those for whom they work.

We are free to predict that the action of this single concern will eventually become the custom; and that, once established, it will be regarded as a custom which no one will desire to change.

**Another Extraordinary Sale of
Dainty Undermuslins**Princess Slips, Combination Suits, Gowns and Skirts in the Best Materials and Trimmings, Regular \$1.25 and \$1.50 Lines Priced at, Each **98c**

Just now at remarkably low prices we are offering the very choicest of new styles in undermuslins. Princess Slips, Combination Suits, Gowns and Skirts. They are going fast at the present low price, so don't delay your coming if you want to profit by this sale of beautiful wear things. You may choose from—

PRINCESS SLIPS made of fine quality lawn or nainsook, and yoke trimmed with pretty embroideries and lace. Skirt flounce to match.

COMBINATION SUITS come in the corset cover, drawers or skirt, made of fine quality materials with dainty trimmings of embroidery and lace.

SKIRTS come in the new skeleton styles or the more medium width, with dust ruffle. They come with either lace or embroidery flounce and are neatly finished.

GOWNS come in a large variety, low neck, V shape or high neck, all styles and weights of materials, beautifully trimmed with fine embroideries, lace and ribbons. Every garment in this lot extra well made and finished. Regular \$1.25 and \$1.50 values specially priced at **98c****Corset Covers
and Drawers 50c**

THE CORSET COVERS are made of fine nainsook or crepe with elegant trimmings of embroideries, lace and ribbons, dozens of patterns to choose from.

THE DRAWERS are of the latest styles and are made of excellent quality cambric or nainsook and are trimmed with neat embroideries and lace.

**Brassieres in All
Styles at 50c**

An exceptionally strong line of these very necessary garments at this popular price—are the best makes, including De Bevoise, Nature's Rival and La Greque—for the well gown woman a brassiere is necessary as it gives poise, grace and perfect formation for a well fitting gown. These are made of fine materials with trimmings of lace and embroideries and rust proof steels.

Desirable Footwear UnderpricedWomen's White Canvas Shoes, Shown in the Popular Low-Heel and Broad-Toe Styles, All Sizes and Widths, Regular \$2.50 Grade, Pair **\$1.98**This is the opportunity for every woman who desires a pair of stylish white canvas shoes to secure them at a reasonable price. The workmanship of these shoes is perfect and they will give satisfaction to the wearer. They are shown in the much wanted low heel and broad toe style and are made of a good quality canvas. They sell regularly everywhere for \$2.50. On sale tomorrow at **\$1.98****\$2.50 AND \$2.00 MISSES' PUMPS SPECIALLY PRICED AT \$1.49 A PAIR**At almost half their real worth we place on sale tomorrow about 300 pairs of Misses' Pumps that will please any little miss who receives a pair. They are shown in the latest styles of patent, gun-metal and Russia calf leathers and neatly finished with jet, ribbon or leather bows. All sizes from 1½ to 2. Regular \$2.50 and \$2 grades. Priced for this sale at **\$1.49**CHILDREN'S WHITE CANVAS BUTTON SHOES, also Patent Pumps, shown in all the latest and best styles, sizes 8½ to 11. On sale at, the pair **99c****Great Underpricings
in the Men's Section**

Men who appreciate out-of-the-ordinary values will be particularly pleased with the savings to be found in this section of the store. Here's just a hint:

UNDERWEAR FOR 39c INSTEAD OF 50cA fine line of Men's form-fitting Jersey Ribbed Cotton Shirts and Drawers of correct summer weight, all sizes, the kind regularly sold at 50c a garment. Now on sale at **39c****NEGLIGEE SHIRTS 79c INSTEAD OF \$1.00**Custom made Negligee Shirts in coat style with French cuffs and separate soft collar to match. They come in plain tan, cream and white, also in fancy stripes, all sizes and the best \$1 grade. Now on sale at **79c****KERCHIEFS FOR 12½c INSTEAD OF 20c**Men's plain white Kerchiefs made of a fine soft linen-finished cambric, hemstitched, and finished with embroidered initial in corner, 20c kind. Now on sale at **12½c****BOYS' BLOUSE WAISTS, 35c KIND AT 25c**A special value in Boys' Blouse Waists. They are made of good materials and with auto collar. They come in all sizes in plain black, white, tan and blue, also in assorted neat stripes, regular 35c line. Now on sale at **25c****New Wash Goods**

With a Special Showing of the Materials Most Wanted for Outing Garments. With summer stocks of Wash Goods at the top notch of completeness it would be strange indeed if you could not satisfactorily supply your needs at this store. The extremely low prices we have placed upon these goods are especially worthy of your best attention.

The New Linens shown in the popular weights for outing suits. They come in both plain colors and white and full 32 inches wide. Priced at the yard **15c**New Khaki Cloth of excellent weight and quality comes in the best shades of tan and brown, one of the most popular materials for outing use. The yard at **25c**New Galatea Cloth of the best quality shown in the wanted plain colors and in fancy styles in light and dark colorings. Specially priced the yard **18c**Mercerized Foulards of perfect finish. They come in a large variety of pretty patterns on the Bulgarian order in dark colorings. The yard at **25c**Brocade Poplin—a very attractive and fashionable wash fabric that comes in neat self-colored patterns in the wanted plain shades. Priced the yard **30c****SPONGE CLOTH RATINE HALF PRICE—25c Quality at, the Yard. 12½c**It is a special lot of Sponge Cloth Ratine that became slightly soiled or damaged from improper packing, but the first washing will bring most of them back to their original beauty, and you only have one-half their value to pay, included are the best shades of tan, pink, blue, helio, etc., as well as black, cream and white. Regular 25c quality, priced **12½c** this sale at**A Great Flurry
in Beautiful
Silks**Yard-Wide Black Paillette De Soie and Satin Duchesse—Solid Colored Taffetas—Plain and Changeable Chiffon Silks—Brocade Messalines, etc. Reg. \$1.25-\$1.50 Qualities **98c**Unexpectedly great are the values to be found in this underpriced sale of high-grade Silks—two principal points to remember are the qualities and the width—they are the popular yard-wide silks that cut to such good advantage—included are the most fashionable weaves in black and colors that sparkle with richness. We cite only a few of the offerings. One should see the entire assortment to recognize their real worth. You may choose from black, Paillette De Soie, black satin, Duface, black Swiss taffetas, changeable and solid color chiffon silks, new brocade messalines in neat self-colored patterns in most any color. All are this season's silks in qualities that sell regularly at \$1.25 and \$1.50 a yard. On sale at **98c****Another Special Showing of the Fashionable and Much Wanted Satin Charmeuse, Come Full 40 Inches Wide Regular \$2.00 Quality at, Yard \$1.50**

These are the silks that make the most charming frocks. They come in a splendid weight of soft graceful weave that drapes beautifully. They have a bright, rich finish and are shown here in solid colors of most any wanted shade. We suggest that you make selections at the earliest possible moment, while the assortment is complete. We know that they will sell rapidly, for they are unmatched values at the prices we've placed upon them. Two qualities to choose from.

REGULAR \$2.00 GRADE NOW ON SALE **\$1.50** AT, YARDREGULAR \$2.50 GRADE NOW ON SALE **\$2.00** AT, YARD**Special for Tomorrow! A Sale of Dependable Quality Wool Dress Goods Shepherd Checks**50c GRADE, 36 INCHES WIDE, VERY SPECIAL, THE YARD **39c** 75c GRADE, 42 INCHES WIDE, VERY SPECIAL, THE YARD **59c**

You couldn't ask for a better assortment of woolen fabrics than you'll find at the present time in our Dress Goods section—nor could you ask for more tempting values. We call your particular attention to the sale of black and white shepherd checks. These fabrics are firmly woven and perfectly finished. They are shown in the best widths and weights and in all size checks. Three lots to choose from, underpriced as follows:

50c Grade, 36 Inches Wide, **39c** Now on Sale at 75c Grade, 42 Inches Wide, **59c** \$1.25 Grade, 54 Inches Wide, **98c** Now on Sale at William F. Reed's all wool extra quality, black and white checked fabrics, are here in all widths from 44 to 66 inches and from \$1.00 to \$2.00 a yard.