

Pacific Phone | LADIES' HOME JOURNAL PATTERNS ARE HERE IN ALL SIZES AND IN THE LATEST NEW STYLES AT 10c AND 15c EACH — THE AUTUMN AND WINTER | Home Phone
 Marshall 5080 | STYLE BOOK IS NOW READY AND ON SALE AT 5c A COPY — THE CRITERION OF FASHION, A NEW MONTHLY MAGAZINE THAT TELLS ALL ABOUT | A-2112
 DRESS AND ITS ACCESSORIES, IS ONLY 5c A COPY, OR 50c YEAR



September Sale

Introducing the New Season's Goods in Thoroughly Dependable Qualities and at Prices That Sound the True Note of Economy

Store Opens at 8:30 A. M. On Saturdays at 9:15 A. M.
 Store Closes at 5:30 P. M. On Saturdays at 9:15 P. M.



THE MOST IN VALUE — THE BEST IN QUALITY

An Early Autumn Showing and Sale of Women's Fashionable New Suits



Charming New Styles in Cutaway Models — Both Plain Blue Serges and Novelty Mixtures — Regular \$25 Values Special at Only **\$19.50**

These fresh, distinctive and distinguished-looking Suits are every one from a famous maker, and every one has been treated as if it was to be his sole effort for the new season. All women concerned to see and wear a suit of delightful fashion are expressly invited to attend this sale. The saving will well repay you. Made of the finest navy blue serges and the most popular mixtures and shown in charming styles. The coats are Skinner lined. They come with plain back or slightly trimmed and are shown principally in the cutaway styles. The skirts are plain tailored and are shown in draped models or with side slit. We know that they cannot be equaled elsewhere in quality, style or workmanship at \$25. Priced for this sale at **\$19.50**

EXTRA! — GREAT PURCHASE AND SALE DRESS SKIRTS, VALUES TO \$10.50, CHOICE **\$4.90**

A very fortunate purchase enables us to offer the most extraordinary values in Dress Skirts. The assortment includes innumerable styles in black and white checks and stripes and in the wanted plain colors. They are the new season's choicest models in values regularly sold up to \$10.50. Priced for this sale **\$4.90** at only

EXTRA! — SAMPLE LINE OF WAISTS, VALUES TO \$1.50, PRICED FOR THIS SALE, SPECIAL AT **98c**

A manufacturer's sample line of Waists on sale at one-third less than real worth. Included are the most fashionable styles in lawns, marquisette, flannel and linen. They come in both white and colors and in all sizes, but only one of a style. Come early for first choice. Values up to \$1.50 specially priced for this sale at **98c** only.

Great Closing Out Sale Kleinert's Dress Shields

We have decided to immediately close out our entire stock of Kleinert's Dress Shields and have accordingly reduced prices to the lowest possible limit—Be sure you take advantage of this saving sale.



- 30c Kleinert's Gem Shields in size 3, priced at **19c**
- 35c Kleinert's Gem Shields in size 4, priced at **25c**
- 40c Kleinert's Gem Shields in size 5, priced at **29c**
- 30c Kleinert's Adjustable Shields, No. 4, priced at **19c**
- 35c Kleinert's Adjustable Shields, No. 5, priced at **25c**
- 85c Kleinert's Black Panne Shields, No. 3, priced at **19c**
- 85c Kleinert's Black Panne Shields, No. 4, priced at **25c**
- 25c Kleinert's Jumbo Lace Edge Shields, at **18c**
- 40c Kleinert's High Point Shields, priced at **25c**
- 25c Kleinert's Shirt Waist Shields, priced at **16c**

Sale Muslin Underwear

Dozens of Styles in Dainty Corset Covers and Drawers. Our Best 75c Grade, Special for This Sale at **50c**

See Our Morrison St. Window Display.

Those who attend this sale will not be disappointed, instead they will save a full third on their purchases. You may select from a splendid line of Corset Covers, made of fine nainsook or crepe, with dainty trimmings of laces, ribbons and embroideries. All are extra well made and finished. Also Muslin Drawers of fine cambric or nainsook, with embroidery and lace trimmings, in the latest styles and in all sizes. Regular 75c values, specially priced for tomorrow's sale at only **50c**

Infants' and Child's Hats

Many Pretty Styles to Select From, All High Grade Materials, \$1.75 Value at **98c**

Varied as well as pleasing are the new styles in Infants' and Children's Hats and Bonnets. They are made of high grade corduroy in two tone effects and in plain color, also plush in staple colors. The Infants' Bonnets are made of the same materials and are shown in various new styles. Headwear suitable for children up to 12 years. Values to \$1.75. Sale tomorrow **98c**

Important Sale of Laces

Few women will care to miss this saving sale of Laces for they are the kinds in greatest demand just now—included are: Torchons, Linens, Cluny, Du Puy and many others, priced as follows:

- Linen Torchon Laces from 2 to 4 inches wide, dainty patterns in 10c and 15 grades, priced at, yard **5c**
- Cotton Torchon Lace Edges and Insertions, in all widths—Values to 8c yard at **30c** a dozen or, yard **3c**
- Cluny and Du Puy Laces in a large variety of patterns—Values to 25c at, yard **10c**
- 10c and 15c Torchon Laces on sale at, yard **5c**

The New Dress Goods



The Newest Weaves and Colorings in Dress Goods and Silks

At Prices That Are Absolutely the Lowest, Quality Considered.

Our stocks of the new Fall and Winter Dress Goods and Silks are most interesting—None of the desirable new styles, weaves or colorings are lacking and there is practically unlimited scope to select from. Our showing of Fancy Novelty weaves is an exhibit in itself—the best we could select are here—all of them confined to this store and all are most temptingly priced. No word of ours could do them justice—You must see these fabrics with your own eyes—No trouble to show goods at this store—Come and enjoy the beauty of this showing.

THE NEW SATIN CHARMEUSE AT \$1.50 AND \$2.00 YARD THE NEW BROCADED SILKS AT \$1.50 TO \$2.50 YARD

These extremely fashionable and beautiful silks came full 42 inches wide and are shown in all the desirable new shades for street or evening wear—they are rich, durable silks of satin finish that will wear most satisfactorily—Two qualities priced at **\$1.50** and **\$2.00** a yard.

42-INCH PLAIN-COLORED SILK-AND-WOOL POPLINS \$1.25 AND \$1.50 YD. Genuine R. & S. Poplins—brilliant rich finished fabrics that drape beautifully and always give perfect satisfaction—they come full 42 inches wide and are shown here in all wanted plain shades and in two grades—

The Killarnee at **\$1.25** yard and the Dubleean at **\$1.50** yard.

FULL SHOWING OF PRIESTLEY'S BLACK DRESS GOODS \$1 TO \$2.50 YD. The most popular new and staple weaves in Priestley's celebrated Black Dress Goods—Matselasse, Brocaded, Scintella, Armuretta, Queen's Cloth, Prunillas, Silk Warp Henriettas, Horiosa, etc.—fine pure wool, spot proof, black fabrics of guaranteed quality and finish at all prices from **\$1.00** up to **\$2.50** yard.

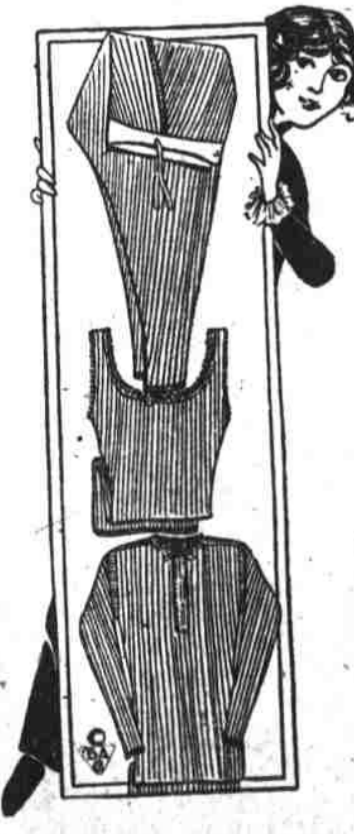
WM. F. READ'S LANSDOWNE, A SILK-AND-WOOL FABRIC, AT \$1.25 A YD. 40 inch silk and wool Lansdowne—Wm. F. Read's well known fabrics—they are shown this season in a new soft finish and in over twenty-five popular shades for street or evening wear including cream and black—it is a fabric of unequalled quality at, yd. **\$1.25**

New Lines of Fall and Winter Wash Cottons

To indicate the trend of the prices, we list the following items in the new Fall and Winter Weight Wash Goods. Only the most reliable qualities are represented. You have unlimited choice of styles, colors and weaves, suitable for most any purpose—for instance:

- Dress Gingham of the best standard quality, shown in a large assortment of styles in dark colorings for Fall and Winter wear. The best possible values at **12½c**
- New Percaloes, full 36 inches wide, all new goods, shown in dark colorings and in a great many patterns, suitable for waists, shirts and dresses **15c**
- New Ripplette, a very popular wash fabric for house dresses and school wear, as it needs no ironing. Comes in neat striped style in a variety of colors. Priced at **15c**
- New Cotton Goods, especially desirable for children's school dresses. Checks, plaids, stripes and plain colors in 33 and 36-inch widths. Specially priced at only **25c**
- New Flannelettes of excellent quality and standard width, shown in the best styles and colorings for dresses, kimono and waists, at **10c**
- Velour Flannels, an unusually extensive variety of styles and colorings to choose from. Bright, new goods, just received. Priced at **15c**
- Cashmere Flannelettes, full 36 ins. wide. They are shown here in all the best kimono and dress styles and in rich colorings. Priced at **18c**
- New Challies, full 36 inches wide. They come in an extensive variety of styles and colorings for kimono or quilt coverings. Priced at **10c**
- New Brocaded Crepe de Chine, especially desirable for evening wear. Comes in all wanted shades. A beautiful fabric. Priced at **50c**

Complete New Stocks of Fine Knit Underwear



For Both Women and Children
 Unsurpassed assortments of correct Fall and Winter weight garments to select from—the most reliable qualities—the best possible values to be had anywhere as a visit to this section will prove.

SPRINGFIELD—AMERICAN BEAUTY AND RICHELIEU BRANDS ARE OUR LEADING LINES
 Cotton Vests, Pants and Tights at **50c**. All styles in cotton Union Suits at **\$1.00**.
 Wool Vests, Pants and Tights at **\$1.00, \$1.25, \$1.50 and \$2.00**. All styles in wool Union Suits at **\$1.50, \$2.00, \$2.50 to \$5.00**.

Women's and Children's Hosiery

The past few weeks has seen an immense new stock of Fall and Winter weight Hosiery, placed on our shelves—stockings of qualities that are above reproach at our usual moderate prices. WOMEN'S medium and heavy weight Cotton Hose made with full fashioned leg and foot and shown in all sizes—better than usual values at **25c**
 Women's Fine Wool Hose at **25c** and **50c** a Pair—Children's Heavy Ribbed Cotton Hose in all sizes from 5 to 10 at **15c** and **25c** a pair.

Great Sale Men's Flannel Shirts Best \$2.50 Grade Priced at \$1.98

Tomorrow we place on sale a very fine line of Men's Flannel Shirts. They come in both plain gray and brown and in all sizes from 14½ to 18. They are made with button military collar, two pockets that button, and with faced sleeve with two buttons. The kind that sold regularly at \$2.50 each specially priced for this sale at only **\$1.98**

MEN'S \$1.50 SHIRTS AT 95c—150 dozen Men's Dress Shirts, made coat style, with attached cuffs and either plain or pleated bosom. All sizes in splendid range of patterns. Best \$1.50 grade for this sale at **95c**

MEN'S OUTING FLANNEL GOWNS—Shown in military styles and in neat patterns and colors, all sizes. Best 75c grade at **69c**

\$2.75 Alligator and Walrus Embossed Suitcases specially priced for this sale at **\$2.15**

Big Sale of Women's Gunmetal Shoes

SHORT VAMP, BROAD TOE STYLE — MADE WITH THE POPULAR SPRING HEEL — REGULAR \$2.50 GRADE, SPECIAL, PAIR **\$1.98**

We have just received a large shipment of Women's High-Grade Gunmetal Shoes. They are made in the short vamp and broad toe style and are shown with the popular spring or medium-weight heel. They come in all sizes. Shoes that sold regularly at \$2.50 the pair on special sale tomorrow at **\$1.98**

GREAT REDUCTIONS IN BOYS' AND GIRLS' SHOES

\$2 grade Girls' Gunmetal Button Shoes in all sizes from 11½ to 2½ **\$1.49**

\$2 Boys' Velour Blucher Shoes in all sizes from 9 to 13, priced at **\$1.59**

Same as above, in all sizes from 13½ to 5½, specially priced for this sale, pair **\$1.98**

Odds and ends in Women's Shoes, regular values to \$4.00 the pair, specially priced at **99c**

Royal Society and Artamo Packages Priced From 25c Up to \$1.50 Each

We have prepared for your inspection a complete line of Royal Society and Artamo Packages. You may fashion many dainty and useful articles in your spare moments at very little cost, for each outfit is complete, containing, in addition to the stamped article, sufficient floss in the correct size and twist to complete the embroidery, and the carefully prepared working instructions included in each package make it possible for even beginners to execute the embroidery. The materials used are absolutely the best obtainable for the various uses. A closely woven, chalk-finish nainsook for all underwear articles; a real linen-finish lawn for shirtwaists. The most effective art fabrics for pillows, scarfs, etc. You have an unlimited variety to choose from—



Infants Caps, Children's Dresses, Made-Up Combination Suits, Made-Up Nightgowns, Corset Covers, Princess Slips, Dressing Sacques, Lingerie Waists, Fancy Aprons, Pillow Tops, Centerpieces, Scarfs, Coat Hangers, Fancy Bags, Necktie Racks and a great many other articles. **From 25c up to \$1.50 Package**