

Pacific Phone Marshall 5080 All Mail Orders Promptly and Carefully Filled Same Day as Received—\$5.00 Purchases by Express Prepaid to All Points Within One Hundred Miles—\$5.00 Purchases by Parcel Post, Up to 20 Pounds to Within 150 Miles, Up to 4 Pounds to Within 300 Miles, Up to 3 Pounds to Within 1000 Miles, Up to 2 Pounds to All Parts of the United States of America Home Phone A-2112

THE MOST IN VALUE—THE BEST IN QUALITY

### Save a Dollar on Your Fall Shoe Purchases

Unequaled Values in Women's Shoes—They Are Shown in All This Season's Nobby Styles—All Leathers and Sizes—High or Low Heels—Values to \$4.00 a Pair Priced for This Sale at **\$2.98**

Why pay the shoe dealer that extra dollar when you can secure a pair of the best guaranteed footwear at our moderate price? They are made of silk velvets, patent bottom, with either cloth or dull tops, light and dark tans, gunmetal and dull kids. They are shown in all sizes and widths and in either low or high heels. Regular values to \$4 priced for this sale at **\$2.98**

Misses' and Children's Jockey Boots—Shown with patent collar and neatly finished with tassel. All sizes from 8½ to 2 at **\$1.69**

Boys' Guaranteed Shoes—Made of velour calf, with screwed or sewed soles, blucher style. All sizes 9 to 13 **\$1.59**; 13½ to 5½ at **\$1.98**

We open our store at 8:30 a. m. daily except Saturday, when we open at 9:15 a. m.



We close our store at 5:30 p. m. daily except Saturday, when we close at 9:15 p. m.

## The 3d Week of Our Great

# October Sale

These Offerings Are Proof Evident That It Pays to Trade Where You Buy and Save

It is not unusual nor is it an extraordinary thing for this underselling store to announce right at the height of the season these surprising and gratifying large savings on the things most needed for immediate use, because it is our policy to always undersell. Read the plain, unvarnished truths we print about the things for the home or person concerned in this great October Sale.

### Mr. Man! Here You May Purchase the Best \$1.00 Wool Underwear at 89c

Not an odd lot, a broken line or last season's goods, but our leading line of Men's Natural Gray Wool Shirts and Drawers in all sizes. Fine, custom-made garments of correct winter weight, that are finished in a perfect manner. The shirts are bound with tape around the neck and self-facing on the front. The drawers have heavy facing, suspender straps and good quality pearl buttons. They are soft-finished, shape-retaining wool shirts and drawers of the best standard quality. The kind sold by all the leading stores at \$1.00 a garment priced for **89c** this sale at.....

Men's Flannel Shirts, made with regulation turn-down collar—Double and single breasted styles in gray and navy and single breasted style in gray—All sizes—Regular \$1.50 grade now on sale at, each..... **\$1.15**

Men's Night Gowns—made of excellent quality outing flannel in neat figures and stripes—All sizes in good styles, best \$1.00 grade, priced at..... **79c**

Men's Wool Socks—made with fine ribbed top—They come in natural gray with white heel and toe—Regular 20c grade in all sizes, on sale at **12c**

### Four Great Underpriced Lots Embroideries

Fresh, bright and new—a fine, big assortment of beautiful embroideries came to us—well, no matter how. The one particular fact is that they are here at prices that make them twice as welcome.

It is a Sale It Will Pay You Well to Attend

LOT 1—EMBROIDERIES WORTH TO 65c, THE YARD **25c**

Included are the better grades of 9, 12 and 18-inch Flouncings, also 18-inch Corset Cover Embroideries of fine Nainsook, Swiss and Batiste, shown in hand-loom, lace and blind patterns—Regular values up to 65c a yard—Your choice at **25c**

LOT 2—EMBROIDERIES WORTH TO 75c, THE YARD **35c**

Hundreds of yards of All-over Embroideries in dainty baby patterns also a great lot of 27-inch Flouncings, all are made with good firm edges and there is ample variety of designs to select from—Regular values to 75c a yard. On sale at **35c**

LOT 3—EMBROIDERIES WORTH TO \$1.25, THE YARD **59c**

The most beautiful 27-inch Flouncing Embroideries, shown in dainty baby patterns, deep lace effects and hand-loom designs, made of the finest Swisses, Nainsook and Batiste—Values to \$1.25 yard. Priced at **59c**

LOT 4—EMBROIDERIES WORTH TO \$2.00, THE YARD **59c**

Extra fine 45-inch Flouncing Embroideries, shown in the choicest new patterns in full dress length—they come in the best Voiles and Batistes and in charming patterns—Values to \$2.00 yard. Priced at **59c**

Trimming Braids—A fine lot of narrow bands and edges shown in choice patterns and in all colors—Regular values up to 35c a yard. To close at, yard **10c**

Trimming Braids from 2 to 3 inches wide, both bands and edges in silk, gold, silver and in novelty effects—Regular values up to \$1.00 yard. To close at, yard **35c**

### You May Choose With Assurance From These New Silks, Dress Goods and Velvets

Rich Colorings in New Plaid Silks at **\$1.00 a Yard**

This is an exhibit and sale to which women may turn for pleasure, suggestion and inspiration—sure of authoritative styles, rich colorings, and of seeing what cannot be duplicated elsewhere. They are the finest of pure silk fabrics and are shown in a choice assortment of the latest and most popular Scotch plaids in rich color combinations. They come from 20 to 24 inches wide and are silks that will give lasting satisfaction. For this sale we price them **\$1.00** at, yard.....

New Trimming Velvets—shown in attractive brocaded patterns and in colorings that can not be found elsewhere—they come full 19 inches wide and are most moderately priced at, yard..... **\$1.50**

New Silk Velvets—of standard width—shown in all wanted desirable new and staple colors—Velvets of perfect weight and finish, underpriced at, the yard..... **95c**

New Dress and Coating at **\$3.00 a Yard**

We are showing a complete new stock of the most popular Dress and Coating Velvets—high-quality fabrics, full 40 inches wide. Included are black, navy, new golden brown and other shades. Velvets of deep rich finish. Special value at, yard **\$3.00**

To the woman who is uncertain about the prevailing favorites in both pattern and weave of Silks or Dress Goods, or the colorings in Velvets, this carefully selected stock should appeal in no uncertain way, because from the lowest up to the highest priced bolt we have, the range of styles is authentic. She can choose from them with assurance. If we can lessen the task of a woman's shopping here, we are pleased. Let this splendid stock prove that we DO lessen the task—a stock representing THE LAST WORD IN POPULAR WEAVES AND PRICE LOWNESS.



Extremely Fashionable Silk Matelasse Coatings at **\$3.00 a Yard**

They are such beautiful fabrics that any woman's fingers will ache to take hold of a needle and get to work on them right straight away. They are the new season's most favored silk coating. They come full 48 inches wide and they are extremely fashionable and very durable. Included are all the new designs in rich, bright colorings—fabrics that must be seen to be appreciated. You are requested to come and pass judgment. They are the same width, weight and quality sold elsewhere at \$4.00 to \$5.00 a yard. Priced **\$3.00** here at.....

All-Wool French Challies—Full 28 inches wide, shown in an unlimited variety of dots, rings, floral and figured designs—most any wanted color. A splendid fabric at, yard **50c**

**VELVET** Elegant New Brocades at **\$3.00 a Yard**

A wonderful showing of exclusive designs in the new Brocaded Velvets. They are heavy-weight, full-width velvets of standard quality, shown here in exquisite colorings. They are out-of-the-ordinary values at, the yard **\$3.00**

### Prudent Housekeepers Will Supply Their Bedding Needs Here—and Now!

At extremely low prices you'll find Blankets that will furnish the greatest amount of warmth and comfort and that will please the purchaser with lasting satisfaction, as well as tempting values in Comforters, Pillows, Spreads, Pillow Cases, Sheets, etc. In our Main Floor Blanket Section you'll have no trouble in making choice from the following items:

Cotton Blankets of fine wool finish—they come extra large and heavy and in gray, white and tan—Regular \$3.50 values now on sale at, pair..... **\$1.95**

Wool Blankets—an odd lot, in white, gray and plaid styles—All are large double size, fine wool Blankets, in regular \$5.50, \$6.00 and \$7.00 qualities at, pair..... **\$4.95**

Full Size Comforters, filled with fine white cotton and covered with excellent quality silk-olone—They have plain centers with colored borders—\$2.95 grade **\$2.48**

Feather Pillows, full 21 by 27 inches—They are filled with sanitary feathers and covered with fancy art ticking—best \$1.25 grade on sale at, each..... **95c**

Hemstitched Spreads—made full size, for double beds and shown in a large variety of Marseilles patterns—best \$1.75 grade, priced at, each..... **\$1.48**

PILLOW SLIPS, REG. 12½" GRADE, SPECIAL AT, EACH **10c**

Bleached Pillow Slips, 48 by 36 inches, made of fine quality muslin—they are the kind regularly sold at 12½c—on sale at **10c**

SHEETS, REG. 70c GRADE, ON SPECIAL SALE AT, EACH **59c**

Bleached Sheets without seam in center and made full size for double beds—they come 72 by 90 inches—best 70c grade **59c**

PILLOW SLIPS, OUR REGU. LAR 15c GRADE, EACH ONLY **12c**

Extra heavy and large, full bleached Pillow Slips of good durable quality—they come 48 by 36 inches—Regular 15c grade, now on sale at..... **12c**

### You Must See These Improved Richelieu Union Suits



Then you'll understand why we are so enthusiastic over them. With their arrival women know absolute comfort, fit and style in underwear for the first time. Note the superior features. RICHELIEU "SEAMLESS" UNION SUITS, ALL REGULAR SIZES AT \$1.00, ALL OUTSIZES AT \$1.25.

Knitted thinner at the waist to make them form-fitting—the closest fitting corset sets smooth and comfortable over the Richelieu—No heavy seams to press into your skin under the corset—Made of durable, fine ribbed materials, neatly trimmed and perfectly finished.

Richelieu Union Suits of medium weight cotton, shown in all styles, low or high neck, long or short sleeves and in ankle or knee length. All regular sizes at **\$1.25**, outsizes at..... **\$1.50**

Richelieu Union Suits, shown in low-neck, sleeveless styles, in ankle or knee length, made with fine lisle top and heavy cotton pants. Regular sizes **\$1.25**, outsizes **\$1.50** at.....

Richelieu Union Suits shown in the above styles, in heavy Fall and Winter weight. The regular sizes are priced at **\$1.25** the suit, and the outsizes priced at **\$1.50**

Richelieu Union Suits, shown in low-neck, sleeveless style, in ankle or knee length, made with hand crochet yokes, fine lisle top and heavy cotton pants. Regular sizes **\$2.00** at **\$1.75**, outsizes **\$2.00**

### Luxurious Comfort in New Fur Fabric Coats Unmatchable Values at \$9.90 to \$30

Astrachan, Arabian Lamb, Caracul and other Fur Fabric Coats that combine many new, novel and practical points of comfort with all the becoming features the most particular woman wants are ready for first showing and selling tomorrow. Primarily intended for the cold, blustering days, but quite as desirable for the cool nights and mornings that are with us now. We request your inspection NOW. We promise you values that are unmatchable elsewhere.

The Modish Cutaway and Square Front Styles in All Sizes for Women and Misses

The most fashionable three-quarter and full-length styles in cutaway and straight front models variously trimmed and perfectly finished. Included are the most fashionable materials—Astrachan, Salt's Arabian Lamb-Saltex Fur Fabrics, Zibelines, Hairline and Novelty Mixtures and the popular plain colored fabrics. Come and judge for yourself the worthiness of this great showing and its many points of superiority. It is something more than simply interesting. It is profitable both from the view point of quality and value. Every taste and every purse may be suited for prices range from



FURS of Pronounced Goodness and Favored Styles **\$6.50 to \$50**

In no former season have the changes in fur styles been so pronounced as those which stand for the accepted vogue for the Winter of 1913-14—And never has greater charm of design been shown. Becomingness is featured in many novel ways—the lines are graceful and taken all in all the sets, neckpieces and muffs embody ideas which combine the artistic with the practical most happily.

Our opening display embraces only Quality furs whose workmanship is of the best—the same fur pieces would cost you a great deal more at the exclusive fur stores than they do here—

**\$30.00**  
Down to **\$9.90**

Women's and Misses' Fur Sets, Neckpieces and Muffs, in all kinds and styles are here at all prices from **\$50.00** down to **\$6.50**

### Complete New Lines in Royal Society and Artamo Packages at 25c to \$1.50

A wonderful assortment of useful and novel things are ready for the lover of art needlework—one visit here will send you away inspired by a dozen new ideas for gifts or to brighten the home—Just to see them is really a privilege and you are welcome if only to look.

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.