

ALL MAIL ORDERS GIVEN PROMPT AND CAREFUL ATTENTION

FOR THE FIRST 10 WOMEN

entering this store Monday morning—their first article purchased will be sold at

1/2 the Original Price

Store Opens at 10 o'Clock for Shanahan's Great
STOCK REDUCING SALE
With a Host of Unequaled Bargains!

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The recent changes in our store, combined with the arrival daily of new assortments of winter goods, make it a necessity for us to sell at greatly reduced prices much of our present stock. Unusual values are also to be had in several lines of merchandise which we are closing out. This is a sale of the greatest magnitude and we intend to break all our past records for cut prices. Every thrifty Portlander who is making an effort to save wherever possible this winter will find here, during every day of this sale, new opportunities to save on just the very articles that are necessary for winter comfort.

New Fall Dresses

of Tricotine, Serge and Wool Jersey

On Sale at **\$15**

These dresses have just arrived but we have already cut their price in order to give you a real bargain on one of the necessary fall purchases. The material and workmanship of these dresses are excellent and their styles are varied, new and most attractive.

Sateen Petticoats

\$1.95

Women's sateen petticoats in black and colors, made with ruffled flounce and elastic belt; a splendid petticoat to wear with fall and winter suits; in sizes 36, 38 and 40.

Lingerie Blouses

In White and Combinations

\$1.79

The materials of these blouses are voiles, mulls, and other sheer weaves and they are very becoming and new in line and style. Specially reduced for this sale.

SILK PLUSH COATS

Very Special **\$29.50**

For this sale only—an assortment of attractive 36-inch black silk plush coats—completely lined and new in style.

Wool Sweaters

For Women and Misses

\$4.95

A fine line of women's and misses' wool sweaters in blue, white and gold. These sweaters are slightly soiled from store use, hence the remarkably low price.

COATS

\$14.95

Lovely coats for fall and winter wear of wool mixtures in varying shades. These coats are unlined, but the material is very heavy. They have deep pockets and wide collars. You will find them very attractive, serviceable and a real bargain. Prices of coats seen elsewhere will convince you of the worth of these.

For Your Winter Sewing

Comes a bevy of reductions from our dress goods department. With the new fall patterns you can easily make yourself a beautiful dress for fall at less than half the price of a ready-made garment. These are but a few of our sale values:

- 36-inch school plaids in new, bright colors, a yard **39c**
- 50-inch shepherd check coatings and suitings at, yard **47c**
- 27-inch wool challies in pretty floral patterns at, yard **59c**
- 36-inch half-wool French and storm serge in black, brown, green, blue and wine at, yard **69c**
- 36-inch half-wool batiste in pink and blue at, yard **75c**
- 34-inch Danish cloth in black and blue at, yard only **39c**
- 18-inch silk velvet in all colors; a wonderful value at, yard **\$1.95**
- 22-inch velveteen in all colors; an exceptional value at, yard **89c**
- 32-inch corduroy in black only, specially priced at, yard **98c**
- 36-inch invisible checked mohair on sale at, yard only **95c**
- 36-inch new plaids in a good weight in a variety of patterns at, yard **85c**
- 36-inch all-wool imperial serge on sale at, yard **\$1.39**
- 36-inch half-wool flannel shirting, very special at, yard **95c**
- 54-inch all-wool checked coating on sale at, yard **\$1.95**

Four "Cut Prices" in Wash Goods

- A. F. C. Red Seal Utility and Amoskeag 27-inch ginghams in plaids, stripes and checks **35c**
- Fine quality 36-inch percales in light checks and stripes **Yd.**
- 33-inch mercerized black sateen for bloomers, etc.; very special **49c**
- 36-inch colored marisettes in a wide range of patterns **Yd.**

Terry Cloth, Special 98c Yd. Madras, Spec'l 98c Yd

36-inch Terry cloth for draperies in a large assortment of beautiful new patterns and colors at a very reduced price. 36-inch drapery madras in rose, blue and two shades of green, specially reduced for this sale only.

Corsets \$1.95

A large assortment of Crown, Empire, P. N., Regis, Her Majesty and Miller corsets in high, medium and low bust styles with elastic belt, of coutil and brocaded materials in flesh and white. Not all sizes from 19 to 36. Very special.

GOWNS—A large line of simple gowns for women, of outing flannel in extra warm weight, on special sale at **\$1.95**

PETTICOATS—A full line of women's White Muslin Petticoats with ruffled flouncing. Regular \$1.00 value, at, each **45c**

GOWNS—Women's Sheer Nainsook Gowns finished with colored embroidery; an exceptional value in gowns at **\$1.49**

BLOOMERS—Women's Dimity Bloomers with elastic, ruffled finished knee in assorted styles at, each **98c**

Chemise \$1.49

Women's Fancy Envelope Chemise of unusually fine and sheer muslin finished with dainty embroidery and priced specially low.

Underwear

Women's high-neck, long sleeved and ankle length Light Fleece Union Suits; special Women's high neck, long sleeve and ankle length Heavy Fleece Union Suits. Sizes from 34 to 38 at, each **49c**

Women's light weight ankle length Pants in sizes 34, 36 and 38, on sale at, each **98c**

Women's Silk Union Suits with high neck, long sleeves and ankle length; 36 to 42 at, special **25c**

Women's medium weight Union Suits with high neck, long sleeves and ankle length; all sizes. Special, each **\$3.95**

Women's medium weight Union Suits with high neck, long sleeves and ankle length; all sizes. Special, each **79c**

You Will Marvel at These

Coverall Aprons Sale Price 98c

You will agree that gingham and percale coverall aprons at this price do not appear very often. While they last at only 98c each. Buy now for the whole winter!

Women's Hosiery

Women's Cotton Hose in white and black only, all sizes, regular 25c values at 15c pair, or 2 pairs for **25c**

Women's Extra Fine Grade of Cotton Hose in black and white and some colors; regular 50c value for 35c, 3 pairs **\$1.00**

Women's Fine Silk Lisle Hose in a good assortment of black, white and beaver shades, specially reduced to, pair **50c**

ENTIRE LINE OF FANCY SILK AND FIBER HOSE, REGULAR \$1.50 VALUES. THIS SALE, PAIR **79c**

Domestics

- 72-Inch Bleached Sheetting on sale at, yard **65c**
- 81-Inch Bleached Sheetting on sale at, yard **75c**
- 90-Inch Bleached Sheetting on sale at, yard **85c**
- 36-Inch Bleached Muslin, sale price, yard **25c**
- 45x36-Inch Pillow Slips at **45c**
- Crochet Bed Spreads on sale at **\$1.95**
- Scalloped Bed Spreads; \$10 values, sale price **\$5.95**
- 27-Inch Outing Flannel, sale price, yard **30c**
- 45x72-Inch Blankets, sale price is **\$1.95**
- 54x72-Inch White and Gray Blankets, on sale at **\$2.69**
- 70x80-Inch Tan Blankets on sale at **\$3.50**

We are offering great assortments of laces, embroideries, veilings, gloves, bead chains, insertions, angora scarfs, poplin ties, dress trimmings and tassels at prices that will astonish you. It will be well worth your while to pay a visit to this department, for you will be able to pick up many unusual bargains here.



FALL MILLINERY

Included at Sales Prices

Tams

\$1.75 to \$3.50

A wonderful assortment of Tams for women, children and misses, of DUVE-TYN, VELVET, PLUSH and PAN VELVET. In all the new fall colors.

A \$5.95 Special

Hats made with bright feather brims and chenille crowns in black and the new popular colors.

Hats at \$2.95, \$4.95 and \$7.95

These include trimmed Velts, Chenilles and Braid Hats that are very stylish and attractive. OSTRICH BANDS in the new Pheasant brown shades, at only **\$1.95**

In Our Men's Store

We are carrying out the policy of this sale to the last word and offering you splendid opportunities to buy at great savings.

Mens' Shirts 65c

Men's Heavy Ribbed Shirts in all sizes, and in a satisfactory winter weight for this sale **65c**

Union Suits \$2.25

Men's Heavy Ribbed Union Suits with high neck, long sleeves and ankle length; made of soft, warm weave and most satisfactory.

Fleece Union Suits

\$1.95

Men's Heavy Fleece Union Suits in gray only, a garment that will give you service and warmth during fall and winter weather.

Shirts

\$1.50

Men's Light Wool Mixed Shirts in all sizes; very satisfactory and a real money savings price. Drawers to match, **\$1.50**.

Men's Handkerchiefs

18-Inch White Cambric Handkerchiefs made with soft finish and on sale at 10c each, or 3 for only **25c**

Men's Turkey Red Handkerchiefs for work, with fast colors, in large sizes; priced very special for this sale at 2 for only **25c**

Men's Hosiery

Men's Dress Hose in gray, black and brown in reinforced toes and heels; a good value **35c**

Men's Dress Hose in tan, brown, black and gray; a special value on sale at, pair **25c**

Men's Heavy Wool Socks in gray, brown and black. Ideal for outdoor and work wear. On sale at 3 pairs for **\$1.25**

Men's Overalls

\$2.50

Men's Extra Heavy Blue Denim Bib Overalls, reinforced and triple stitched; a splendid working garment at a reduced price.

Men's Sweaters

98c

A wonderful assortment of men's Rough Neck Sweaters in all sizes of gray and red, specially reduced for this sale.

Denim Allovers for Work \$3.00

Men's Brown Denim Overalls in sizes 36 to 46, made in practical styles and with splendid workmanship and priced in this special sale.

BARGAINS in Children's Wear

Dresses \$1.79

Lovely little Gingham Dresses for children from 6 to 14 years. Made in attractive styles and splendidly finished for school wear.

Sweaters \$3.95

Warm Wool Knit Sweaters for boys and girls, in gray and red; these sweaters have been selling for much more but are now reduced while they last.

Boys' Coveralls \$2.25

Boys' Khaki Coveralls for play and work, in sizes 12 to 16 years. A very good value at this sale price. These are reinforced and splendidly made.

Play Suits \$1.65

Boys' and Girls' Play Suits of heavy blue denim, in turkey red gingham and also a few sizes in Devonshire cloth, to be closed out at special price.

Drawers. 25c

Girls' Muslin Drawers in sizes 8 to 14 years. Values up to 69c will be sold out at only 25c each.

Boys' Blouses 98c

A full line of fine blouses for school wear made of the finest quality of cheviot suiting in plain and fancy patterns in all sizes.

Fall and Winter Hosiery

A broken line of Children's Union Suits in light fleeced weave, in sizes from 10 to 16 years, specially priced at, each **49c**

Buster Brown and Boy Scout Hose in extra heavy rib; sizes range from 6 to 10 years. Priced special, the pair **50c**

A broken line of children's Medium Weight Ribbed Stockings in values up to 35c the pair, at only 19c pair, 3 pairs for **50c**

Children's Heavy Ribbed Stockings in all sizes; a regular 50c value, specially priced for this sale, 39c a pair, 2 pairs for **75c**

A broken line of Infants' Silk-plaited Hose in sizes from 4 1/2 up to 6, in black only. Priced special for this sale at, a pair **25c**

Children's Fall Hats \$1.75

A very unusual offering of children's little Velvet hats for fall and winter wear, trimmed and made in the newest styles and coming in all the popular colors. You will like these hats and find them a very wonderful purchase.