

THE SALE OF THE YEAR IS HERE — SAVE NOW!

SALE STARTS SAT., DEC. 31st

Saturday the 31st is the first day of West's Gigantic Annual January Clearance Sale and means a substantial saving on every item through the entire store.

N. K. WEST & CO., INC. 30TH ANNUAL

JANUARY CLEARANCE SALE!

Entire Stock Ladies', Misses' and Children's Coats

BUY NOW—SAVE!

Clearance prices prevail through the entire store, and the savings are such that you cannot afford to overlook a single item that you will need in the next few months.

Every Article Reduced

Lavishly Fur Trimmed Styles Embody Fashion's Newest Notes

SAVE! YOUR unrestricted choice of any coat—ladies', misses' and children's—in our large stock at a saving to you of **One-Third**. Coats of every type are here for your selection in the smartest of new styles and fabrics, Sport Coats, Dress Coats, Travel Coats, Tailored Coats, all of that high quality typical of West's.



Lovely Smart New Dresses Of Intriguing Chic Design

DRESSES suitable for any occasion in the newest and smartest of mid-season design. Georgettes, wool crepe, silk crepe, wool flannel, wool jersey and satin faced crepe in the demanded shades of blues, tans, browns and the popular black. This is indeed a dress event that the thrift wise shopper should not overlook.

SAVE! 33 1/3%

\$9.90 — DRESS SPECIAL — \$9.90

This special group of dresses includes numbers of silk, silk crepe, wool crepe, wool flannel and jerseys in the mid-season smartest styles. These straight line models in belted and plain styles together with button, braid, and embroidery trims are exceptional values, at **\$9.90**

One Group Smart Frocks \$12.00

This special lot of dresses consists chiefly of clever sports numbers in the popular wool crepe, jersey and flannel with a few of the dressier numbers of silk. The sizes of 16's to 20's inclusive is an opportunity for the smaller miss to secure a smart frock at the price of **\$12.00**

\$9.90 — COAT SPECIAL — \$9.90

Of many pleasing novelty weaves and also plain materials in colors of blue, tan, brown and gray both with and without fur trimming. These are regular stock garments of the same high quality you would expect of coats from West's, all nicely lined and finished, priced **\$9.90**

\$17.85 — CLEVER FROCKS — \$17.85

Former values to \$29.75 of twills, crepes, flannels, jerseys, in both plain and fancy plaids and striped materials. Clever creations in both one and two piece dresses with unique felt, button and bead trims with a few belted styles. These are smart appearing dresses that are suitable for wear now as well as early spring.

Silk Slips

In the popular colors of rose, blue, and black in all sizes, made with either hemmed or piqued bottoms. Priced specially for Clearance **\$1.80**

Pongee Slips

Silk pongee princess slips with wide straps at shoulders, hemstitched tops with extra wide bottom hems, priced for Clearance at **\$2.25**

Outing Gowns

Ladies' outing flannel gowns in plain white and colored striped patterns. Nicely made with hemstitched neck and yoke. Come in all sizes at **\$1.32**

Outing Pajamas

In plain colors and fancy striped flannels. These are made with hemstitched yoke and neck in slip on style with frog trimmings at **\$1.32**

50 DOZEN PAIRS SILK HOSIERY



Chiffon and Service Weight

59c

An exceptionally good looking service giving hose of silk and fiber with four inch lisle garter top with fashioned ankle and seamed back. These come in the following colors of alean, aloma, atmosphere, beige, black, blue, fox, bean, champagne, etc.

All Fall-Winter Millinery Reduced



SAVE NOW! 25% to 50%

THIS includes smart velvets, felts, metallic combinations also many styles in silk combinations. All of the wanted shapes, colors and head sizes are here for your selection. The styles of veiled effects, close fitting models and small brims, makes these numbers doubly attractive.

All Silk, Rayon, Silk and Wool and All Wool Dress Fabrics Priced for Clearance



OUR large and varied stock of dress fabrics suitable for now and spring wear are offered you at money saving prices through this Annual Clearance Sale. The newest and most authentic fabrics and colorings are featured in this department.

54-inch Fancy Flannels	\$1.59 Yd.
54-inch Fancy Plaid and Striped Flannels	\$1.89 Yd.
54-inch Suiting, plaids and checks	\$2.39 Yd.
54-inch Tweeds	\$1.39 Yd.
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54-inch Plain All-wool Flannel	\$2.39 Yd.
54-inch Wool Crepe	\$2.60 Yd.
54-inch Kasha Flannel	\$2.60 Yd.
54-inch Silver Sheen	\$3.20 Yd.
54-inch All-wool Jersey	\$1.98 Yd.
32-inch Plain Corduroy	68c Yd.
32-inch Corduroy	80c Yd.
27-inch Fancy Costume Velveteen	\$2.60 Yd.
36-inch Plain Costume Velveteen	\$2.20 Yd.
40-inch Plain Velvets, black and colors	\$4.00 Yd.
40-inch Plain Black Velvet	\$6.80 Yd.
40-inch Crepe de Chine	\$1.60 Yd.
40-inch Flat Crepe	\$2.00 Yd.
40-inch Satin-faced Crepe	\$2.00 Yd.
36-inch Messaline	\$1.25 Yd.
36-inch Skinner's Satin	\$2.20 Yd.
36-inch Skinner's Lining Satin	\$2.00 Yd.
36-inch Gros de Londres	\$1.48 Yd.
36-inch Changeable and Plain Taffeta	\$1.72 Yd.
40-inch Charmeuse	\$1.35 Yd.
40-inch Stardust Crepe	\$1.80 Yd.
40-inch Barronette Satin	\$1.20 Yd.

All Wool and Cotton Blankets Priced for January Clearance

ENTIRE stock of pillows, comforters, and blankets all of exceptionally fine makes in the wanted sizes and colors from the all cotton blanket to the finest all wool double blanket you save **20%**

Oregon City—Hudson Bay

Pure virgin wool heavy single white bed blanket, size 85x93. The pile is a large 4 inch block and comes in the following colors: green and white, grey and white, and white and light green. **\$11.20**

Pendleton, Single Blanket

Heavy all wool blanket, size 72x84 with satin bound edges in both plain colors and checks. Blue and pink, tan and orange, old rose, blue and pink. A real value. **\$11.61**

Pendleton, Double Blanket

An extra heavy double all-wool bed blanket, size 85x93. Comes in rich shades of orchid and white, pink and white, and blue and white, low pile. **\$14.00**

Oregon City—Cadet

An extra quality light weight all wool double bed blanket with satin bound edges. Comes in two, inch effecting plaids of brown, old rose, blue and red, and blue, green and red. Very attractive. **\$6.37**

Wearwell—Cotton

Another Wearwell blanket, a Marshall Field's product, in a light weight double cotton blanket, size 85x93, comes in low pile, white and blue with contrasting colored borders. **\$2.21**

Oregon City—Oregonian

A very heavy all wool blanket in a number of your attractive color combinations. In 72- and 84-inch size with satin bound edges. In red and white, blue and white, blue and green, brown and red, and blue and green. **\$9.60**

Wearwell 66x80

A very good quality all cotton double blanket, size 66x80 in colored borders of tan and rose, white and blue, grey and blue, this is a very serviceable blanket and will launder nicely. **\$1.92**

Part Wool 66x80

A heavy quality double part wool blanket in beautiful blue, green and grey, tan, blue and pink. This is an exceptional lot at our low January Clearance price. **\$3.41**

Entire Shoe Stock Reduced



SAVE 20% to 50%

Ladies', Misses' and Children's Shoes

NOW is the opportune time to fill your need for footwear! At West's Annual January Clearance Sale. Every pair of our high grade shoes carries a substantial reduction of at least 20% and often a half. Well known makes, such as Armstrong, Red Cross, Boyd Welch, Johansen and Munroe assures you the utmost in style and wearing qualities.

—See Our Bargain Tables—

Figured Outing

In a 36-in. width in colors of salmon, yellow, blue and white with small printed designs in contrasting colors. This is a very long nap closely woven material at **32c**

Peter Pan Gingham

WENDOVER and English prints in the popular colors and patterns. These are guaranteed fast color materials, serviceable and will launder nicely, specially priced at **42c**

SAVE NOW!