

OUR GREAT SALE

EVERY ARTICLE REDUCED

Home Furnishings

Every Article Reduced
Many of these items will not last long
100 pairs Dainty Ruffled Muslin curtains, 87c pair.

Men's Furnishings

Every Article Reduced
Plenty more bargains
Assortment of \$1 and \$1.50 Colored Shirts, at 70c each.

Hosiery Department

Every Article Reduced
These are only a portion of the bargains
Children's Heavy Ribbed Black Wool Hose, 19c pair.

Druggists' Sundries

Every Article Reduced
You will find other bargains besides these
300 Shoe Brushes, with dauber attached; sale price, 19c.

Perfumes by the Ounce

Roger & Gallet; sale price, 59c.
The Crown; sale price, 45c.

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Cloak Department

Every Article Reduced
Just an idea of the many bargains here
Ladies' Dressing Sacques, all-wool eiderdown, all colors... 73c

Domestic Department

Every Article Reduced
A lot of other extra values here
27-inch Dress Gingham in an unusual good assortment of pinks and blues...

Wash Goods

Every Article Reduced
A few of the reductions here mentioned
Silk Gingham and Imported Zephyrs; regular price, 50c and 60c; sale price, 25c.

Linen Department

Every Article Reduced
A multitude of opportunities in this stock
Honeycomb Spreads... 80c
Full size Crochet Spreads... \$1.00

House Paints

Great sale of House Paints. You know the kind we carry, "THE BEST."
Great sale prices as follows:
Half-pints; regular price 15c. Special... 9c

Household Goods

Great sale of Household Goods. You know the kind we carry, "THE BEST."
Great sale prices as follows:
Half-pints; regular price 15c. Special... 9c

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Black Dress Goods

Every Article Reduced
Loads of additional bargains
A large assortment French Serges; Cheviots and Diagonal Serges... 57c yd

Colored Dress Goods

Every Article Reduced
You will find many more bargains
5,000 yards plain, fancy and mixtures... 25c yd

Silk Department

Every Article Reduced
A few of the opportunities
1,000 yards of Fancy Silks, plaid, striped and corded qualities up to \$1.50 yard...

Picture Store

In this store we will hold a "Bargain Festival." We have no hesitancy in saying that you have never seen the equal, or near the equal, of the many bargains we offer in our Picture Store.

Infants' Department

This stock offers many other attractions
Infants' Kid Shoes, lace and button styles, all colors, and Infants' Moccasins; sale price, 42c.

Embroidery Department

Some of the bargains
10c Embroideries at 5c yard.
15c and 20c Embroideries at 10c yard.

Ribbons

Every Article Reduced
A few of the reductions
35c and 45c Fancy Ribbons, at 15c yard.
65c and 85c Fancy Ribbons, at 35c yard.

Laces

Every Article Reduced
A mere hint of our offering
10c and 15c Torchon Lace at 5c yard.
15c and 20c Net Top Venice Lace at 9c yard.

Vellings

Every Article Reduced
A mere hint of our offerings
2000 yards Velling, plain Tuxedo, dotted Tuxedo in black and all shades. Sale price, 15c.

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Book Store

The great opportunity for the book collector, the one time in the year to add to your library worthy books for little money.
Special prices to libraries. Standard sets in cloth, buckram and half calf bindings, at... 12c

Juvenile Books

The Naval History of the United States; regular price, \$1.75; special bargain... 95c

Cook Books

Mrs. Rorer's Cook Book; our great sale price... \$1.25
Mary Ronald's Century Cook Book; our great sale price... \$1.19

Millinery Store

The following offerings give you an idea of our "Hat Bargains":
Trimmed Hats
150 Trimmed Hats, elaborately trimmed, with the finest materials. Regular prices, \$8.00, \$10.00, \$12.00 and \$15.00. Special, \$2.50 to \$4.00.

Stationery Store

A few quotations from this department, which gives you an idea of the many other bargains offered:
1000 boxes fine Writing Paper and Envelopes; regular, 12c box. Great sale price... 6c

Art Department

Every Article Reduced
Many more attractions besides these
Entire stock of fine stamped Linens at half regular prices.

Flannels

Every Article in the House Reduced
Equal good values besides these
All wool Flannels, for waists, 25c.
Fancy Striped Flannels, 35c.
Scotch Flannels for waists and shirts, 35c.

OUR GREAT SALE

EVERY ARTICLE REDUCED

Dress Trimmings

In no other store will you find more bargains than here. Short lengths of elegant Gimps, jet and silk trimmings, at immense reductions. Also remarkable reductions in clasps, buckles, slides and garnitures. We quote a few bargains:
An assortment of fine Jet and Beaded Gimps; regular price \$1.00. Great sale price... 39c

Millinery Sundries

Just a few items to show how we are selling Ostrich Feathers:
100 Rich Black Ostrich Feather Plumes, 15 inches long; regular price \$2.50. Sale price... \$1.50

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Handkerchiefs

Some of the Bargains
500 dozen Hemstitched Handkerchiefs, printed borders; sale price, 2c each.
300 dozen White Hemstitched Handkerchiefs, with fancy corners; sale price, 5c.

Ladies' Wool Underwear

Every Article Reduced
A few of the reductions
Odd sizes Ypsilanti Ladies' Union Suits; regular, \$5; sale price, \$1.79.

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Ladies' Wool Underwear

Ladies' Part-Wool Flat Natural Wool Vests and Drawers; sale price, 79c.
Ladies' All-Wool Ribbed Vests and Drawers, natural, white, pink and black; sale price, \$1.19.

Corsets

Every Article Reduced
Some Corset Bargains.
Odd sizes C. P. and P. D. Corsets; regular, \$2.50; sale price, 98c.

La Vida Corsets

\$3.00 styles, \$2.39.
\$3.50 styles, \$2.79.
\$4.50 styles, \$3.49.
\$5.75 styles, \$3.98.
\$7.50 styles, \$5.89.
\$8.00 styles, \$6.79.

Notion Store

This store is brim full of bargains. Little articles you need every day in the year, at tiny prices:
Here are a few of them: Household Wax Tapers, 30 in box; best quality. Great sale price... 2 for 5c

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Jewelry Store

The greatest Jewelry selling ever attempted by any firm. In the face of immense advances in cost, we offer Jewelry at prices less than ever known in the history of Jewelry selling. Below gives you an idea of the magnitude of our offerings.
Sale of Diamonds
The finest assortment ever shown in Portland, consisting of a grand collection of Rings, Crosses, Brooches, Pendants and Pins. Our prices at regular were less than any jeweler. At the prices we offer them during our great sale—a discount of 33 1/3 per cent—brings them close to KIMBERLEY COST. A CHANCE THAT WILL NEVER BE OFFERED AGAIN TO BUY DIAMONDS AT SUCH PRICES.

Sterling Silverware

From our already special prices we offer elaborate Knives, Forks, Spoons, Salad Sets, Berry Spoons, Fruit Knives, Tea Sets, Bowls, Trays, Bone Bon Dishes and all other table articles at a great sale discount of... 25%

Ebony Ware

The most popular article now selling in Toilet Ware, Ebony Brushes, Mirrors, Hooks, Files, Bonnet Cloth and Military Brushes, Hair Brushes, Nail Pads, Powder Boxes, etc.; great sale discount of... 33 1/3%

American makes, world-famous Walthams and Elgins, Howards, New York Standard and some Swiss Watches; Men's, Ladies, Girls' and Boys' Watches, in nickel, silver and gold cases, all offered from our regular prices at... 25%

Leather Goods

Every Article Reduced
Good things to interest you
Ladies' and Gents' Pocket Companions; sale price, 13c.
200 Real Alligator and Monkey Coin Purses; sale price, 19c.

Kid Gloves

Every Article Reduced
Only a partial list
Odd sizes in our regular \$1 and \$1.25 Kid Gloves; sale price, 49c.

Muslin Underwear

Every Article Reduced
These and a hundred other tempting bargains in this stock:
500 Ruffled and Embroidery-trimmed Night Gowns. Sale price, 45c each.

Ladies' Nightgowns

Celebrated "Universal" Brand
500 Ruffled and Embroidery-trimmed Night Gowns. Sale price, 45c each.

Drawers

Ladies' Muslin Drawers, with deep ruffles, ombre shape. Sale price, 25c.
Ladies' Muslin Drawers, embroidery edge and tucks. Sale price, 25c.



OUR GREAT SALE WILL COMMENCE TOMORROW

(ENDING FEBRUARY 3, 1900)

EVERY ARTICLE IN THE HOUSE REDUCED

This is an opportunity which no economical purchaser can afford to pass. A moment's thought, considering the positive increase in the cost of all goods, the assortment we carry, and the fact that we have not as yet increased our prices will convince anyone that a reduction on the present low prices is an offer which cannot reasonably be expected again.

EVERY ARTICLE IN THE HOUSE REDUCED