

The "Different Store" Fifth and Washington Sts. Where the Walls are Coming Down

Credit Department Our credit department is at your service at all times. Charge accounts facilitated shopping, and will be found a great convenience. Office on third floor.

Olde, Northman & King

We cordially invite our patrons and the general public to make use of the additional convenience of our telephone system whenever a personal visit is inconvenient. Call "Private Exchange 12."

Portland's Quality Shop Home of the "Reliable Patterns" The Designer 10c, or 50c a Year, postpaid to any address

ALL MAIL ORDERS Will be promptly filled at the advertised SLAUGHTER PRICES during the run of the great DISLIDGMENT SALE. Every article in the house, basement to roof—except contract goods—stands wonderfully reduced. Write or 'phone your orders, which will be filled at once by expert shoppers.

Absolutely every article of merchandise in this house (Contract Goods alone excepted) is vigorously, unreservedly reduced. The January Clearance Sales are eclipsed in scope and outdone in mighty bargain power.

GUILTY of demoralizing the business of profit-making for every house that carries our lines within Portland's shopping confines.

But circumstances compel the slaughter. Never have dollars done so valiant a duty—each now performs nearly double its stunt. Quality merchandise is being sold for less here today than ever before in the history of merchandising on the Pacific Slope. Dislodgments of stocks, razing and rebuilding of departments, reconstruction and enlargement of present lines with expansion and addition of new ones, in connection with tearing down the walls and joining the old and new stores, that will form a public thoroughfare from Sixth street to Fifth and Washington, force the issue. But one way to save the goods from damage—that's to turn them over to you at a loss to us. We're doing it. The fact is incontrovertible. If additional proofs of this statement are required, the items below furnish promising clues—follow them up—keeping constantly in mind that a dollar spent elsewhere for goods carried by this house during the run of

The Stupendous Dislodgment Sales

Means that you are paying from 20c to 50c of it to another dealer that you might have pocketed yourself by taking advantage of the great sale here where ABSOLUTELY EVERYTHING IN THE HOUSE IS UNSPARINGLY REDUCED.

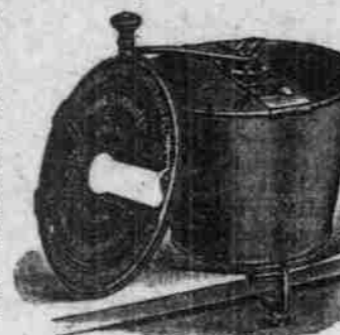
Brief Digest of Yesterday's Page Announcement of Today's Great Bargain Convention

THE "HOURLY SALES" and what they bring to Portland shoppers today. First, a probable howl from competition. This store first held "Hourly Sales" in Portland years ago. The writer was familiar with them away back in '86—nothing new, nothing original, nothing copyrighted about them, and nothing to keep our imitators winking up their "cuckoos" and setting 'em going. But there's one thing beyond their imitation—that is QUALITY OF MERCHANDISE and COMPARATIVE LOW PRICES that rule this sale. Values talk more understandingly to the people than pages of illiterative "molly coddle." See these values at this store today—don't miss an item, 'twill pay you to be here every hour.

- HOURLY SALES OPEN AT 8 A. M., continuing every hour until closing time tonight—6 P. M. AT 8 A. M. TO 9 A. M. ONLY—\$2.00 Smyrna Rugs, \$1.25—fourth floor. Women's 35c Hosiery, 19c—first floor. AT 9 A. M. TO 10 A. M. ONLY—25c Toothbrushes, 10c—first floor. 5c Lemon Juice Extractors, 3c. AT 10 A. M. TO 11 A. M. ONLY—\$1.00 Kid Gloves (Women's) for 60c—first floor. \$3.00 Shirtwaists for 89c—second floor. AT 11 A. M. TO 12 M. ONLY—45c and 50c Organadies, 28c—first floor. \$1.00 Poulard Silks for 50c—annex, 1st floor. AT 12 M. TO 1 P. M. ONLY—Women's \$1.50 Sateen Petticoats, 79c—annex, second floor. Men's 50c Balbriggan Underwear, 29c—first floor. AT 1 P. M. TO 2 P. M. ONLY—Women's 25c Sailor Hats, 9c—second floor. Women's \$3 Dress Shoes, \$1.75—1st fl. AT 2 P. M. TO 3 P. M. ONLY—25c Shirtwaist Sets, 13c—first floor. Footed Sherbet Caps, 50c doz.—third floor. AT 3 P. M. TO 4 P. M. ONLY—60c Collar and Cuff Sets, 25c—first floor. Women's 75c Vests, 39c—first floor. AT 4 P. M. TO 5 P. M. ONLY—\$2.00 HAMMOCKS, \$1.38—fourth floor. Women's \$3.50 and \$4.00 Shoes or Oxfords, \$2.63—first floor. AT 5 P. M. TO 6 P. M. ONLY—50c Scissors or Shears, 29c—first floor. \$1 Cushion Covers, 54c—second floor, art shop.

GRAND SPECIAL DEMONSTRATION OF THE Universal Bread Mixer

We invite our lady patrons to call today and witness a practical demonstration by an expert from the factory of the UNIVERSAL THREE-MINUTE BREAD MAKER. The demonstrator will be here for a few days only. Good bread and the easy way to make it. Baker's bread doesn't compare with "the bread that mother used to make." But he is a brave man who suggests that either mistress or maid shall go through the drudgery of kneading the dough by hand, nowadays. But the disagreeable old-fashioned method is no longer necessary for this making of the delightful, healthful old-fashioned bread. Instead of a half-hour of back-breaking work, it is now a easy three-minute task, to knead the dough perfectly—with the Universal Bread Maker. Now every dear old lady, whose bread every mother's son of us would like to live on, would say "Boosh!" and we couldn't blame her. Simple as the new bread maker is, the work that it accomplishes so successfully is almost unbelievable, until you see it done with your own eyes. Come and see the demonstrator at work; and see the dough she kneads with the new Bread maker, and the bread as it comes from the oven, as well as when it is cut, when cool. Then every housekeeper, as well as her husband, wouldn't think of living without delicious home-made bread. Price of the Universal Bread Mixer is \$2.25.



In Art Shop and Corset Salons

Second Floor. 45c CUSHION TOPS 19c Cushion tops of tan art denim lined in American Beauty rose design and plain green, back of same material. Regular 45c, special at 19c. See Fifth-street window display. In addition to our large assortment of plain and fancy bust forms we have added the H. and H. pneumatic bust form. "Nature's only rival." Strikingly stylish, a source of relief, delight and pride to the wearer, and of comfort to others. Durable, economical, and hygienic. So perfect, dressmakers fit over them without suspecting them by sight or touch; so healthful, they aid development of the natural bosom. These forms do away with all unsightly, unhealthy and uncomfortable padding. They produce perfectly the full bust and slender waist desired by the latest fashion. Positively the only device which perfectly simulates flesh and blood. Applied in an instant, invisible with any costume; neither sight nor touch reveals their use. Worn with or without corsets. Eagerly welcomed by society women everywhere. Incorporated into the dressmaking and ladies' tailors. They fit any figure, adapt themselves to every movement and position, take the desired size and shape, filling out ill-looking wrinkles, making the "fit" of any dress perfect and stylish. In light waists and evening dress they are worn low in the corset, forcing the natural bosom upward while they remain concealed. As a support they are a grateful relief to mothers. Made of a quality of Para rubber so amazingly tough that a strong man can't break a piece an inch broad. They are pronounced by an eminent woman "more an inspiration than an invention." Manufactured under five patents and perfected by the experts of the world. "A tribute of skill and science to the demands of fashion and health."

Domestic Aisle—Record-Breaking Values

First Floor. LINENS—Heavy Homespun Damask, 60 inches wide, special value, yard... 77c Heavy Bleached Irish Damask, 62 in. wide, special, yd... 63c Fine Satin Finish Damask, 2 yards wide, special, yd... 77c New line Colored Linen Tea Cloths, 6-4 size—special... \$1.94 White Japanese Linens, for waists and suitings—special prices 85c, \$1.05 and \$1.48 per yard. Three specials in Pine Satin and Marseilles Bedspreads—full sizes at, each... \$1.94, \$2.19 and \$2.64 SUMMER GOODS—Handsome Silk Finish Dolly Varden Waists, \$1 value, special, yard... 68c Snowflake Etamines, all colors, special, yard... 15c White Lace Striped Lawns, 20c value, special, yard... 12 1/2c Great reduction on all our high-priced Novelty Wash Goods during this sale.

DISLIDGMENT PRICES RULE THE Homefitting Stores, 4th Floor

Matchless values rule here among the Carpets, Rugs, Draperies, Curtains, Sewing Machines, Gocarts, etc. HAMMOCKS in newest styles, up from... 63c GOCARTS in folding styles, \$3.08 to \$4.80; Reclining styles, \$8.35 to \$45.50. SEWING MACHINES AT THE SALE PRICES—A 10-year guarantee with every machine. Swell front, drophead style, with five drawers... \$22.00 Box Top style, five drawers... \$20.30 Box Top style, three drawers... \$18.50 BRASS AND IRON BEDS REDUCED—Iron Beds up from \$3.50 to \$24.60. Brass Beds up from \$29.00 to \$74.75. LACE CURTAINS at sacrifice prices—the entire stock goes into the slaughter—nothing reserved. BEDDING ALL REDUCED—Blankets, Comforts, Pillows—All-Wool Colored Blankets up from, pair... \$2.42 White Wool Blankets up from, pair... \$3.96 Feather Cotton Filled Comforts, silkoline covered... \$1.15 Feather Pillows, pair... \$1.50 RUGS AND MATTINGS AT BARGAIN PRICES—Mattings up from, yd... 12c Every rug in the house stands reduced, including Orientals, Persians, Turkish, Wiltons, Smyrnas, Axminsters, Brussels. 15-inch Grass Porch Cushions—special at... 8c 18-inch Grass Porch Cushions—special at... 10c Oilcloths, per square yard... 40c We'll sell you all perfect Linoleums at less than any prices quoted by elsewhere less important carpet stores. WE CHALLENGE COMPETITION ON THESE CARPET PRICES: Wilton Velvet, yd... \$1.80 Best Wool Velvet, yd... \$1.50 Axminster, yd... \$1.60 Body Brussels, yd... \$1.65 Best Tapestry Brussels, per yard... \$1.15 Good Tapestry Brussels, per yard... \$1.00 All-Wool Ingrain, yd... \$1.00 Good Tapestry Brussels, per yard... 85c All-Wool Filling, cotton chain Ingrain... 80c Cotton Ingrain, yard... 50c Granite Ingrain, yard... 45c Mattings from 15c to 65c Absolutely everything mightily reduced.

Sale of Seasonable Silks

Annex, First Floor. 500 yards Fancy Shirtwaist Silks, regular \$1 value... 50c Over 600 yards new colored Silks, usual \$1.25 and \$1.50 values, yard... 50c SWEEPING SALE OF REMNANT SILKS on a special table today, divided in two lots, mercilessly reduced—some to 80c yard; others 60c yard. Thousands of short pieces—REMNANTS of Silks that have sold from \$1.00 to \$1.75 the yard, divided in two lots; the lengths run from five to ten yards each, and marked at two prices, viz., yard... 80c Every yard of Dress Fabrics under our roof is sweepingly reduced—never such a chance as now to buy dress stuffs at ridiculously low-cut prices.

Teachers' Educational Contest

Total Vote to Closing Time—6 P. M. on Saturday. The interest is widespread, the voting lively. They count up fast. A vote with every 50c purchase. A wonderful contrast to imitations is the phenomenal success of this great, only original EDUCATIONAL CONTEST. The reason why? Because like this great store and all its doings, IT INSPIRES THE CONFIDENCE OF THE PEOPLE. Total number of votes cast, 37,566. Number of teachers voted for 28. The leaders: Russ Jones, Highland... 4,844 Mattilda West, Thompson... 2,414 Winifred Mosher, Harrison... 2,405 Miss I. K. Strout, Chagman... 2,168 Miss C. F. Allen, Falling... 4,120 Ella Lavenson, Atkinson... 1,952 R. R. Steele, High... 1,926 Kate Padden, Atkinson... 3,728 Ruth Roonda, High... 1,872 Mrs. Esther Kane, Williams... Mrs. Nellie Hubbard, Albina... 2,022 Mrs. Nellie Hubbard, Albina... 2,022 Mrs. J. M. Potter, S. Portland... 1,828

Other Astonishingly Great Price-Tumbles. Special Values Created by Dislodgment Sales for All Day and All Week

Women's \$35 Suits for \$12.95

Style, quality and low price are the great considerations and all are combined in the following items. COMPARE VALUES TODAY IN WOMEN'S OUTER-APPAREL. Contrast our sort of high-class, smart style Suits offered at such tremendous sacrifice with the drift that clogs the channels of trade at other stores. There's a lot of difference between the usual kinds and the styles you find here. It's just this difference that has made ours the style store of all the Northwest. The newest ideas of the best manufacturers find earliest exhibition here. It's this sort that's offered today on the altar of sacrifice.

LADIES' SHIRTWAIST SUITS, LADIES' TRAMPING SUITS, LINEN AND PIQUE WALKING SKIRTS. All mightily reduced, and a Specially Radical Mark-Down of WOMEN'S DRESS AND WALKING SUITS—All newest styles, Dress and Walking Out, Eton, Blouse and Jacket effects—Cheviot, Broadcloth, Venetians, Etamines, and Fancy Novelty Mixtures the materials. The colors include black, brown, navy, tan, gray and tan mixtures. Same in black, white, etc. The values are our own unmatchable ones, starting at \$20.00 and \$22.50, running through the \$25.00, \$28.50 and \$32.50 lines and embracing splendid \$35.00 values—all join hands on a level plane this week, starting today at \$12.95



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25c for \$1.25 Untrimmed Hats

Second Floor, Millinery Salons. THE UNTRIMMED HATS MUST GO—About 200 left, all of the season's best styles in untrimmed straw shapes—hats to the value of \$1.25 in the choosing—unrestricted choice today 25c

Underpricings in Women's Underwear

Ladies' Merode White Lisle, low-neck, sleeveless Vests, extra silk trimmed—70c value, each... 49c Knee-Length Pants to match, each... 49c Ladies' White Cotton Lace-Front Vests, sleeveless—25c value, each... 16c Ladies' Black Gauze Lisle Hose, full finished, regular 50c value... 29c Misses' Black Lace Lisle Hose, sizes 6 to 8 1/2, 25c and 30c regular value, special at, pair... 18c Misses' White Vests and Pants, vests long sleeves, pants ankle length, 25c value, at, each... 18c



"MÉRODE" (Hand Finished) UNDERWEAR

Matchless Bargains For Men

First Floor. Men's Fancy Mesh Underwear, in white silk trimmed, a regular \$1 garment, sale price, each... 73c Men's Flesh Colored Ribbed Balbriggan, the best in the market at 50c—our sale price is, each... 35c Men's White Golf Shirts, soft-plaited bosoms, also cream mohair, the very newest things for Summer wear. On these we are going to put a special sale price of only 49c for next week. Men's Black Seamless Sox, 15c value, for, pair... 10c Men's Fancy Sox, embroidered effects and fancy stripes and figures, plain gray Hales, etc. They are 35c and 50c values—our sale price this week, pair... 19c An extra good line of Men's Golf Shirts, in blues, grays, tans and light effects, \$1.00 value—sale price... 55c Boys' "Buster Brown" Ties, in all plain colors, the newest things out, regular 50c ties—sale price... 39c A big line of Windsor Ties, in 25c and 50c grades—25c grade, 21c—50c grade, 42c—very popular this season. A big line of the popular Foulard Ties for Summer wear, received a few days ago—sale price... 42c Men's Muslin Nightshirts, slightly soiled from being displayed, in plain and trimmed fronts, worth 75c—sale price... 39c A line of Narrow Four-in-Hands, all new patterns, regular 50c ties—sale price... 35c A line of new Fancy Bordered Handkerchiefs for Men, regular 25c value—sale price... 15c

A WHEEL OF WHITE AT Matchless Prices in the Undermuslin Salons

BARGAINS GALORE TODAY—GATHER 'EM Ladies' Muslin Gowns, yoke of wide embroidery insertion between four clusters of five tucks each, finished with embroidery edging at yoke and neck, regular price 65c—special at only... 49c Ladies' Cambric Corset Covers, Val. lace insertion, forming medallion style in front, lace edging, beading and drawn ribbon at neck and armholes, four clusters of tucks in back, regular price \$1.50—special at... 99c Ladies' Corset Cover of fine nainsook, yoke of cluster of fine tucks between two rows of Val. lace insertion, lace edging at neck and armholes, regular price \$1—special... 65c Two broken lines of Ladies' Skirt Chemise, of fine cambric, round yoke of fine embroidery insertion and edging and deep embroidery ruffle with tucks at bottom, regular price \$1.25—special at... 78c Misses' Graduating Two-Piece Dresses of fine white lawn, very pretty, trimmed in Val. lace and embroidery and insertions. These dresses are go-between girls' and ladies' dresses for ages from 14 to 18 years. Regular price \$10.00, special \$7.50; regular price \$15.00, special \$12.25; regular price \$22.50, special \$16.88; regular price \$30.00, special \$22.50. Another shipment of Petticoats has arrived in fancy blue and white striped wash petticoats or black mercerized sateen, silk moreen and alpaca with silk flounces—all are included in the great Dislodgment Sales.

SPECIAL DISLIDGMENT SALE OF Dainty Veilings—First Floor

Every piece reduced. Fine Dotted Tuxedos, fancy mesh, without dots; Dotted or Plain Chiffons, blacks, whites or colors; Brussels, dotted or plain; Pattern Veils. 50c Veils at... 42c \$1.00 Veils at... 85c \$1.25 Veils at... \$1.05 \$1.50 Veils at... \$1.25 All Laces and Trimmings radically reduced—Venise Laces, Bands and Galloons, Valenciennes Laces and Insertion to match, up from, yard... 2c Persian Bands, Gumps and Medallions all reduced, up from, per yard... 8c New Venise Stock Collars... 25c New Embroidered Persian Turnovers... 21c New Persian Sets, collar and cuffs, up from... 25c New Sailor Knot Bows, in black or colors—special value... 50c ALL UMBRELLAS REDUCED—Blacks up from 85c; colors up from \$2.10. ALL FABRIC GLOVES REDUCED—Regular 25c values, now 21c; regular 50c values now 42c; regular 75c value 63c.