

Public Tea Rooms

Second Floor.

Auspices Y. W. C. A.

"Grandma" Munra, Hostess.

MENU FOR TODAY,
JANUARY 7.Tea, Coffee Chocolate,
Bouillon,
Milk in Bottles,
Salad,
Hot Rolls,
Bread and Butter,
Sandwiches,
Tea Cakes.

This is in accordance with our long-established custom, which has been adopted by leading merchants in all the principal cities of the country, an example which we have no doubt will be followed in due time by all stores of the better class. A store that has been thronged all day should be thoroughly cleansed and ventilated at night. Strict observance at all times of this indispensable sanitary rule, together with the lofty ceilings and strictly down-to-date methods of ventilation, gives this store an air of cleanliness and brightness that places it in the front of all Portland stores—in a class alone, not only Portland's largest, but her Foremost Store.

Furthermore, employees who have done a full day's work of such arduous character as is called for these busy days by this great human hive of industry and strenuous shopping, should not be asked to continue their labors into the night; and it is unfair to ask our customers to accept the services of overworked salespeople, who for obvious reasons may be unable to do themselves or their employers full justice, no matter how willing they are.

This Store Closes Today, as Ever, at 6 P. M. Get Your Shopping Thro' by Day light!

A few reminders for last day of the week shopping, with price appendix to show how much less you'll pay for things than you expected—at the "DIFFERENT STORE."

Eds. Norton & Co.
PORTLAND'S LARGEST FOREMOST STORE.

THE "DIFFERENT STORE,"
FIFTH, SIXTH AND WASHINGTON STREETS.

Eds. Norton & Co.
PORTLAND'S LARGEST FOREMOST STORE.

THE CITY'S "QUALITY SHOP," FIFTH, SIXTH AND WASHINGTON STREETS.

Twenty-Seventh Annual Clearance Sales Are Now On

ABSOLUTELY EVERY ARTICLE IN THE HOUSE DRASTICALLY REDUCED—CONTRACT GOODS ALONE EXCEPTED.

NO MATTER HOW GREAT THE PRESSURE

OF BUSINESS, THIS STORE WILL BE CLOSED AT THE REGULAR HOUR ON SATURDAYS, NOT ONLY DURING THE MONSTER CLEARANCE SALES, BUT THROUGHOUT THE YEAR!

Women's Suits, Coats, Wraps, Waists and Furs

Grand Salons—Second Floor.

LARGEST AND LEADING APPAREL STORE WEST OF MARSHALL FIELD'S CHICAGO CLOAK HOUSE.

Were you among the enthusiastic throngs taking advantage of the extraordinary values the past week? If not, come today by all means. The great Clearance Sale is a tremendous success—how could it be otherwise? Bear in mind that this is not a sale of job lots or unsuccessful styles, but a pre-inventory clearance of the very models that have given this store even greater prestige than ever before in ready-to-wear garments. Though individual lots are small, quantities in most of the price groups are large—and there are numerous one's and two's in both Suits and Wraps that are reduced beyond precedent. We shall be indeed surprised if today is not really the busiest day of all the week or sale.

Extra Special Today

One-Half Price for Any Women's

Cravenette Rain-coat or Raglan

In the House

Description is superfluous, so great is the variety and generous the choosing. The greatest bargains ever offered even by this big house of value creations. Values range up from \$12.50 and down from \$50. Handsome Cravenette materials in neat Oxford, Navy, Tans and Plain Blacks. Strappings, velvets, button effects and every stylish trimming in present vogue. Highest class of workmanship and man-tailoring is embodied in these exquisite garments. Fit for wear in all weathers; protectors of the gowns and the most fashionable over garments that women wear. Regular values, \$12.50 to \$50.00. Special, today only, choice of any at

HALF THEIR PRICE!

Women's Winter Coats

Values to \$35 for \$4.98

All lengths, from the 27-inch jackets to the full-length Newmarkets; last season makes. Evening Waists, \$15 to \$45. Special at One-Half Price. Fancy Velvet Coats, \$12.50 to \$75 values. Special at One-Half Price.

All Velvets Suits One-Half Price.
All Walking Skirts Reduced—All Long Coats Reduced.
Every Suit in the House Reduced—Every Coat Reduced.

EXTRA SPECIAL!

TWO SENSATIONAL SALES OF HIGH-GRADE SUITS FOR WOMEN—TWO STARTLING, STIRRING VALUES FOR TODAY.

Women's \$38.50 to \$62.50 Suits for \$24.95

Women's \$65 to \$85 Suits for \$36.65

A last grand final and drastic clean-up of the high-grade Street Suits and fancy calling Gowns. All wanted materials, embracing broadcloths, chevrons, Venetians and smart, fancy, mannish mixtures, in blouse, Eton and tight-fitting jacket effects. Every wanted and vogueish color and popular mixture is included. Also every stylish trimming effect. For today only—

VALUES TO \$62.50 FOR \$24.95

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Women's Tailored Shirtwaists

98c

Values to \$5, Today Only, 3 to 12 A. M.

But 8 to 12 A. M. ONLY



Handsome tailored, splendidly made waists, of flannel, alpaca, wool, etamine and granite cloth materials, in black, reds, blues, white, tans, browns and beautiful fancy plaids. All have stock collars and fancy ties; as an inducement for early shopping today, we offer them from 8 to 12 only, values to \$5, for... 98c

The Great Sales of the Week Conclude Today at Closing Time. All Evening Gowns and Costumes, up from \$85, at One-Half Price.

All Opera Coats, up from \$40, at One-Half Price. None reserved; all go in the Sale.

Unusual Millinery Values for the Children

Saturday in the Busy Year—Round Millinery Salons—Second Floor Annex.

Saturday is always "Children's Day" in the popular realm of dainty millinery that rules the Second Floor Annex salons. Today unusual attractions are spread.

Children's \$6.50 Trimmed Hats \$1.98

A pretty line of Children's Dainty Trimmed Millinery, in all colors and stylish shapes, including pokes with soft ruffled brims and jaunty tailor effects. Values up to \$6.50—special today only, slightly reduced—our \$1.98

CHILDREN'S "MIDWINTER" CAPS—in blue and red—regular \$4.00 values, special today at, each... 1.98
WOMEN'S TRIMMED HATS—A new lot—values to \$6.00, special today at, each... 1.98



Elegant Skirt

A Star Feature in the Big "White Fair" Today

Undermuslin Annex—Second Floor.

\$1.25 Petticoats 87c

Absolutely the biggest value of the great January Sale of White. Buy what you need today at this ridiculously low price.

Ladies' knee petticoats, of fine nainsook, 2 clusters of fine tucks, deep flounce, with 3-inch fine torchon lace edging, or of fine cambric, 3 tucks, one-half inch deep, lawn flounce, with 3 hemstitched tucks and 3-inch Valenciennes lace; regular \$1.25. Special today only... 87c

Keen Cuts in the Women's Knitwear and Hosiery Shops

—FIRST FLOOR—

Buying is going on with a swing and a vim here that shows women appreciate the values we're making in this great Clearance Sale. Extra special today—Saturday—

Women's \$1.00 Underwear for 85c—Women's "Merode" Vests and Tights, in white or silver gray, the "Merode"—our \$1.00 value, special Clearance price, each... 85c

Women's \$1.75 Underwear for \$1.48—Women's "Merode" Vests and Tights, in silk and wool, white or gray—our \$1.75 quality, special at, each... 1.48

Women's Silk and Wool Underwear Worth \$1.75 for \$1.48—Women's Swiss ribbed Silk and Wool Vests and Tights, in white, pink or blue—our \$1.75 value, special at, each... 1.48

Women's Union Suits Worth \$1.48 for 85c—Women's cream tinted Union Suits, slightly fleeced—our \$1.48 value, extra special at, the suit... 85c

On the Underwear bargain counter are great lots of Women's Cottons and Wool Underwear at wonderfully low prices. Ask to see them.

HOSIERY FOR WOMEN AND CHILDREN AT SPECIAL CLEARANCE SALE PRICES.

Women's Black Cashmere Hose, fine, full finished—Our 50c value—special at, pair... 42c
Our 75c value—special at, pair... 52c
Our \$1.00 value—special at, pair... 85c

Women's Black Cotton Hose, absolutely the best lines in town at the price—Our 25c value—special at, pair... 21c
Our 35c value—special at, pair... 28c
Our 50c value—special at, pair... 42c

EXTRA VALUES ON THE HOSIERY BARGAIN COUNTER.
Women's Black Cotton Hose, full finished—our 50c and 75c values, special at, the pair... 42c
Women's Fancy Hose—our 35c to 50c values, special at, the pair... 28c
Women's Black Hose—our 25c to 35c values, special at, the pair... 21c

A Bargain in Children's Hose—Children's black worsted and black Cotton Hose—our 25c to 35c values all go at one price, special, the pair... 15c

Yes, Mrs. Silk-Buyer, the BLACK SILKS Go Down to the Execution Block Today, and Prices Are Beheaded

Fifth-Street Annex—First Floor.

Rich, shimmering, rustling Black Silks, full of worth and quality; one must rely largely on a store in buying silks; could you plant reliance in more fertile ground than here in Portland's RELIABLE Silk Store. These most wanted Black Silks, specially reduced for Saturday selling—in addition to all advertised specials of the week.

Regular 75c Black Taffeta, 19-inch, special... 49c yard
Regular 85c Black Taffeta, 19-inch, special... 59c yard
Regular \$1.00 Black Taffeta, 21-inch, special... 69c yard
Regular \$1.10 Black Taffeta, 23-inch, special... 79c yard
Regular \$1.25 Black Taffeta, 27-inch, special... 89c yard
Regular \$1.50 Black Taffeta, 36-inch, special... \$1.19 yard
Regular \$1.00 Black Peau de Soie, 19-inch, special... 69c yard
Regular \$1.15 Black Peau de Soie, 20-inch, special... 79c yard
Regular \$1.25 Black Peau de Soie, 22-inch, special... 89c yard
Regular \$1.50 Black Peau de Soie, 22-inch, special... 98c yard
Regular \$1.75 Black Satin Duchess, 22-inch, half-price, 88c yd
Regular \$2.00 Black Satin Duchess, 22-inch, half-price, \$1.00
Regular \$2.25 Black Satin Duchess, 22-inch, half-price, \$1.13
Regular \$2.50 Black Satin Duchess, 22-inch, half-price, \$1.25
These have no equal at the regular low price. Now is the time to buy your Drop Skirts, Suits and Waists. Bonnet's Silks all reduced.



Prudence Directs Saturday Buying of HOME NEEDS in Clearance Sweep—4th Floor Stores

Clearance Sale Fine Pillows—Fourth Floor, Sixth Street Annex.

Pillows—All feather-filled, extra large size, seven pounds to the pair—our \$7.00 value, special clearance price, at the pair... \$4.75

Pillows—Very fine, half down and half feather-filled, cover of linen tick. Splendid \$7.00 value, special Clearance Sale Price, at the pair... \$4.75

CLEARANCE PRICE ON BLANKETS—Fourth Floor.

Blankets Worth \$4.00 for \$2.75—All-wool vicuna brown Blankets—our \$4.00 value, special Clearance Price, the pair... \$2.75
Blankets—Same as above, only finer—our \$5.00 value, special at, the pair... \$3.25

Blankets Worth \$4.00 for \$2.75—All-wool mottled gray Blankets—our \$4.00 value, special Clearance Price, the pair... \$2.75
Blankets Worth \$4.00 for \$2.75—Plain silver gray all-wool Blankets—our \$4.00 value, special, the pair... \$2.75

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Saturday Bargains in the Men's "Toggery Shop"

Today we offer among our Men's Specials

Leather Suit Cases worth \$5.00 for \$4.50—Handsome Leather Suit Cases, leather-lined, with shirtfold and inside straps, sizes 32, 34 and 36—our \$5.00 value, special Clearance Price, each... \$4.50

Ties worth 50 cents for 25c—A small line of Imperial Four-in-Hands—our 50c value, special Clearance Price, each... 25c

Boys' Sweaters worth \$1.25 for 80c—Boys' Brownie Sweaters, in fancy and plain effects, some regular sweater style, others buttoned on shoulder, sizes 12 to 24—our \$1.25 value, Clearance price, each... 80c

"Midget" Ties worth 25c for 10c—The remainder of our line of Silk Midget Ties, in fancy stripes and figures—our 25c values; special Clearance price, each... 10c

Men's Natural Wool Underwear—Our 75c value, special at, the garment... 50c

Men's Camelhair Underwear—An extra good quality; our \$1.00 value; special at, each... 80c

Men's Derby Ribbed Vests and First Floor—Island Underwear—in pink, blue and natural; our 50c value; special at, each... 30c

Unlaundered White Shirts—Our celebrated O. K. brand Unlaundered White Shirts, special at, each... 40c, 50c and 80c

Men's Sox—the 3 pairs for 50c kind, for 10c—Men's natural gray and black marine socks; our 3 pairs for 50c value; special at, the pair... 10c

Men's Wool Sweaters, worth \$2.50, for \$1.19—Men's wool sweaters, in honeycomb or diamond woven in emerald and pink, black and scarlet, black and green and emerald and scarlet; a splendid \$2.50 value; special at, each... \$1.19

Men's Pileated, Ribbed Cotton Underwear—in a pretty salmon shade; drawers with double seat and faced tops; an extra 50c value; special today only at, per garment... 25c

IN THE CHINA STORE

Third Floor

SPECIAL BARGAINS FOR TODAY.

CROCKERY

Umbrella Stands, Japanese finish—special, ea. \$2.50
Tubular Lamps, best quality—special, ea. \$3.00
Flour Sifters—special, each... 1.00
Scrubbing Brushes, 3 inches long—special, ea. \$2.50
Ironing Wax—special, packages... 1.00
Hammers, 1-pound size—special, each... 1.00
White Bowls and Pitchers—special, pair... 2.50
Covered Baited Slop Jars—special, each... 40c
Mottled Cupboards—special, each... 80c

Salad or Berry Bowls, tinted and decorated, 9 1/2 inch—special, each... 25c
Salad or Berry Sets, 9 1/2 inch bowl, 7 piece—special, set... 25c

\$110 French China Dinner Set \$73.00—Rich Decorated French China Dinner Set, heavy gold lace pattern, 112 pieces to set—regular value \$110, special, set... \$73.00

117-Piece Set—Regular value \$110, special, set... \$73.00

Border pattern green and gold, 65 pieces to set, regular value \$78; special... \$53
Border pattern, green and gold, 117 pieces to set, regular value, \$144; special, set... \$98

Richly decorated, green and gold, 117-piece set; regular value \$210; special... \$140

Green and gold, heavy border, 117-piece set; regular value \$237; special... \$150

A choice line of decorated plates, cups and saucers, at one-third off.

Try and Shop in the Morning

Today in the

LINEN and Domestic Aisles

First Floor.

Economical and particular women have been quick to recognize the superiority of the values in these everyday commodities offered by this organization. January is the month of months for restocking the linen closets and furnishing the little necessities offered in Domestic Aisles. Altho' we have nearly doubled the space allotted these sections and added to the number of helpers there, it is next to impossible at times to wait on the throngs with our accustomed care. We are doing all possible, however, to make shopping easy for all, and kindly ask our friends to aid by doing all possible shopping in the morning hours when crowds are not so dense. But, if you can't come in the morning, come anyway and share these rare values today.

Great Slices off the Cost of these Staple and Household Fabrics

DAMASKS AND DOMESTICS.
Richardson's fine satin finish Table Damask, a dozen new patterns—special Clearance price, yard... \$1.25

Full size Dinner Napkins, to match Table Damask—special Clearance price, dozen... \$3.98

Heavy snow white Table Damask, trig line of patterns, 72 inches wide—Clearance special, yard... 72c, 77c, 85c

Good quality bleached Table Damask, 62 and 64 inches wide, at special, per yard... 50c, 54c and 60c

Full size Marcelline Bedspreads, a variety of patterns in handsome wide—Clearance—regular value \$1.00, Clearance special \$2.25

Fine plain sheer Nainsook