## Hhe Big co caring Bown's Sala That Will Set the Town Astir <br> $\$ 250,000$ Stock of Merchandise in a Sensational Selling Event--Bargains Unequaled in all Portland

Not in years has there been a better time to buy WOMEN'S HIGH-GRADE OUTER WEARING AP PAREL than NOW. Perhaps never before could wearing apparel for women be secured at such decided savings., No is it probable that a similar sale, prompted by such an urgen need, will be seen again. Let this impress itself strongly upon your mind-that this is THE SALE OF SALES, backed by


Corner Fifth and Alder o) Corner Fifth and Alder
the reliability of an establishment whose state ents are BORNE OUT BY THE FACTS On hat hat it claims to give. We begin tearing down our old build ghortly, and the immense quantities of goo repos ing in it must be disposed of. THE PRICES ON THEN RRE MARKED FOR ACTION - THEY MUST BE MOVED, AND AT ONCE. NEED WE SAY MORE
 There will be no moving of any part of this stock when we go into our new store-There are no accumulations of years here-Sale will continue until every dollar's worth of goods is sold. Sale starts this morning at 9 o'clock
$\qquad$ stone. Jowery store price \&2.50. Our Tearing- 49c
Down Sale price. . . hee, in casceade effeets. All new Spring styles. 23 150 Spring Covert Jackets, regular $\$ 10.00 \quad \$ 3.95$
values. priced at only
 1 Long Cloth Coats, Short Jackets and One- Every Garment has the Original Selling-
 Cut the Price in Two and You Have the Tearing-Down Sale Price

| Fine Military | 2500 Waists, \$2.50 Vals. \$1.18 | One of the greatest bargains in this sale-a lot of | 1/3 Off All Lingerie W aists | Women's Petticoats, |
| :---: | :---: | :---: | :---: | :---: |
| Capes \$5.95 |  | Silk | SOLD FORMERLY FROM $\$ 5.00$ UP <br> This means a saving of fully 50 per cent in prices |  |
|  |  |  | This means a saving of fully 50 per cent in prices charged at other stores. Our stoek is the largest in town. Thousands of styles to select from and every |  |
|  | desinn is composed of Val inaertions and batistem- |  |  |  |
|  | , |  |  |  |
|  | So |  |  |  |

##  <br> Pair Reduced


Fixtures for Sale
Extra Help Wanted in All Departments.

300 Ladies' and Misses' Trimmed Hats in all styles and combinations. Big values at regular prices, $\$ 7.50$ to $\$ 10.00$, Tearing Down Sale Price

Hundreds of Untrimmed Shapes in Milans, Chips, Java, Tusean and Faney Braid; all the
in droops, turbans and roll on side. Colors white, burnt, black and natural ; values up to $\$ 4.50$ in droops turbans and roll on side. Cly
choice Friday and Saturday for only


French and German higigh prices for less you can dean geters' the prices? These goods are imported direct and before the raise in
priees, and which will now be closed out for less than present wholesale prices.
First quality of or-inch hair.
FFirst
quality laree wavy swit
$85.95,97.95$ and $\$ 9.95$ for 1 lon
for $\$ 5.500, \$ 20.00$ and $\$ 30.00$ for $\$ 15.00$, ,
fully yours,
fally your.

|  |
| :---: |
|  |
| The good man is always sincere. |
| IMPERIALES <br> CIGARETTES |
| are made of good things. Good tobacco, perfectly blended pure mais paper to wrap it and a mouthpiece to cool the smoke of it. A cigarette manufactured to excel. |
| 10 for 10 cents the john bollman co, mire |



