

The Ideal Restaurant for Shoppers and Business Men—Seventh Floor—Express Elevator—Special Dairy Luncheon in The Basement Join The Big January Sewing Machine Club Now—Buy on Our Easy Club Plan, \$2 at Purchase and \$1 a Week—No Interest Charged

### Great de Luxe Book Sale Continued All This Week

WHAT a golden opportunity for book-lovers! Richly bound, beautifully printed and illustrated de Luxe Sets of the standard American and European authors, at one-third to a half the prices they were published to sell for. The sale continues all this week. Our credit department will arrange easy payment terms for you if you wish.



### Our January "Baby Week" Of Big Import to Mothers

PORTLAND mothers have learned to wait for our "Baby Week," a monthly event at The Big Store! Our entire stock of Infants' Wear now greatly reduced: Infants' Vests at 1/4 LESS | Infants' 75c Booties, pair 46c | Infants' hand-made wear 1/4 Less | Infants' 75c Flannel Skirts 59c | Infants' \$1.50 Blankets at 93c | Infants' to \$2.50 Dresses \$1.73

## This Is Portland's Ideal Linen Store--Our Own Prices Lowered



### Exquisite Irish Crochet Waists \$15 to \$30 Grades, Choice \$11.45

NOT only Irish Crochet but exquisite hand-made and hand-embroidered Crepe de Chene, Tuscan and Chiffon, Crepe, Point Venise, Teuton and Meteor Crepe Waists in a marvelous array of lovely styles and colorings! Pretty Oriental and Princess Satin effects with square and round yokes of Irish Crochet and other handsome laces; others Dutch neck with Chanteleer finish; peasant short or long sleeves. All sizes. Dressy Waists for evening wear, others suitable for afternoon and street toilette. Not a Waist in the lot worth under \$15, most \$11.45 of them made to sell for \$20, \$25 and \$30, ea.

DID you know that the best Linen in the world is made in Belgium? It is known as Moravian Damask and is woven as fine as silk. The Big Store has the only complete line of this Linen in the city, and not only have we the best lines of Belgium Linen, but also vast assortments of Austrian, German, Scotch and Irish Linens in every wanted new pattern.

The immense quantities which we buy and our direct importations enable us to quote the lowest prices in the city. And even our low prices are lowered for the Great Clearance Sales.

#### Irish Damask Linen Cloths

all heavy weight in the newest patterns, including "Tulip," "Romanic," "Columbine," and "Dallia." Now on sale at these low prices: Bordered Damask Cloths, 2x2 yards \$5.40 | Bordered Damask Cloths, 2x2 1/2 yards \$6.30 | Bordered Damask Cloths, 2x3 yards \$8.55 | Napkins to match, 22-inch size, dozen \$5.40

#### Irish Damask Linen Cloths

Fine quality heavy linen, in the grape, stripe, thistle, plain, poppy, daffodil and other wanted patterns—Priced specially for this sale. Bordered Damask Cloths, 2x2 yd., spl. \$7.20 | Bordered Damask Cloths, 2x2 1/2 yards, at \$9 | Bordered Damask Cloths, 2x3 yds., spl. \$10 | Napkins to match, special dozen, now only \$9

#### Moravian Damask Cloths

All the newest patterns, including the extremely popular "Dresden China," "Peking," "Holly," "Lilac," and 30 other exclusive patterns. Bordered Damask Cloths, 2x2 yards \$7.20 | Bordered Damask Cloths, 2x2 1/2 yards at \$9 | Bordered Damask Cloths, 2x3 yards \$13.50 | Napkins to match, 26-inch size, doz. \$10.80

#### Scalloped Damask Cloths

Made of the finest quality linen in blue only, the exquisite patterns being traced in a slightly darker blue than the background, one doz. 18-inch Napkins to match. Cloth 54 in. \$9.00 square; special now, the set



### Great Muslinwear Event

HERE is no let-up to the bargains in this great January Muslinwear event. New lots are constantly being added. Extraordinary economies for today on Petticoats and Combinations. Combinations are in three styles, corset cover and drawers, corset cover and skirt, and corset cover, drawers and skirt. Made of best quality material, prettily trimmed.

#### Petticoat Specials

\$1.50 Petticoats, special at 98c | \$2 Petticoats, special at \$1.29 | \$2.50 Petticoats, special \$1.79 | \$3 and \$3.50 Petticoats \$1.98

#### Combination Sp's

\$1.75 to \$2 Combinations 93c | \$2.50-\$3.50 Combinations \$1.67 | \$4 to \$5 Combinations at \$2.15 | \$6 Combinations, spec. \$3.15

### Clearance of Toilet Articles

LITERALLY every article in our tremendous stock of Toilet Articles and Drug Sundries may be had at a reduced price! Milady will be wise to buy for time to come when Creams, Soaps and Powders may be had at such reduced prices. Read every item—they're bargains: Vantine's Sand Dermal Talcum now on sale for low price 12c | Mennen's Talcum, special 15c | Le Trefle and Violet Tal'm 12c | Wild Rose Talcum, special 5c | Java Rice Powder, special 29c | Pozzoni's Powder, special 29c | Woodbury's Powder, spl. 19c | Sanitol Face Powder at 16c | Rose Glycerine Soap, special 8c | Palm Olive Soap, special at 7c | Rainier Mineral Soap, spec. 5c | \$1.50 Gounard Or'nt'l Crm. 98c | 50c Wisdom's Robertine at 32c | 50c Pompeian Mas. Cream 32c | Flotilla Toilet Soap, dozen 43c | Jergen's Soap, bx, 9 cakes 28c | Conti Castle S'p, 4-lb. bar 59c | La Premira Castile S'p, bar 7c | Cupid's Bouquet Soap, bx 12c | 50c M. & F. Vanish'g C'm 28c | 50c Lamper Cold Cream at 28c | 50c Ideal Massage Cream 28c | 75c Ideal Massage Cream 39c | 25c De Miraele Cream at 19c | 50c Satin Skin Cream for 39c | 25c Sanitol Cold Cream for 16c | Leader Toilet Paper, the roll 3c | O'Kayed Toilet Paper, roll 6c | Force Toilet Paper, the roll 4c

### Furs--Time to Buy and Wear Them

LIKE diamonds, good Furs enhance with time! And so when a-buying, its pays to go to the store where reliability is unquestioned—where Furs are sold for what they are. Our entire stock of rich Fur Sets and Coats now at phenomenal Clearance reductions. Take notice of what you may save here: Children's \$6.00 White Pony Set, Clearance \$3.45 | \$17.50 Black Fox Muffs, Clearance price is \$7.85 | To \$10 Fur Muffs and Stoles, Clearance price \$4.85 | \$25.00 Black Fox Collar, Clearance price is \$14.85 | \$25.00 Jap Mink Stoles and Muffs, each, \$14.85 | To \$40 Astrachan and Pony Skin Short C'ts, \$16.45 | \$100.00 Handsome Near-Seal Long Coat for \$64.00 | \$78.00 Russian Pony Long Coat, 52-inch, for \$49.50 | \$100.00 Alaska Mink Stole, Clearance price \$62.00 | \$125.00 Muff to match, special at low price \$79.50



### 45c to 75c Embroideries 25c

JUST at the time when Spring sewing is beginning to interest women, these splendid embroidery values will be more than welcomed! Big new lot of beautiful Swiss, Nainsook and Cambrie Edges, Insertions, Flounces and Galloons, 1 to 18 inches wide, in a wide range of lovely new patterns. Actual 45c to 75c grades, specially priced, the yd. 25c | \$1.00 to \$1.50 Embroideries—18 | \$2 to 27-inch Flounces and 3 to 4 | inch Bands in a wide range of | handsome floral and | eyelet designs; sp'1 yd. 69c

### Special Sale on New "Elyria" Laces

The famous American-made Laces for which we are exclusive Portland agents! Included are Edges and Insertions in hundreds of beautiful new patterns. Doing away with the heavy duty on foreign goods enables you to secure a third more value in "Elyria" Laces. New Elyria Laces, equal to 15-18c foreign grades, doz. \$1.10, yd. 10c | New Elyria Laces, equal to 8c foreign grades, dozen 55c, yard 5c

### Entire Stock Hair Goods 1/4 Off

THE Big Store's stocks of Hair Goods are by far the largest in the city. The latest styles in Puffs, Chignons, Switches, Transformations, Turbans, etc., of the finest quality hair. No shade too difficult for us to match. Our entire stocks now at a reduction of 1/4: PUFFS—\$1.50 to \$15.00 Puffs are now on sale at One-Fourth OFF. | CURLS—\$1.50 to \$15.00 Curls are now on sale at One-Fourth OFF. | SWITCHES—\$1.50 to \$35.00, are now on sale at One-Fourth OFF. | TRANSFORMATIONS—\$20.00 grades, at One-Fourth Off

### Great Underwear Clearance Is Continued Sample Underwear About Half

IN acknowledgment of the tremendous business which we do in Underwear, two of the biggest makers and importers in the country turned their entire sample lines over to us at a big sacrifice! Now they're here and on sale at about half. Included are Union Suits and separate Vests and Pants for women and children, in fine cotton, silk and wool, and pure wool garments. \$1.50 Sample Underwear, now 69c | \$2.25-\$2.50 Underwear, now at 98c | \$3.50-\$4 Sample Underwear \$1.47 | Women's Underwear, Separate Vests and Pants of fine ribbed fleece-lined cotton in all sizes; 50c and 65c grades, now on sale, ea. 39c | Women's and Children's Underwear—Broken lines of Vests and Pants. Regular 35c grades, special now at the garment only 15c | \$4.50 Sample Underwear at \$1.98 | \$5 and \$6 Sample Underw'r \$2.98 | \$8 to \$10 Underwear HALF PRICE | Women's Underwear—Fine ribbed wool Vests and Pants, also fine fleece-lined cotton. Regular \$1 and \$1.25 grades, each 69c | Women's Underwear—Fine silk and wool Vests and Pants. High grade qualities worth \$1.50. Special for Clearance, each 87c

### Millinery Clearance--Hats \$2.98

A WONDERFULLY varied assortment of Hats chosen from our regular stock, splendidly undepreciated for quick hurrying out this week. Jaunty new styles of fine silk, velvet or beaver, charmingly trimmed in bows, ribbons, flowers, fancy feathers or wings. Black, blue, brown and the other wanted shades. The mushroom and all popular shapes are included. Some are Paris importations, others Paris-inspired and made by our expert milliners. Positive \$6 to \$20 Hats, choice of the entire lot today at \$2.98 | Plain-Tailored Street Hats | This great lot includes the famous Burgess, Phipps and Gage makes. Frames of best French felt, satin beaver, or scratch felt, finished with either a Persian or a neat, plain band. Black, blue, brown and many popular shades in modish variation of the mushroom, sailor and other shapes. Our \$3.50 to \$16.50 Hats 1/2 Price

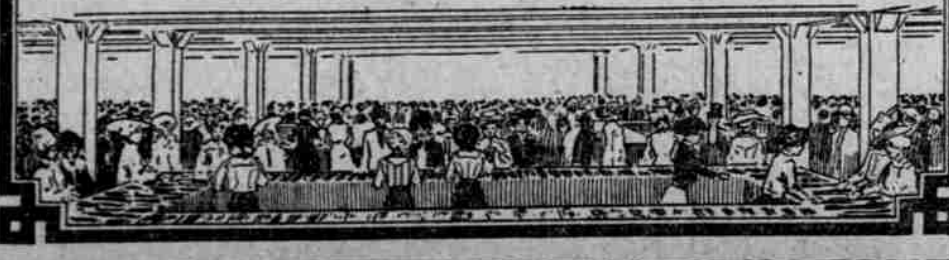
### Matchless Offerings in Our Big Pure Food Grocery

THE Meier & Frank quality at the Meier & Frank extremely low prices! No disappointments when you come for anything advertised in our Pure Food Sections. All orders filled with the same quality of Groceries as mentioned in our announcements. Read each item—all are everyday necessities. Phone orders, A 6101 or Private Exchange 4. BEST BUTTER, SPECIAL 2 POUNDS FOR 69c | Butternut or Royal Banquet Butter, synonyms for all that is good in butter-making. Made of pasteurized cream by the largest and most sanitary creamery in the world. Special price, the two-pound square, for 69c | All Teas in Bulk, regular 50c a pound grades, now on sale at, lb. 43c | California Picnic Shoulders—Small and mild; on special sale today at the very low price, only, the pound 14c | Medium Size Hams, genuine Eastern sugar-cured; on special sale at 16c | Swift's Pride Cleanser, sp'1 at 90c a doz., 3 for 23c; each, on sale for 8c | English Biscuits, Huntley & Palmer's brand, reg. 25c pkgs., sp'1 21c | Large Cans Asparagus, tips and pieces; reg. 25c cans, special sale 19c | Japan Style Rice, now on sale, the sack, special, \$4.20 or six pounds 26c | Imported Mushrooms, regular 22c cans, special at 3 for 50c; or each 17c | Breakfast Bacon, lean sugar-cured strips; reg. 28c grade, special, lb. 23c | Delf's Peanut Oil, large 70c bottles, 61c; small bottle, 45c, now at 38c | Worcestershire Sauce, genuine Lea & Perrin's; reg 25c bottles, sp'1 23c | Chow Chow Gherkins, Mixed Pickles, Crosse & Blackwell's; 45c pint bottles, now on sale at low price of 39c | GHIRARDELLI'S CHOCOLATE, in 1-pound cans. Sold at all grocers for 35c. Special today, the can 24c | BAKER'S COCOA, in one-half pound cans, pure and wholesome; on special sale today, ea only, the can 20c

### In the Basement Annex on BARGAIN SQUARE

#### Men's 50c Khaki Shirts 39c Guaranteed Not to Rip or Tear

IF ONE of these celebrated Chamois Skin Khaki Shirts rips or tears we will replace it with a new one—that's our guarantee. They are the best all-round Working Shirts on the market. Come in all colors; also black and fancy stripes. Cut amply full; all sizes. Our regular 50c quality Shirts, priced for today's selling at 39c | Men's regular 20c Plain and Fancy Sox at only, pair 7c | Children's 20c Hose, medium weight, 3 pairs for only 25c | 10c and 15c Embroidery Edges and Insertions, yard 5c



### All Blankets and Comforts At Exceptional Reductions

COULD anything be more timely than these rousing specials on high-grade Wool Blankets and warm, soft Comforts? All first quality, all full-sized and all remarkable bargains. Instances follow proving the opportunities to save; but not all are listed, by any means. Come and see and share in the many bargains here.

#### The Specials on Warm Comforts

\$1.50 Full-sized Silkoline Covered Comforts, Clearance at \$1.15 | \$2.00 Full-sized Silkoline Covered Comforts, Clearance at \$1.50 | \$2.25 Full-sized Silkoline Covered Comforts, Clearance at \$1.80 | \$2.75 Full-sized Silkoline Covered Comforts, Clearance at \$2.21 | \$3.25 Full-sized Silkoline Covered Comforts, Clearance at \$2.65 | \$4.00 Full-sized Silkoline Covered Comforts, Clearance at \$3.15

#### The Specials on Wool Blankets

Of fine white Oregon and California wool, full-sized, with pretty pink and blue borders. Mohair bound. All are very good values. \$ 4.50 Full 11-4 White Wool Blankets, Clearance Sale at \$3.65 | \$ 5.50 Full 11-4 White Wool Blankets, Clearance Sale at \$4.35 | \$ 7.00 Full 11-4 White Wool Blankets, Clearance Sale at \$5.65 | \$ 8.00 Full 11-4 White Wool Blankets, Clearance Sale at \$6.55 | \$ 9.00 Full 11-4 White Wool Blankets, Clearance Sale at \$7.55 | \$12.50 Full 11-4 White Wool Blankets, Clearance Sale at \$10.75