

No Half Hearted Methods Here All Dress Goods Sacrificed

The time has come for final disposal of all the dress goods that remain on our shelves. -Bear in mind that in advertising a sale of dress goods we call your particular attention to the fact that, unlike many stores who place reduction prices on old-fashioned undesirable dress goods, that in this store every reduction is made on dependable, de sirable dress goods that are used at all times.

-Staple dress goods made by the foremost manufacturers. Dress goods that do not vary in quality nor desirability with the change of the fashions.

-We take the greatest pains to carry all qualities from the lowest to the highest. BUT THEY MUST BE RELIABLE, for every yard of dress goods IS SOLD WITH OUR GUARANTEE.

-Serges, suitings, cheviots, diagonals, epingles, plaids, mannish suitings, cloakings, are all reduced.

-As an example we quote the following:

54 Inch Cheviots, Worsteds and Suitings 95c Selling Regularly at \$1.50 and \$1.75 the Yard

-A collection of 54-inch cheviots, fancy worsteds and Scotch suitings in the most desirable colors.

54 Inch Fancy Worsted Cheviots \$1.29 Selling Regularly at \$1.75, \$2.00 and \$2.25.

-An assortment of 54-inch fancy worsted cheviots, serges, canvas suitings, two-ton tweed suitings that are now in the greatest demand and will continue so, as they are all of medium weights. Nothing prettier for tailored suits or coats.

Imported Scotch and English Homespuns \$1.49 Selling Regularly From \$2.25 up to \$3.50.

-The very mention of Scotch and English homespuns, cheviots and tweeds will suffice as to quality. Nothing can possibly be made better than these foreign mixtures. In demand year after year, season after season, they hold first place in the hearts of women who favor mannish-tailored suits.

All Silks at Final Removal Prices

-We make no exceptions whether you buy a staple messaline silk, a fancy waisting silk or a foulard silk for a full dress. All silks are sold with the prices influenced by this great removal event.

FOR TOMORROW WE OFFER

5000 Yards of Silks at 69c Selling Regularly at \$1.35 to \$1.50

-Delightful silks for evening gowns, party dresses, evening capes and cos-tumes in 27-inch plain and satin-finished, all silk pongees. Tussahs and other modish weaves. Beautiful shades of Copenhagen, old rose, new blue, maple, navy, light and dark russet shades, light and dark gray, wistaria, reseda and apricot.

> Crown Taffeta-the Best Taffeta 49c Always Sold at 85c the Yard

-Here is the most staple taffeta and the best taffeta that is made. A fabric with life and quality. Taffeta that is bound to give you the best of service. So well do we think of this meritorious taffeta silk that we carry it in over a hundred different shades. The entire lot, final, 49c.

> **Ribbons at Final Removal Prices** 50c and 65c Fancy Ribbons 24c

-Hundreds of yards of five to seven-inch fancy ribbons in every color in Persian, floral and conventional designs.

85c and \$1.00 Fancy Ribbons-Final 33c -Very wide sash ribbons in all the delicate color combinations in both light and dark grounds.

Ladies' White Petticoats Now 98c All Our Petticoats Selling to \$2.25



Final White Sale of Underwear

Gowns of the Best Workmanship Gowns of the Best Qualities Gowns of the Best Styles Gowns That Fit and Wear

Exactly Half Price

-Comparison is the best standard by which the worth of merchandise is determined. Comparison is the method by which we wish you to judge this sale. Comparison is the method by which we wish you to compare the styles, the workmanship, the quality of the gowns placed on sale at HALF PRICE. -All told, we offer for your approval about twenty-five hundred domestic gowns.

On Sale in the

Big White Bazaar, Second Floor

-Made of the sheerest nainsook, long cloth and cambric. In round, square and V-shape neck. They are trimmed with embroidery, insertions, edgings, beadings, ribbons and medallions. They are generously full, and throughout each detail in workmanship is of the best.

Regular prices 85c, \$1.00, \$1.25, \$1.50, \$2.00 to \$16.00 Half price 43c, 50c, 63c, 75c, \$1.00 to \$8.00

Visit the Great White Bazaar-Second Floor

-Thousands of pieces of the finest French and domestic undermuslins heaped high in snowy white piles upon twenty different tables. Placards setting forth the final prices proclaim remarkable bargains. Nowhere will you find well-made, carefully-finished, full-size, dependable undermuslins at such prices as you will find here.

The "Impossible" Is the

We all glory in doing the thing

-At the end of a three thousand year old joke a Icarus, the Wright Brothers flew.

-It is the impossible only that has counted since earth it has counted most with us in the West.

Now Regarding the New

-Everybody knows that it is designed and built stores of the West. Everybody knows that it is n -but an aggregation of stores, each one complete roof. Each one an authority in the merchandise -We know that stock taking is but a few weeks at hand. That we still have to dispose of an er

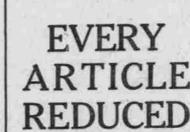
We Fully Expect to Ac

-And This Is the Way We Expect to Do It:-Are Going to Make Prices Lower Than They

-We are going to make this the most vital money savin ary Sales and all manner of annual events, which are u salable throughout the year will sink into insignificance merchandise offered in this store, during January.

-Through this method we know that the several hund ally seek the practice of economy will through their pure possible. In that way only will you be able to practice

To Further Insure the Success We Offer Extended Credit to All Our Customers and All Goods Purchased From Will Be Billed to Yo



Real Sales Make Big Business-T Final Removal Prices Make

-The last annual linen sale begins tomorrow. It takes on the proportions portions, nor the importance to housekeepers that this great final cleanup sale -The market condition was never better for the retail buyer. If you

-A thousand petticoats in one great lot, being all the petticoats in the store, ranging in price from \$1.50 to \$2.25 each.

-They are made of a very superior quality of cambric and long cloth with deep ruffles and embroidery, also ruffles of lace and insertion. Others with deep ruffle and cluster tucks. All have underdust ruffles.

Corset Covers 25c Selling Regularly to 50c -A very unusual collection of dainty corset covers, made of good soft materials, in circular cut neck with lace and embroidery edgings (and insertions, beadings and ribbon drawn. Some with medallions.

Combinations 98c Selling Regularly to \$2.25

-Including corset covers and drawers, corset cover and skirt of fine sheer material. Round neck . with torchon or val lace and insertions, ribbon drawn through beadings and some with medallions.

Many Fine Corsets Covers Final 98c Selling Regularly from \$1.25 to \$2.00 Each -Made of fine sheer nainsook and long cloth. Circular cut neck, some trimmed with laces and insertions forming a yoke. Others with medallions, beadings and ribbons. All/in dainty refined patterns that women of good taste always select.

Stores and

Many Drawers in One Great Final 98c Selling Regularly from \$1.25 to \$1.75 Pair

-Many of the choicest and best-selling drawers, made of fine sheer nainsook and long cloth in regulation, Vassar and circular, also extra sizes. Trimmings of embroidery, laces, insertions and cluster tucks.

All Infants' Underwear at Final Reductions

-For years our undermuslin department has borne a reputation for neat, attractive, refined styles. Always giving preference to quality, rather than showiness. The unsurpassed low prices never affect quality in this store.

Finest French Hand Embroidered Underwear At Cost Prices

-There is no room left for further reductions. We de termined upon the importance of this sale, upon the imperative need of disposing of EVERY French under-muslin in the house AT ONCE.

-We are reasonably sure that the prices advertised today bring the finest French underwear down to the VERY LOWEST QUOTATIONS known for such exquisite garments.

-Our entire stock consisting of gowns, chemises, draw-ers, corset covers, skirts and combinations are included. These garments are made of the finest nainsook, percale and other dainty sheer materials.

-Some embroidered with scalloped edges, some with double scalloped edges, giving extra strength. Some daintily hand-embroidered in simple designs, others most elaborate, com-bined with fine lace insertions, beadings and medallions.

-But why dwell on? Our French hand-embroidered undergarments are widely known, and at regular prices have always enjoyed the reputation of being LOWER THAN ELSEWHERE. With such trenchant reductions as are now placed upon them for final and rapid removal, nothing short of a personal visit will suffice to give you an idea of the beauty and the remarkable economy that this sale offers.

CORSET COVERS\$1.25 now 83c_\$1.50 now 98c_\$1.75 now \$1.17-\$2.50 now \$1.67-up to \$6.33.

DRAWERS\$1.50 now 98c_\$1.75 now \$1.17_\$2.50 now \$1.67_ \$3.50 now \$2.33-up to \$9.17.

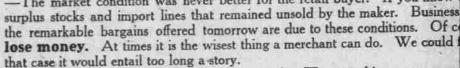
_____GOWNS_\$2.50 now \$1.67_\$3.00 now \$1.98_\$3.75 now \$2.49_ \$5.00 now \$3.33_up to \$14.67.

CHEMISE\$1.25 now 83c_\$1.75 now \$1.17_\$2.50 now \$1.67_ \$4.00 now \$2.67-up to \$8.49.

-SKIRTS-\$3.25 now \$2.17-\$4.65 now \$3.10-\$8.50 now \$5.67-\$10.75 now \$7.17-up to \$21.83.

-COMBINATIONS-\$3.50 now \$2.33-\$4.00 now \$2.67-\$5.00 nou \$3.33-\$8.50 now \$5.67-up to \$14.00.

All Italian and Venetian Silk Underwear Reduced



-We advise you to anticipate your linen needs. The very thing you may ne

Irish Linen Damask Table Cloths At Half Regular Prices

-These table cloths are of the best Irish linen damask. The patterns are creations of the world's best designers. They come in two and two and a ha yard sizes.

-These table cloths have been in the store only a few weeks, being purchafor the holiday trade. They are lacking in one thing only, CLEANLINES soiled from display and handling, hence the reductions.

Reg \$4.00 \$5.00 \$6.50 \$7.00 \$8.00 \$9.50 \$11.00 \$12 \$13.50 \$15.00 \$25 Fin. 2.00 \$2.50 \$3.25 \$3.50 \$4.00 \$475 \$ 5.50 \$ 6 \$ 6.75 \$ 7.50 \$12. The Great American Towel

Art Linens HALF PRICE

Scalloped Edge Linen Pieces \$4.50 Size, 72 inch, now.....\$2.25

Embroidered Linen Center Pieces -With lace edge, hand-worked.

\$1.50 Size, 30 inches, now 75c \$2.50 Size, 30 inches, now \$1.25

Filet Hand Work Linen Centers -Bordered with linen lace.

\$2.50 Squares, 30 inch, now. . . \$1.25 \$2.50 Scarfs, 18 by 54 in., now.\$1.25

Madeira Eyelet Work

-Hand-scalloped edge with hand-embroidered Madeira eyelet work.

\$2.75 Scarfs, 18 by 36, now ... \$1.38 \$4.00 Scarfs, 18 by 54, now ... \$2.00 \$4.50 Searfs, 20 by 54, now ... \$2.25

Japanese Tea Cloths \$12.00 Cloth, 36 by 36, now. . . \$6.00 \$12.00 Cloth, 45 by 45, now...\$6.00 \$7.50 Cloth, 54 by 54 inch...\$3.50 \$25.00 Cloth, 72 by 72 inch..\$12.50 \$25.00 Cloth, 54 by 54 inch..\$12.50

\$2.50 Union Taffeta Umbrellas Final Price \$1.65

In sizes for men and women. Every umbrella fully guaranteed. Best paragon frames, cases and tassels. Imported wood handles

Removal 25c Former Price 35c -After years of experimenting, an Am can mill has succeeded in producing all lin

made of American product, which puts imported towel at the same price to shame -We have been most fortunate in hav our orders filled, so that the first delivery these great towels on the Coast was ma to us.

With a monogram space at each end. -They are 40 inches long and 20 inc wide, complete,

Turkish Bath Towels

Final 29c

Former Selling Price 40c -Turkish bath towels, full bleached w hemmed ends. Size 45 by 24 inches. M two-ply twisted cotton.

Linen Huck Towels

Final 17c Each

-Linen huck towels 36 by 19 inches. M with hemmed ends, firmly woven and fancy self-border.

\$6.00 and \$5.00 Odd Umbrell Final Price \$3.10 Odd umbrellas of broken lines in first of ity colored silks. Handles of solid at 14-karat gold and imported wood.