

GREAT SACRIFICE SALE

THE CROWDS OF BUYERS that thronged our store yesterday, the first day of our GREAT SACRIFICE SALE, showed that the people of Portland have learned that THIS STORE makes no promises that it does not fully perform; all the day long our selling force was kept busy at counters and clothing cases. This is one of our semi-yearly sales when we give our customers an opportunity to make GREAT SAVINGS on their purchases of CLOTHING and FURNISHINGS. This has come to be the GENUINE BARGAIN EVENT of each season. To those who are unfamiliar with our methods it is due to say that it is UNLIKE any other sale in Portland. We never make use of the word "VALUE," which is used in the ads of some of our largest stores, to mislead the public. We quote only the price at which each article was sold the DAY BEFORE THE SALE—which is our regular modest price—and then the reduced price, so that our customers can see at a glance the exact saving. This is a sale of RELIABLE, SEASONABLE merchandise—goods that you need and can use right now. We offer you only articles that will maintain our reputation for honesty and integrity. Yesterday's great output has made it imperative that you CALL EARLY for the stock is going rapidly.

Men's Suits

All This Season's Best Makes

\$45.00 Men's Suits now.....	\$34.50	\$30.00 Men's Suits now.....	\$22.50
\$40.00 Men's Suits now.....	\$29.50	\$25.00 Men's Suits now.....	\$18.50
\$35.00 Men's Suits now.....	\$25.50	\$20.00 Men's Suits now.....	\$14.50
\$15.00 Men's Suits now.....	\$11.50		

Same reductions on Young Men's College Suits.
Blues and Blacks, 15 per cent discount from usual prices.

Men's Raincoats and Overcoats

All This Season's Best Makes

\$45.00 Overcoats now.....	\$34.50	\$30.00 Overcoats now.....	\$22.50
\$40.00 Overcoats now.....	\$29.50	\$25.00 Overcoats now.....	\$18.50
\$35.00 Overcoats now.....	\$25.50	\$20.00 Overcoats now.....	\$14.50
\$15.00 Overcoats now.....	\$11.50		

Same reductions on Young Men's Raincoats and Overcoats.

Knickerbocker Suits

Only the Highest Grade Boys' Suits in Stock.

\$5.00 Knickerbocker Suits.....	\$3.35	\$10.00 Knickerbocker Suits.....	\$7.50
\$6.00 Knickerbocker Suits.....	\$4.35	\$12.50 Knickerbocker Suits.....	\$9.35
\$7.50 Knickerbocker Suits.....	\$5.65	\$15.00 Knickerbocker Suits.....	\$12.35
\$8.50 Knickerbocker Suits.....	\$6.35	\$20.00 Knickerbocker Suits.....	\$14.85

The same reductions on Boys' Overcoats and Raincoats.

Mandelberg Slip-ons and Raincoats

\$35.00 Mandelberg Slip-ons, now.....	\$29.85
\$30.00 Mandelberg Slip-ons, now.....	\$24.85
\$25.00 Mandelberg Slip-ons, now.....	\$21.25
\$20.00 Mandelberg Slip-ons, now.....	\$16.85

Men's Trousers

\$3.00 Trousers now.....	\$2.25	\$ 6.00 Trousers now.....	\$4.50
\$4.00 Trousers now.....	\$3.00	\$ 7.50 Trousers now.....	\$5.65
\$5.00 Trousers now.....	\$3.75	\$10.00 Trousers now.....	\$7.50

Knickerbocker Pants

75c Knickers now.....	50¢	\$1.50 Knickers now.....	\$1.15
\$1.00 Knickers now.....	75¢	\$2.00 Knickers now.....	\$1.50
		\$2.50 Knickers now.....	\$1.85

Ladies' and Misses' Suits

In this department we are offering some startling bargains. Price reductions that should clear out every garment we own in ten days.

Ladies' and Misses' \$25.00 Suits now.....	\$12.50
Ladies' and Misses' \$30.00 Suits now.....	\$15.00
Ladies' and Misses' \$35.00 Suits now.....	\$17.50
Ladies' and Misses' \$40.00 Suits now.....	\$20.00

Blues and Blacks, one-quarter off from usual prices.

Ladies' Opera Waists

\$2.00 Ladies' Waists.....	\$1.00
\$2.50 Ladies' Waists.....	\$1.25
\$3.00 Ladies' Waists.....	\$1.50
\$4.00 Ladies' Waists.....	\$2.00
\$5.00 Ladies' Waists.....	\$2.50

All Ladies' Sweaters Reduced

Ladies' and Misses' Coats

We have divided these into two lots; we sell all \$12.50 and \$18.00 Garments at the nominal price of..... \$10.00
All \$20.00 to \$35.00 Garments to be sacrificed at..... \$15.00

Mandelberg English Raincoats

\$20.00 Mandelberg Raincoats.....	\$16.85	\$25.00 Mandelberg Raincoats.....	\$21.15
\$22.50 Mandelberg Raincoats.....	\$19.85	\$27.50 Mandelberg Raincoats.....	\$22.50
		\$30.00 Mandelberg Raincoats.....	\$24.85

Men's Shirts

All the Standard Makes at Sharp Reductions

\$1.00 Shirts now.....	69¢
\$1.50 Shirts now.....	95¢
\$2.00 Shirts now.....	\$1.25
\$2.50 Shirts now.....	\$1.75
\$3.00 Shirts now.....	\$2.25

Men's Underwear

Startling Reductions

\$1.00 Garments now.....	79¢
\$1.50 Garments now.....	98¢
\$1.75 Garments now.....	\$1.15
\$2.00 Garments now.....	\$1.35
\$2.50 Garments now.....	\$1.85
\$3.00 Garments now.....	\$2.25

Men's Union Suits

\$1.50 Suits now.....	\$1.15
\$2.00 Suits now.....	\$1.35
\$2.50 Suits now.....	\$1.85
\$3.00 Suits now.....	\$2.25
\$5.00 Suits now.....	\$3.75
\$6.00 Suits now.....	\$4.50

Fine Neckwear

The Choicest Neckwear in the City

50c Ties now.....	35¢
3 for \$1.00	
\$1.00 Ties now.....	75¢
\$1.50 Ties now.....	98¢
\$2.00 Ties now.....	\$1.25
\$2.50 Ties now.....	\$1.75

Pajamas and Night Robes

\$1.00 Garments now.....	85¢
\$1.50 Garments now.....	\$1.15
\$2.00 Garments now.....	\$1.45
\$2.50 Garments now.....	\$1.75

Gloves

Greatly Reduced

\$1.50 Gloves now.....	\$1.15
\$2.00 Gloves now.....	\$1.45

Umbrellas

\$1.00 Umbrellas now.....	85¢	\$2.50 Umbrellas now.....	\$1.85
\$1.50 Umbrellas now.....	\$1.15	\$3.00 Umbrellas now.....	\$2.25
\$2.00 Umbrellas now.....	\$1.45	\$5.00 Umbrellas now.....	\$3.85
		\$6.00 Umbrellas now.....	\$4.25

Suspenders

50c Suspenders.....	39¢
75c Suspenders.....	59¢
\$1.00 Suspenders.....	79¢

Hosiery

25c Sox now.....	19¢
50c Sox now.....	39¢
\$1.00 Silk Sox now.....	75¢
\$1.50 Silk Sox now.....	98¢

All Smoking Jackets and Dressing Gowns Reduced--All Handkerchiefs Reduced

Boys' Bath Robes

\$3.00 Bath Robes now.....	\$1.98
\$3.50 Bath Robes now.....	\$2.50
\$4.50 Bath Robes now.....	\$3.50
\$7.50 Bath Robes now.....	\$5.00

Boys' Waists

50c Waists.....	39¢
75c Waists.....	59¢
\$1.00 Waists.....	75¢
\$1.50 Waists.....	\$1.15
\$2.00 Waists.....	\$1.45

Boys' Hats and Caps

\$1.50 Hats.....	\$1.15	50c Caps.....	39¢
\$2.00 Hats.....	\$1.45	\$1.00 Caps.....	73¢
\$2.50 Hats.....	\$1.85	\$1.50 Caps.....	\$1.15

No Discount on Brewer Hats.

Boys' Shirts

50c Shirts.....	39¢
75c Shirts.....	59¢
\$1.00 Shirts.....	73¢
\$1.50 Shirts.....	\$1.15
\$2.00 Shirts.....	\$1.45

Boys' Pajamas Etc.

75c Night Shirts now.....	59¢
\$1.00 Night Shirts now.....	73¢
\$1.00 Pajamas now.....	73¢
\$1.50 Pajamas now.....	\$1.15

Boys' \$1.50 Sweaters, \$1.15
Boys' 25c Ties, 19c

Boys' \$2.00 Sweaters, \$1.35
Boys' 50c Ties, 35c

Boys' \$2.50 Sweaters, \$1.85
Boys' 50c Gloves, 39c

Boys' 25c Hose, 19c
Boys' \$1 Gloves, 73c

BEN SELLING

LEADING CLOTHIER
MORRISON AT FOURTH STREET