## Every Day Rendering the Largest Measure of Public Service to Shoppers



That Sell Regularly From \$25 to \$35 Clearance $\$ 19.45$

## smartest models brought out this season. Coats suitable for

 street wear and semidress wear-ord cord.duvetynes, diagonal and Bedford
-In such colors as black, navy blues, browns, taupe and fancy shades as well as two-toned effects. latest and correct cutaway and side button showing the very variety of the cutaway and side button effects-also a sleeves, a style now shown in the early Spring models. -The trimmings are of velvet, plush or fur-some of the the yoke and sleeve linings. - You certainly could not go amiss in purchasing one of these coats for early Spring wear, in fact they would do serv-
ice during the Summer for traveling, automobiling or morning wear.
Again we wish to call your attention to the fact that every garment represents the newest styles of the late Fall and
Winter.
-Third Flopr.


Dozens of Styles in Nightgowns at 59 c to $\$ 63.50$ In the January White Sale
-If a woman wishes to expend only a dollar for a nightgown she will have the largest selection, for at that price alone there are more than 100 styles of the best nightgowns, we think, that have ever
been made in America to sell at the price. been made in America to sell at the price.
-Daint -Dainty pink and light blue nightgowns of sheer batiste are delights at $\$ 1.25$. Indeed they look ike negligees. However, we have provided a generous variety at each of the many prices look 663.50.

The V-neck nightgowns that are very low cut, both back and front, are delightful. But the daintiness of every gown is what will appeal to you most of all-hose made in America have the

The Below Prices on Lingerie Represent the Greatest Economies
Nightgowns
Combinations
Combinat
Chemises
Drawers
Chemises...
Drawers
Corset Covers
Short Petticoats
Long Petticoats
Long Petticoats
Princess Slips

$\$ .85$ to $\$ 3.75$
$\$ 1.49$ to $\$ 2.50$
$\$ 1.25$ to $\$ 5.25$

The First Display of the New Spring Pellard Suits
Will be made in our Garment Salon Wednesday
-To define the new styles that we are now presenting would ideas for Spring, and they have been so variously interpreted in these Pellard suits as to make them distinctive as well a distinguished.
-Women who appreciate exclusive clothes will surely be interested in this display, for many of the suits are individual only one of a colen Of Silk and Wool-\$37.50 to $\$ 85.00$

Ne
New Wash Fabrics




35c Silk Finish Foulard 25

 with choice, neat patterns in browns, 25c Silk Mixed Shantung 17c A beautiful lustrous silk and
cotton fabric in the shantung weave.
Non-crushable. Light blue, navy. Non-crushable. Light blue, navy,
black, lavender. pink, gol den
brown, green, rose. tan, Copenhag
en, jasper and delft--Basement.

| Exclusive Portland agents |
| :--- |
| Pictorial Review Patterns. |
| The February Patterns and |
| Magazines are now on sale. |

## Stockings

of Fine Thread Silk Special, 83c
Regular $\$ 1.25$ to $\$ 2.50$
 apprciatest hits ammouncement, but for for those who are not accuainted with the
exallent qualitice of our hosicy wo
 here are the very bets that ant posibily bo had and hhe hosery in this sale
in of the hibhet grade silk made on French machinery. knitud close and
fine in gavee



## Sale $\$ 1$ to $\$ 1.50$ Brassieres <br> Clearance 69c

cial discount for this occasion. Althoush many are in the style that cross in the back, there is a large number in the hook-andeye down-the-front tylle. -They are made of the best quality cambric with the necks cut in V-shape, suaure or round. Trimmed in numerous styles, some
having wide open embroiderees and embroidery edze, others Cluny laces and insertions-many with Valenciennes lace and nedallions.
-Brasieres that are fashioned for the stout figures, as
for the medium and slender figures. In all sizes, 32 to 50 .
The Spring Season Has Already Opened Jn © $-A$ display that is of the greatest importance and interest to those nomen planning a trip South and desire a smart new hat for Southern wear. $\qquad$ season. Small shapes of soft milan straws and fancy tagal facings, having soft crowns of moire, panne velvets, taffeta silks and heavy failles, showing various clever and original modes in
trimming mith the use of feathers, velvets and ribbons, as well as clusters of small, brightly colored flowers.
-You are at liberty to view this early showing at your pleas-


Free Demonstration by Miss S. S. Schaefer of Fleisher Yarn
Experts of the Fleisher Yarn co. are constantly evolving new uses for their splendid yarns. With yarns so admirably adapted to various
appreciate.
-In tapestry crochet you will find the best designs for Indian Blankets, Canoe Rugs, Table Covers and Pillow Tops.

- Fleither Yarns come in all the rich colors that are desirable fo
any of these.
This Free
This Free Demonstration and these Classes are conducted
or your especial benefit and Miss Schaefer will teach
for your especial benefit and Miss Schaefer will teach yo
anything you wish to know about knitting and crocheting.
VICTOR AND COLUMBIA TALKING MACHINES
$\$ 1.00$ Down- $\$ 1.00$ Week. Mat

We Are Out Today With
Our Shoe Announcement Women's, Misses', Children's, Men's Fall and Winter Shoes At Clearance Prices
-WHY is an announcement? There is just a hint of the whim sical in the query. But think it over a moment. Why is an announcement? WHAT an announcement is, is always clea enough and there is nothing mysterious about it. It is the WHY hough, that counts. Why, imp
the reason for this announceme
Differen to
-Different stores offer different reasons. Some of them arc plausile, others doubtul. With this store the WHY and the
WHAT are both emphatic. The "why" stands for a definite WHAT are both emphatic. The "why" stand for a definite
store policy-the immediate disposal of new, desirable, seasonstore policy-the
able merchandise.
-The WHAT stands for economy, definite and positive. also stands for satisfaction, and shoe service.
-Thus it is that this shoe sale stands for more than mere publicity
Wednesday This Sale Starts
Women's, Men's, Misses' and Children's Shoes Every. Winter Shoe Reduced
Every Pair of. Slippers Reduced
Many at Factory Cost and Less -Bear in mind that these shoes represent styles in greatest vogue EVERY PAIR new this season.
Women's $\$ 5.00, \$ 5.50$ and $\$ 6.00$ Boots Special $\$ 4.45$
Of black suede, gras suede, brown suede, black velvets, black
Women's $\$ 4.00$ Boots ,
-Exceedingly good looking boots of patent colt, dull calf, black
Women's $\$ 3.50$ Boots, Special $\$ 2.95$ -Here is a very fine assortment of women's button and lace but

Shoes to $\$ 4.00$, Special $\$ 1.95$ -Five hundred pairs in this lot consisting of odds and ends in that sell up to $\$ 4.00$ eat

## Misses' and Children's Shoes

 OF PATENT COLT and dull calf, button -CHILDREN's gun metal calf button shoes with medium
 $\overline{\text { Sizes } 11 / 2} 1 / 2$ to 2, , special 11.50 - $S$ izes $21 / 2$ to 6 , special 51.95 -INFANTS' fancy top shoes, with patent leather vamps, champ soles. well finished id in every particular.
s1.50 Shoesined
\$1.50 Shoes, 2 to 5 , special $\$ 1.10$ - $\$ 1.75$ Shoes, 6 to 8 , $\$ 1.35$ -CHILDREN'S $\$ 1.10$ felt Romeos, faut trimmed, special 85 C

Clearance of Boys' Shoes
-BOYS' KANGAROO calf blucher shoes and gunmetal calf button shoes, heavily lined throughouff having strong soles and
 -BOYS' LOGGERS of kangaroo calf, heary double soles, nailed and sewed. Made over full round too last with tip of same.
Sizes 1 to 6 , special, $s 2.75-S$ izes 10 to 13 , specill, $s 1.95$ - BOYS' tan grain loggers with buckles at top and wide toe last, low heels, heary soleses nailed and sewed
Sizes
10 to 13 , special $\$ 2.45$

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