

The Golden Sands of Economy Are Running Fast in This Greatest of All JANUARY CLEARANCE SALES---Today a Banner Day!

OUT-OF-TOWN MAIL ORDERS FILLED FROM THIS AD

IF RECEIVED WITHIN THREE DAYS OF DATE OF THIS PAPER. Ours is not exactly a mail-order "system"; it is, rather, a systematized shopping service, which gives the personal attention of a trained shopper to every order. Your order is studied and promptly filled with as much "intelligent interest" as if you were here yourself. Should you come in person we will be glad, upon request, to have one of our experienced shoppers assist and conduct you to any or all of the 75 different departments. There is no charge.



4 Coats Above and 196 Others Involved in This Sale of

15.00 to 27.50 \$10 Fine Coats at

A remarkable offering of all good, stylish Coats just bought From a Prominent New York Coat Maker

at an exceptionally low price. The coats arrived here only last Thursday! We can't use the maker's name—but we can hint; he is the largest manufacturer of high-grade coats every woman knows to be the best. READ THE DESCRIPTION In the lot are pebbles, zibeline, chinilla, boucle, diagonal, broadcloth, Persians, tweeds and mixtures. Long, short or three-quarter lengths, and the full Balmainian style, with side, back or full hoods. Unlined, half lined or fully lined. Many have fur collars. A splendid array of colors and combinations. All women's and misses' sizes to 42 bust. The unusual demand for coats of this character for Spring and cool Summer evening wear and the astonishingly low price combined has prompted us in arranging this event—and the values offered are beyond doubt the greatest coat offering yet held in Portland. Coats at less than cost of fabrics. —Fourth Floor, Sixth-St. Bldg.



Extra! 720 Pairs of Women's "Reynier" Suede Gloves

Regularly 1.75 **1.25** Regularly 1.75

Fine quality, real French suede in browns, mode, navy, tans, beaver and black, 2-pearl clasp style, with fancy embroidered backs, pique sewn. Every pair perfect. Pair, \$1.25.

Women's \$2 Perla's Cape Suede Gloves, in black, tans, browns and grays. Two pearl clasps, with plain stitched or spearpoint backs. Pique sewn. All sizes. Reduced to, the pair, **1.45**

Women's \$1.25 Mocha and Gauntlet Gloves, real Mocha in grays, browns and black, and Gauntlet Gloves, with strap at wrist, in white, tans and black. Good range of sizes. **89c** The pair. —First Floor, Sixth-St. Bldg.

Women's Neckwear 57c

Hand-embroidered on batiste and fine organdies. Many effective styles, including vestees with military collar, and separate collars in many extremely new models, also plated collars with hand-embroidered reverses. Regularly 75c, at 2 pieces \$1—each **57c**. —First Floor, Sixth-St. Bldg.

Toilet & Drug Specials

- Egyptian Face Powder, 35c
- Pompeian Massage Cream, 29c
- Sempre Glovine, 29c
- Febeca Tooth Paste, 28c
- Jerzen's Rose or Violet Talcum, one pound, 19c
- Genuine Orange Slices, 3c
- Wakeless Camelline, 33c
- Pearl's Unscented Soap, 11c
- Palmolive Shampoo, 39c
- Pierce's Golden Medical Discovery, 69c
- Orangeine, 10c size for, 5c
- Robinson's Patent Barley, 1/2-pound size, 15c
- 27c Tooth Brushes, pure bristles, assorted, 19c
- \$1.50-82 Hair Brushes, pure bristles, 2 and 1/2 inch ebony and rosewood backs, 98c
- Fountain Syringe, maroon rubber, two-quart size, guaranteed, 69c

MEN'S ALL PURE SILK SHIRTS



That Were \$5 and \$6

(GOTHAM AND "MANHATTAN" SILK SHIRTS EXCEPTED.) The Shirts offered in today's sale are up to our usual standard. They're broken lines of sizes and styles left from our phenomenal holiday selling. All styles, all colors and all sizes included. Materials and workmanship defy criticism, for the reason that they're THE BEST. The Earlier You Can Shop the Better We Can Serve You! Today Silk Shirts \$1.98!

Men's 2.50 to 10.00 "Mushroom" Pleated Shirts, All of Them Go at 1/2

In a vast variety of patterns and materials. The "mushroom" effect is obtained by a series of tiny tucks run very close together forming the bosom. Stripes running up and down and across, in many pleasing designs. "Gotham" brand included. —Temporary Annex, First Floor.



Eye-Glasses 7.00 for 3.50

17 Rimless Gold-Filled Spectacles, with adjustable bridges and cable temples, special at 3.50. —First Floor, Sixth-St. Bldg.

Ribbons 19c

Pure silk hairbow ribbons, 10,000 yards in the lot. Included are plain silk taffeta and moire ribbons in 20 different colors; light and dark fancy silk ribbons in 50 different patterns. Widths 3/4 to 6 inches. —1st Fl., 6th-St. Bldg.

Boys' Clothing

\$7.50 to \$10 "Sample" Suits and Overcoats, \$5.85 \$12.50 to \$18 "Sample" Suits and Overcoats, \$9.85 Boys' \$7 to \$8.50 Full Length Overcoats, sizes 7 to 16 years, \$3.85 Temporary Annex, Second Floor.

Groceries

- Cottage Ham, sugar cured, well smoked, nearly boneless, weight about four pounds each, the pound, 15c
- Oranges, Navel, thin skinned, 200 size, case \$1.35, doz. 15c
- Butter, Jersey brand, roll, 59c
- Kenton Bacon, sugar-cured backs, whole or half strips, the pound, 19 1/2c
- Coffee, Victor brand, lb., 29c
- Pork Sausage, small links, freshly made, the pound, 17 1/2c
- Cheese, Tillamook make, lb., 20c
- Queen Olives, quart Mason Jar, No. 2 1/2 cans, dozen, 39c
- Sardines, imported, No. 1 key-opening cans, 25c
- Tomatoes, solid, latest pack, No. 2 1/2 cans, dozen, \$1.15; the can, 10c
- Butter, Royal Danquet brand, the roll, 65c
- Hams, sugar cured, well smoked and trimmed, lb. 17 1/2c
- Pecan Nuts, medium size, lb. 15c
- Peanut Brand, dozen, \$1.40; the can, 12 1/2c

Children's 50c Under Waists, Each 29c

Children's 5.00 to 7.95 Coats at 2.98

The balance of our stocks of corduroys, zibelines, chevots and serges. All made in the Winter's best styles, with many original touches. Sizes 1 to 14.



Children's 1.50 Rompers at 98c

White poplin, crepe or gingham in plain colors and striped patterns. High or low neck styles, all nicely trimmed in various effects. 6 mo. to 5 years.



Children's Hosiery

- Children's 25c Ribbed Cashmere Hosiery, in a medium weight, gray heels and toes, sizes 6 to 10. The pair, 23c
- Boys' and Girls' 25c Cotton Hose, Wayne Knit Brand, medium weight cotton, fleecelined, 19c
- Boys' and Girls' "Cade" Hose, the hose that gives the best satisfaction. Made with triple-knitted knees, linen heels and toes and seamless feet. Very elastic. Box of six pairs, one of each color, sizes 4 to 8 1/2. Three pairs \$1 pair, 35c
- Infants' Fine Silk and Wool Hose, of extra quality. 200 yds. in all colors. Sizes 4 to 8 1/2. Three pairs \$1 pair, 35c
- Infants' Mixed Wool and Cotton Hose, in a fine soft finish, with mercerized heels and toes. 21c The pair. —First Floor, Sixth-St. Bldg.



Boys' Shoes

Regular \$2.50 calf skin school shoes in either lace or button style. Good, heavy oak-tanned soles and sensible round toes. Heavy serviceable shoes that will give fine service to the schoolboy. Two prices: sizes 1 to 6, the pair at \$1.98; sizes 10 to 12 1/2, the pair at 1.68. —Third Floor, Sixth-St. Bldg.

Candies

- Coffman's 40c Butter milk Chocolate, the box, 49c
- Coffman's 50c Bitter sweet Chocolate, the box, 39c
- Coffman's 50c Society Chocolate, the box, 39c
- Cann Dross or Jelly Beans, lb. 15c
- Creamed Almonds, lb., 25c
- Plain Mixed Candy, pound, 10c

Laces, Etc.

\$1 to \$1.50 Shadow Lace Allovers and Tucked Sets, white only, 18-inch, the yard, 39c 75c to \$1.50 Cliftons and Nets, plain and fancy chiffons, 39c 26-inch printed net, vd. —First Floor, Sixth-St. Bldg.

SWEEPING REDUCTIONS ON MEN'S CLOTHES



Nobody may ever offer you a gold dollar for 50c, but we are doing something which amounts to the same thing. Today we will let our customers come into the store and pick out any Suit or Overcoat in stock at prices a good deal less than their regular set selling prices. We could never do this if we didn't have to clear our stock—for each of these garments is worth every penny of its original price—but we know that, even if our profits are wiped out, you will become a steady customer of this store if you get a bargain like this from us. The "early birds" will, of course, get best selections. TEMPORARY ANNEX, 2D FLOOR

ANY FANCY SUIT or OVERCOAT \$11.85 FROM OUR \$15.00 TO \$20.00 GRADES

ALL OUR \$25.00 \$30.00 MANDELBERG RAIN COATS \$14.05

ANY FANCY SUIT or OVERCOAT \$19.15 FROM OUR \$25.00 TO \$35.00 GRADES

