PORTLAND'S YTLIAUD

SHOP."



PORTLAND, OREGON, SUNDAY MORNING, JANUARY 1, 1905.

FIFTH, SIXTH

AND WASHINGTON

PORTLAND'S LARGEST, FOREMOST STORE

STORE CLOSED ALL DAY MONDAY

With Merciless Sweep of Two-Edged Scythe, 1905 Clearance "Time" Mows Down 1904's Fairest Prices.

STORE CLOSED ALL DAY MONDAY

A MIGHTY, SWEEPING CLEARANCE The keenest, deepest cuts in Portland's mercantile history! A perfect carnage of values, and ABSOLUTELY EVERY ARTICLE IN THE HOUSE (except such goods as manufacturers control price upon) DECISIVELY AND TREMENDOUSLY RE-DUCED! These prices and bargains are for Tuesday-and the week. Closed Monday.

Theater Gowns and Opera Coats for Two Days at HALF PRICE

A Very Happy New Year to All

Welcome the new and speed the parting guest. Poor, aged and decrepit

1904 is now a character in history. At last midnight the city clocks tolled his

funeral dirge and he entered the graveyard of the past, to join the endless

procession of predecessors who connect today with the beginning of all things.

R. I. P .- It has been a good and eventful year with us. It has seen the store expand and enlarge until today it stands the city's largest as it has been

always its best. And a bountiful business has come with increased facilities for handling it. 1904 will be entered upon the store log-book as the premier

year of its existence. Its business has increased more than a hundred fold.

We should be ungrateful, indeed, did we not pause a moment, this New Year's

morn, to thank our public and our faithful employes for making the past year

the biggest and best in our history. Of course, there have been shortcomings.

They were inevitable, for this store is run by human hands. But we did all

fortable innovations were introduced to benefit patrons and helpers. To the latter we have added hundreds-to the former thousands. Service has expanded with size of store. And yet, with the tremendous volume of business

that daily surges through this "Big Store," ceaselessly as a mighty river, is

it a wonder that faults still exist? We shall start the New Year by weeding

them out, carefully but earnestly, wherever we find them. We shall never

find it too troublesome to go the limit in pleasing our public. The errors of

the past have been marked by danger lights-to be avoided. The successes

will be the starting boat from which we sail today-or when the signal gong

shall start the race for public favor in 1905, among the city stores, on Tuesday

See Monday and Tuesday Papers

for Hosts of Additional Special Clearance

Values in Other Departments

Remorseless Swings Cut Away

Great Slices Off the Costs

Of These Staple and Household Pabrics

Never was such a chance to save on buying of these wanted stuffs for personal wear and household use. Special values for

the week opening Tuesday. Domestic and Linen Aisles, First

Domestics

Richardson's fine satin-finish Table Damask, a dozen new pat-

"Look not mournfully into the past. It comes not back

After all-when we get the dyspepsia out of our heart, and strangle the lies we would tell ourselves, the years are what we make 'em, with a lump o' luck for seasoning. Let's make

again. Wisely improve the present-it is thine. Go forth to

meet the shadowy future without fear and with a manly heart."

morning at 8 o'clock. A HAPPY NEW YEAR TO ALL.

1905 a good one. "DO IT NOW."

-Longfellow.

We did all possible to make shopping here easy and satisfactory. Com-

we could to minimize them.

"Hope smiles from the threshold of the year to come, Whispering, 'It will be happier.'" "Well I know-

That unto him who works, and feels he works, This same grand year is ever at the doors." -Tennyson.



Owing to the unprecedented rush of business overtaxing of the auditing repartment, and the extreme closeness of the result in the "Managers' Sale" contest,

we are unable to announce names of winners today as expected. As soon as the official figures come from the head auditor we will print the result in a few days.

Special Notice

PADEREWSKI The World's Greatest **Pianist**

At the Armory Wednesday evening next, January 4. Direction of Calvin Heilig-Sale of tickets opens at the-Marquam Grand Monday, tomorrow, at 10 o'clock. Evening costumes and opera wraps at Olds, Wortman &

King's. Special sale opens Tuesday at 8 A. M.



EXTRAORDINARY—IN CONNECTION WITH THE PADEREWSKI APPEARANCE

THE SOCIETY EVENT OF THE SEASON PROVIDED FOR BY THE "STYLE STORE." special arrangement for this great musical and society event, we shall place on extra special sale TUESDAY AND WEDNESDAY EVERY EVENING GOWN AND COSTUME IN THE HOUSE UP FROM \$85.00 AND EVERY OPERA COAT IN THE HOUSE UP FROM \$40 AT EXACTLY ONE-HALF PRICE! Evening gowns include every new and late production of leading Parisian and New York designers, the smartest and most magnificent collection ever brought to the Coast. Materials embrace Crepe de Chines, Voiles, Chiffons, Nets, Chiffon Taffetas, Spangled effects and rich imported fabrics with trimmings of real lace, appliques and handsome ribbon effects. Every color and shading that fashion favors are here. Among the grand exposition of art, beauty and style in dress are many of the famous Mile. Schroeder creations. For this great event—Tuesday and Wednesday only, choose from these magnificent gowns at exactly HALF of their regular fair price.

Opera Coats for the Paderewski Presentation

Choice of every Opera or Theater Coat in the house, up from \$40.00 at One-Half Price. Broadcloths, Angoras, Welna Cloths, etc., in light blue, pink, white, greens and various shades of the popular onion. Description is futile, for with a line larger than any other west of Marshall Field's, in Chicago, a page would not suffice for detail. Five new saleswomen were added to these great apparel sections last week, so no matter how great the rush, proper attention will be given to all who attend this extraordinary sale on Tuesday and Wednesday of fashionable new evening and theater gowns at coats at ONE-HALF PRICE.



The Great White Fair and Sale



White is the ruling power in the big Annex, Second Floor Salons. White blooms snowily all about you there. The greatest and in every way most interesting special sales of dainty white undermuslins bids one an enthusiastic welcome. We've prepared for months for this great sale, and admit that Undermuslins is the most potent power behind the January Clearance Sale.

Undermuslins in enormous quantities, superior qualities individuality. No skimping, no unworthiness in the Undermuslins we sell. Best styles, good sewing as you'll do at home; dainty trimming—in brief, Underwear that merits the commendation of discriminating women. Do you wonder that women plan and wait for these sales to stock up their wardrobes with Undermuslins to last for months ahead? You find "different" and better values in white here than at elsewhere stores. A few of the special bargains Elegant Skirt white here than as the many:

Ladies' fine Cambric Petticoats. 13-inch | Ladies' fine striped Outing Flannel Gowns Victoria Lawn flounce, cluster of five 1/4-inch tucks, finished with 5-inch Swiss blind embroidery, 4-inch cambric underruffle; regular price \$2.25, special, Tues-

day only, at......\$1.59 Ladies' Gowns of the finest production of American manufacturers, made of fine Nainsook, Lawn and Cambric, elbow and long sleeves; a great variety of styles of yokes; plain or elaborately trimmed in lace or embroidery and ribbons. Prices ranging from \$5.00 to \$25.00; all at half price this week.

in pink or blue and white, turned-down collar and cuffs of plain Domet Flannel, Ladies' Knit Petticoats in colors or with

fancy striped border; regular price \$1; Ladies' Gowns of extra quality Muslin, V-shaped neck, yoke of two rows wide embroidery, insertion between four clusters of seven tucks each; embroidery edging at yoke, neck and sleeves; regular price \$1.75; special at \$1.19

Spec'l Tuesday Only—Women's &Sc Cambric Drawers 5&c Ladies' fine Cambric Drawers, 11/2-inch tuck between two clusters of three fine tucks each, finished with three-inch fine Swiss embroidery edging of a great assortment



Remarkable Corset Bargain

Royal Worcester Bon Ton Corset, special style number 853. This is one of the Royal Worcester Corset Co.'s latest productions and is adopted for a wide range of figures, made of pink, light blue or white polka dot silk, medium low bust, extreme long over hips, velvet grip hose supporters, attached in front and at sides, sizes from 19 to 30; regular price \$7.50, special at\$4.97

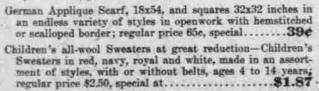
In the Baby-to-Miss Shop

Second Floor-Thoroughfare Aisle. ALL CHILDREN'S DRESSES AT ONE-HALF PRICE THIS WEEK

Considering the price of these dresses we should clothe every child in Portland. The excellence of plain and fancy materials, daintiness of designs and finish and variety of these dresses, including the regulation Peter Thompson sailor, Russian blouse and Buster Brown styles make the prices at which they are offered astounding, sizes from 2 to 14 years; regular prices from \$2.00 to \$15.00, special prices from \$1 to \$7.50 with many between prices.

In the Art Shop

Battenberg patterns on blue cloth of all kinds of collars, tie ends, doilies, centerpieces, scarfs, borders, insertions, yokes and many others; value to 35c, your choice at 5c





Bargains in Dress Goods and Silk Stores

Colored Dress Goods

LOT 1-Our regular 50c qual-

GRAND ANNUAL CLEARANCE SALE OF

Black and Colored Silks

GTH-ST. ANNEX, 1st Floor.

EX, 1st Floor.

Imperial Taffetas, Satins, Liberty Satins, Black Sliks in all the staple and newest weaves, including the world-renowned Bonnet Sliks, which stand far ahead of all other makes of black sliks for durability, fastness and perfectness of color. In addition to the great reduction on every piece of silk in our department (except Rajah Ponsyee), we have made four great specials where profit and costs have been absolutely lost sight of.

LOT 1—A large assortment of Novelty Suit Sliks, Plain Peau de Cygne, Black Taffetas and 27-inch White India at, yd.49-LOT 2—Suit Sliks in full color assortment.

These special lots are the greatest bargains we have ever offered. No other Portland store owns these silks at the prices these are marked here to sell to you.

ANNUAL CLEARANCE SALE OF Black Dress Goods

FOUR MONSTER BARGAIN SPECIALS.



Keen Cuts in the Women's Knitwear and Hosiery Shops



EXTRA VALUES ON THE HOSIERY BARGAIN COUNTER. women's fancy hose—Our 25c to 50c values, special at, the pair . 19c WOMEN'S BLACK WORSTED HOSE-Our 25c value, special at, pair.18c

WOMEN'S BLACK WORSTED HOSE—Our 15c value, special at, pair 18c WOMEN'S \$1.00 INDERWEAR FOR \$5c—Women's Worsted Vests and tights in white or silver gray. The "Merode." Our \$1.00 value, special Clearance Sale price, each.

"MERODE" WOMEN'S \$1.75 UNDERWEAR FOR \$1.48—Women's "Merode" Vests and Tights in silk and wool white or silver gray. Our \$1.75 quality, special at, each.

"MERODE" WOMEN'S SILK AND WOOL UNDERWEAR WORTH \$1.75
FOR \$1.48—Women's Swiss ribbed silk and wool Vests and Tights in white, pink or blue. Our \$1.75 value, special at, each.

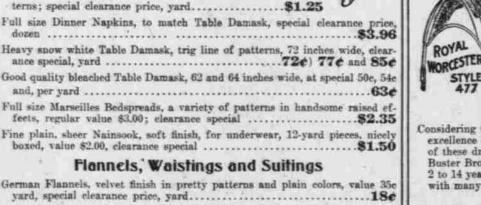
**SILK AND WOOL UNDERWEAR WORTH \$1.75
FOR \$1.48—Women's Swiss ribbed silk and wool Vests and Tights in white, pink or blue. Our \$1.75 value, special at, each.

**WOMEN'S UNION SUITS WORTH \$1.00 FOR \$5c—Women's cream tinted cotton Union Suits, lightly fleeced. Our \$1.00 value, extra special at, the suit.

ON THE UNDERWEAR BARGAIN COUNTER ARE GREAT LOTS OF WOMEN'S COTTON AND WOOL UNDERWEAR AT WONDERFULLY LOW PRICES, ASK TO SEE THEM.

A BARGAIN IN CHILDREN'S HOSE—Children's black worsted and black cotton Hose. Our 25c to 45c value. All go at one price. Special, the pair 18c





Flannels, Waistings and Suitings

German Flannels, velvet finish in pretty patterns and plain colors, value 35c Plain and fancy All-Wool Flannel Waistings, value 50c, clearance special yard 25¢ Heavy cream Shaker Flannel, nice and soft for night robes and underwear, English Cashmeres, 36 inches wide ,all colors, regular 40c qual-

Danish Cloths, all colors, in two widths, exact copies of fine imported woolens, for durability they have no equal; special clearance price-25-inch width, yard12¢



