

LARGEST, PORE-MOST STORE.



Fifth, Sixth

Mortuan 6

The Sharp and Snappy Bargain Tales

Of a Tremendous Sale that proves a revelation to the buying public. See Monday papers for further list of the week's EXTRA SPECIALS.

THIS WEEK WILL BE MEMORABLE AMONG CLEARANCE SALES FOR

Matchless and Unprecedented Values

GREATER BARGAINS AND BROADER ASSORTMENTS THAN EVEN THIS GREAT MERCANTILE ORGANIZATION HAS EVER BEEN ABLE TO OFFER HERETOFORE!

No special sales of any sort have ever before offered such phenomenal money savings as spread before the gaze of a visitor to the "Different Store" this week. No matter what you've planned for Monday, don't fail to include a call at this store. It will be the greatest "BARGAIN MONDAY" ever planned and executed by any store organization that exists west of that network of "live wires" that make Chicago stores famous. Radical price reductions will make this fourth week of the great January Clearance Sales the most prominent of the series as a phenomenal value creator and distributor. We have NEVER offered such splendid opportunities as we present in this remarkable event. Monday will roll up the most gigantic selling record ever known in the January history of the store, which means in the storekeeping history of Portland-for this house does a third larger business than its next nearest competitor. "Why?" Bigger stocks, better merchandise, bigger bargains and more of them, better storekeeping, and the capstones of RELIABILITY and QUALITY o'ertopping all. It pays to play fair—we've found it so for 27 years. If you can't come Monday, come as early in the week as possible, but be sure to COME for YOUR share of these unmatchable bargainsand there's many more as good that don't speak out thro' the print-shop. If you can't come to the store, order by mail, or phone "Exchange 12."

Public Tea Room

Auspices Portland Y. W. C. A. Grandma" Munra, hostess HENU FOR MONDAY, JANUARY

16, 1905. Coffee, Milk in Bottles. Chicken Soup. Ham Sandwiches, Bread and Butter,



ABSOLUTELY UNEXAMPLED VALUES IN .

Domestic and Wash Goods Aisles

FIRST FLOOR.

TABLE LINENS AND TOWELINGS AT "WHITE SALE" PRICES, TOO!

A word of these latter. All characteristically reduced and a host of extra specials with not room on this page to tell of. But Portland folk have—it seems to us-already satisfied themselves of the remarkable bargains. Linens here that are every thread sound flax and prices less on Monday-and next week-than they have been before-to close lots. A good deal less than the linens are worth today, and far below what like qualities are selling for in other stores. A fact we're positive of by actual observation and comparison. A "baker's dozen" of extra special items from the Domestic and Wash Goods Shops must suffice for mention today and the space alloted us is filled. Come to the store and see the hosts of other bargains that beekon you to a close acquaintance.

Domestics

WHITE SILK FLANNELS White slik embroidered Flannels, new-

FIFTH-STREET ANNEX-First Floor.

In the Silk Store and Dress Goods Shop

ROUSING CLEARANCE BARGAINS LOAD THE TABLES.

leads. The "O. W. & K." store buys and sells more fabries than any other one store west of Chicago. Its Silks and Dress

Goods are the acknowledged best of the world's best makes, and our enormous outlet allows of our owning them lower than any other competing house on the Coast. Such tremendous selling as the past season has witnessed, leaves us with hundreds of

bolts and pieces that have been cut into, which must all be sold before the tedium of inventory. Consider, please, that it is easier to count a small loss now, than to unroll and yardstick so many hundreds of thousands of yards of goods at inventory,

This store occupies a unique and commanding position among Western stores in the selling of Silks and Dress Stuffs-It

15c CRETONNES 10c—Best qual-ity cretonnes in handsome floral and Oriental designs, regular value 15c, clearance special, yard

BEDSPREADS — Heavy crochet Bedspreads in Marseilles pat-terns, good generous sizes, spe-cial clearance price each 98c, \$1.05, \$1.25.

Fine satin finish and Marseilles Bedplain clearance special, each \$2.19 \$2.64, \$3.08.

OUTING FLANNEL 10c YARD—
Finest quality plain Outing Flannels in red. pink, light blue, cream and white clearance special at, each 48c

THE WHITE SALE IS IN FULL SWING

With the Lone Exception of the Few Lines Upon Which Manufacturers Con-

trol the Selling Price Under Contract.

ABSOLUTELY EVERY ARTICLE IN THE HOUSE IS ABUNDANTLY

REDUCED DURING THIS TREMENDOUS SALE!

Misses' \$2.25 Cambric Petticoats \$1.67

UNDERMUSLIN ANNEX-SECOND FLOOR.

Misses' Petticoats of fine cambric, extra full, double Spanish flounce, two clusters. of three tucks each, 2-inch torchon lace insertion and 3-inch lace edging; regu-

Clearance

scale of sizes, the muslin underwear here is made right, the garments fit—are comfortable. - And being under the closest supervision by women experts, the styles are right and new and liked-the way the goods sell proves that.

And daintier than ever—going to show that made under eight conditions muslin undergarments can be better made than similar sorts would be at home. And the most painstaking home work could not produce the pretty styles shown here at anything like the prices.

No "cheap embroideries, no skimped sizes, no yellow muslin." Critical romen-women of good taste-may choose at random and be assured of satis-

That's the point of our having a sale of underclothes—they are different from the flimsy stuff that you have been urged to buy for past years. We should be ashamed to offer such underclothes as make up the bulk of the stocks in White Sales now going on in this city.

If we had nothing better to offer we should keep out of the business.

But we have—We have underclothes made up of materials far above the standard of any ever used before in underclothes at such prices. And we know by comparison that what we have in this sale are at least a third better at each price than any other store in this city is offering.

third better at each price than any other store in this Ladles' Nightgowns of extra fine quality, domet flannel, finished with two clusters of 7 tucks each and 4 rows of red or navy stitching around neck in front and at sleeves; regular price \$2.50, special, at \$1.48 Ladles' Gowns of fine nainsook and cambric, V shaped and low round neck, elbow and long sieeves, trimmed in Maltese val. lace, embroidery and insertion and medallions; regular prices \$2.75 and \$3, special at \$1.00 colors cial Sec. Children's and misses' separate Dress Skirts with shoulder straps of fine cashmere and flannel, colors brown, royal and navy, trimmed with fancy silk braid and white stitching, ages 6 to 14 years.

Regular price \$3.00, special \$1.98

Regular price \$4.00, special \$2.59

Scott's hip-form and bustle is form fitting and invisible, lgiht in weight, ventilated and reversible, col-

Black mercerized fine sateen Petticouts, deep Spanish flounce, 4 rows of hemstitching, 5-Inch knife piniting, finished with 14-inch ruffle with two rows of hemstitching; regular price \$3.00, special at \$1.99

In the Art Shop

Second-Floor Annex.
CUSHION TOPS-HALF PRICE-Cushion Tops with

Wonderful Millinery Sale



\$2.50 Hats for 29c IN THE YEAR 'ROUND SALON.

Second-Floor Annex. small line for Monday selling of Misses' French Sailors in colors; Women's Tailored Turbans

Special Monday

Children's Trimmed Hats and Poke Bonnets, values to \$4.00-specia at ent of Cords Caps. In blue and brown. Regular 75c values. Special at..... 50c

VALUES HITHERTO UNKNOWN IN

GRAND SALONS OF DRESS-Second Floor.

"The Fashion Center of the Western Garment World." ROUSING BARGAINS that will make the Largest Leading Garment Store West of Marshall Field's Chicago House the cynosure of all eyes THIS WEEK.

and we prefer to do it. That's why we cut the pieces on staple fabrics this way-and why YOU WANT THEM NOW. Dress Goods, Black and Colored, Sharply Reduced

LOT 1-Our regular \$2.25 and \$2.00 values in 54 and 56-inch, hard-twisted Tailor Suitings and Imported English Mohairs, splendid for street and shirtwaist suits; special clearance

LOT 2-Novelty French and English Suiting in illuminated carrean plaid, chevron and chameleon suitings, the very latest novelties shown in Europe, all at EXACTLY HALF PRICE.

LOT 3-Neat Tailor Suitings 54-inch, Imported French Camelshair 46-inch, a large color and style assortment; our regular \$1.50 per yard values, special clearance sale price for this

LOT 4-52-inch Tailor Suitings, covert and venetian cloths, also 44 and 45-inch novelty lace voiles, all wanted colors in the lot; our regular \$1.25 per yard values, special clearance LOT 5-Illuminated Tweed Sniting, Heather Scotch Mixtures,

in neat stripes, flaked and nubbed effects. These are being shown by other stores and called "cheap" at 69c and 59c yard; our special clearance sale price only, yard 39¢ LOT 6-36-inch All-Wool Voiles, Serges, Tweeds in plain and plaid effects, a grand assortment to select from; our regular 50c qualities, special clearance sale price only, yard . . . 32¢

Extra Specials in Black Goods This Week Regular Values \$3.00 and \$3.50-Novelty silk and wool crepons

and silk and mohair novelties, the very latest novelties sh Regular \$2.50 and \$2.25 Values-Novelty Italian mohairs and crepons, a splendid assortment to choose from; special clear-

Regular \$1.75 and \$1.50-52-inch all wool and fast colors, consisting of Panamas, canvas cloths, sangliers and novelty cheviots, unequaled values at our regular price; special clear

Black French and German Black Broadcloths, the best-known grades; specially priced for this week's selling:

Regular \$4.50 grade, 54-inch, special, yard\$3.83 Regular \$3.50 grade, 54-inch, special, yard \$2.98 Regular \$3.00 grade, 54-inch, special, yard \$2.57 Regular \$2.50 grade, 54-inch, special, vard.......\$2.09

Without fear of contradiction we state these are the best values offered, and the grandest opportunity to secure a handsome Black Suiting at a big saving.

Silk Specials for the Week

Prices cut deeper than ever before, new lines put out on bargain tables. Bargains that can be found only at this-PORTLAND'S LEADING, RELIABLE SILK STORE-Imported Black Swiss Taffetas at HALF PRICE, long as they You say, "Why half price on staple black taffeta?" Plainly stated, and to the point, we sell Bonnet's Black Silks, the best in the world. We have no space for anything in similar kinds, so imported Swiss Taffetas go, starting Monday, at

Regular \$2.50 grade for, yard\$1.25 And Black Satin Rhadame and Duchesse are placed on sale at

HALF PRICE. | Regular \$2.00 values, for, yard | \$1.00 | Regular \$2.25 values for, yard | \$1.124

Silks on Bargain Tables

Specials on Bargain Tables in Silk Store, Fifth-street Annex. LOT 1-Consists of 36 and 27-inch White India Silk, 21-inch Black Taffetas and a grand assortment of swell suit silks; special clearance sale price, yard......67¢ LOT 2-Consists of neat effects in Foulards, 27-inch White

India Silks, black all pure Silk Taffetas and a big line of smart suit silks; special clearance sale price, yard 77¢

LOT 3-Consists of Swell Evening Silks, 27-inch Colored Pongee, 27-inch Colored and Black Taffetas, Cheney Bros.' Foulards in nest, staple patterns, also a large assortment of suit silks, the newest and best silks found on the Coast;

Women's Suits, Coats and Skirts

Women's \$32.50 to \$38.50 Tailored Street Suits \$14.95

Not knowing, you'd scarcely credit such bargains-\$14.95 for suits we could safely and fairly call \$40.00 values, and the price would be right then, but this is clearance time. Our buyers are already more than half way 'cross the continent on their annual January trip to New York and other Eastern style centers. The stocks left in our charge to dispose of embrace many styles as attractive and appropriate for Spring wear as what they'll send home a month or so later-but-sizes and lots are broken. You don't care a fig for that-we do. Inventory, in another two weeks, must find the cleanest racks that were ever hung with handsome suits, in the history of the store-and will -if prices like these will consummate the object in view-Clearance. These prices involve losses to us-all the more reason why they should profit YOU. But-THE SUITS:

Materials are cheviots, broadcloths, Venetians, serges, homespuns and the popular mannish mixed tweed tailorings, in plain, black, browns, tans, navys and stunning mixtures, all mantailored in best workmanship and latest, newest trimming effects or severely plain tailored styles. All newest, most fashionable modes, including the Directorate, Tourist, Norfolk, Blouse and Paquin styles. Some with the smart mannish vests effects. We sold hundreds of the same grade of suit in one day last month at a special price of \$26.85. So when we make the unparalleled proposition of giving full and free choice of these high-grade \$32.50 to \$38.50 values at such a ridiculous

We have every reason to believe that every one of the more than 200 Suits in this lot will be sold on Monday. However, we guarantee to furnish a liberal choosing for three days, Monday,

Every Walking Skirt in the House for One Week at Exactly Half Price

Smartly Tailored, Trim and Smart Walking Skirts.

A splendid collection of these utility garments for women's in our outdoor wear, right for all-year-round service, in the latest popular round lengths that just clear the instep. Ma-terials embrace cheviots, serges, meltons and voguish mannish tailoring tweeds and mixtures, in all the wanted plain colorings and handsome mixtures. Some plain tailored, others in strap, button, stitched, corded and plaited trimmed effects. The largest stock of down-to-date Walking Skirts on the Coast in the choice; values up from \$3.50 to \$30.00, in fair every-day prices. Cut 'em in two yourself for three days, Monday, Tuesday and Wednesday. A

Fur and Raincoats Alone Excepted.

A final round-up of the Women's tailored Street, Traveling and Opera Coats. Values \$5 to \$75, included. The variety is infinite. Too big and varied for detailed description. All mantailored in most exquisite workmanship. Every popular trimming effect and plain, severe styles; all wanted fabrics and a full line of fashionable plain colorings and popular mixtures. A last chance to buy the coat you'll need for yet three months of the present season and a year hence, at a price that does not begin to cover the cost to the maker; just half our regular fair price, for choice...... Price

Black Dress Skirts, All Week, Half Price All Evening and Opera Gowns and Costumes for the week at

prices that are actually below the half-price point. Opera Cloaks at half price alll week. All 34-length Coats, all week

FASHIONABLE FOOTWEAR FOR THE FAMILY



SHOES At remarkable reduc-tions at the "Fair-Way Shoe Store." Sixth-St. Annex, ist Floor.

Annex lat Floor.

WOMEN'S \$2.50 SHOES,
\$1.78 Women's patent
tip kid Juliettes, Concord heels, turn soles,
soft kid uppers, regular value \$2.50, special, pair ... \$1.78

WOMEN'S \$1.75 SHOES,
\$1.05 Women's common sense comfort
Shoes, lace or elastic sides, finest soft
vici kid uppers, broad toes and flat heels,
very easy, regular value \$1.75; special,
pair ... \$1.68

WOMEN'S SLIPPERS, 50c — Imported Turkish Slippers, red, black and brown, regular value \$1.00; special ½ price, or, pair 50c — WOMEN'S \$1.25 SLIPPERS, 50c — Furtrimmed Juliette Slippers, flexible soles, sizes 6, 7 and 8; regular \$1.25; special, pair 50c

women's 13.50 EMPRESS SHOES, 11.75—
Women's Empress Shoes, vict kid, dull tops, 10 choice styles; regular 13.50; special is price, or, pair.

WOMEN'S 15.00 SHOES, 12.50—French heel pattern Shoes, patent or vict kid, flexible sole; regular 15; special, pr. 22.50

BURNENS 25. Women's nearons 50c RUBBERS, 25c-Women's narrow width Rubbers, regular value 50c; special, pair ... 25c

#2.50 SHOES, \$2.68—Men's Winter weight Shoes, \$5 styles, box, velour and storm caif, patent colt or vici kid, Goodyear weit soles, extra heavy, regular value \$2.50; special, pair.

BOYS \$1.75 SHOES, \$5c—Boys box calf Shoes, heavy soles, See table Sixth-street anner. Sizes 11 to 2: regular \$1.75 values, special, pair.

MISSES AND CHILDRENS SHOES—MISSES AND CHILDRENS SHOES—MISSES and Children's box calf Shoes, full round toes, heavy soles, sizes \$½ to 11; regular value \$1.50; special, pair 98e II½ to 2, regular value \$2.00; special, pair women's FUR SLIPPERS \$8c—All our fur Juliette Slippers in biack and red; regular values, \$1.50 and \$1.75; special, pair