NO. 2

VOL. XXIX.

PORTLAND, OREGON, SUNDAY MORNING, JANUARY 9, 1910.



-THE PERCENTAGE OF SAVING in the sale is greater than in any previous muslin underwear safe ever held in our store. ALL STYLES from the cheapest cambric undermuslins to the finest handmade French garments are reduced. In some of the displays now being made in Portland, if you will observe closely, you will find prices within 2c of the sale price cards. NOTHING LIKE THIS IS COUNTENANCED IN OUR STORE. Every item is reduced separately. YOU SEE THE REDUCTIONS, for the regular price tickets remain on every garment as AN OBJECT LESSON TO OUR CUSTOMERS.

\$1.75 Ladies' Gowns \$1 10 85c Ladies' Drawers 59c Clearance Price . . . 59c

-Made of cambric and nainsook, high or low neck, circular or "V" shape; embroidery, lace, insertion, beading and ribbon trimmings.

\$1.25 Ladies' Gowns 85c -Made of good cambric; circu-

lar, square and high neck; embroidery and lace trimmings. \$1.85 Ladies' Nainsook Com-\$3.50 Ladies' Nain-sook Gowns, at . . . \$2=

-Fine nainsook, circular neck, daintily trimmed with fine embroidery, lace insertion, medallions, beading and ribbon.

-Good quality; deep ruffle trimmed with embroidery, insertion, lace and cluster tucks and feather stitching.

\$1.75 Ladies Fine \$1.10 Drawers at . . . \$1.10 -Made of fine cambric and nainsook, daintily trimmed with fine embroidery, laces, insertion, beading, medallions.

bination Suits at \$1.29

-Combination Corset Cover, and Drawers; corset cover trimmed with two rows beading, ribbon and edge; drawers with deep flounce trim'd with one row lace insertion and edge \$4 Ladies' White \$2.98

-Made of fine cambric or lawn, with 18-inch embroidery flounce or deep flounce of embroidery and insertion. Others with 4 rows lace and 3 insertion

\$1.75 Ladies' White \$1 \frac{10}{=}

-Made of good cambric, deep ruffle trimmed with lace, embroidery, hemstitching and cluster tucks.

\$1.75 Ladies' Corset \$ 1 \( \frac{10}{2} \)

Of fine nainsook, daintily trimmed with fine laces, embroidery, insertion, lace, beading and ribbon.



Most Radical Reductions on All Dress Goods

-Embracing a remarkable assortment of different fabrics which are offered to you without reserve tomorrow. Serges, broadcloths, cheviots, mixtures, that are purely staple; can be used at any time during the year. The only difference being a great saving to you.

ALL-WOOL FRENCH BATISTE and Albatross in 35 colors, cream and 39c black. Regular 60c value, clearance -NEW NOVELTY SUITINGS, Homespuns, Tailor Effects, Clecks and 45c stripes, all colors. Reg. 65c value 45c -SILK MARQUISETTES and Voiles for evening wear and party dresses,-cream, sky, nile, champagne, reseda, pearl gray, 75c copper and new blue. Regular \$1.25 -IMPORTED FRENCH AND AUSTRI-AN CHIFFON BROADCLOTHS. Full color line of street, evening, pastel shades. Sponged and shrunk. Regular \$2.48

-NOVELTY SUITING, Stripe Broadcloths and Venetians - bayadere stripes; silk-and-wool novelties, imported dress patterns, high-class tailor suitings. 98c Regular \$2 to \$2.50 value, clearance

-SILK AND WOOL SYMPHONI EOLI-ENNE and Poplins, 42 inches wide. Full line of colors for evening costumes. 98c. Regular value \$1.50 yard, clearance ALL-WOOL SCOTCH PLAIDS 43 inches wide: also 47-inch Plaid Panamas. Regular \$1.25 to \$1.75 yard value, 79c clearance.... IMPORTED TAILOR COSTUME CLOTHS, wide and narrow hairline stripes in grays, exfords and browns, 52 inches wide, \$2.50 val., clearance \$1.69 -IMPORTED BEDFORD CORDS and Ottoman Cloths, 48 in. wide; in black, navy, brown, smoke, wistaria, olive and stone green. Reg. \$2.50, clearance \$1.48 -BLACK DRESS GOODS, all novelty

weaves, 44 inches wide to 50 inches; best



Lowest Silk Prices Reign Powerfully Today

-When we marked these silks we marked them for quick sale. Our silk business for this season is practically over-and now-in order to stimulate business amongst the richest of silks we have selected OUR VERY BEST GRADES and marked them for clearance. SMASH GO THE PRICES.

-PLAIN AND FANCY SILKS, 1500 -3000 YARDS DEPENDABLE TAFyards, in Messalines, Peau de Cynge, Taf- FETA at the following radically reduced fetas and Print Warp Silk. Values to \$1.00, clearance 59c

-1500 YARDS YARD-WIDE MESSA-LINES for street and evening dresses in the following shades: Light blue, rose pink, light sky, leather, old rose, catawba, myrtle, 

-OUR ENTIRE STOCK of this season's high-class Fancy Silks, plaids, stripes and Persian effects. Values to \$1.75 98c prices-a yard wide:

-Regular \$1.25 quality at .. 95¢ -Regular \$1.35 quality at .. \$1.09

-Regular \$1.50 quality at . \$1.29 -Regular \$1.75 quality at . . \$1.49 -Regular \$1.85 quality at . . \$1.59

-1500 YARDS COLORED PONGEES, 27 inches wide-the most popular fabric for the coming season - in the following shades: Old rose, reseda, leather brown, new blue, navy blue, bronze and green. Regular \$1.50 value, clearance \$1.09



MEN'S FANCY SOCKS -OUR ENTIRE STOCK of Men's Fancy Socks, consisting of lisle thread, fine mercerized and fancy and solid colors; vertical, check and 



WEAR, made of imported silks; four-in-hands, made French fold or open ends: also tecks, bows. Vals. to 75c, clearance 39¢

CASHMERE HOSE 47c -FOR LADIES IN BLACK, natural, tan color; also black with split foot. Our regular 60c quality.

Black Wool Ribbed Hose 35c -Ladies' Fine Black Wool Stockings, seamless foot and merino heels and toes.

\$1.25 Ladies' Silk 98c and Wool Hose at -Extra fine imported black silk and wool Stockings. Best English make.



\$1.00 Ladies' Gray Union Suits 79c

-Gray Oneita Union Suits, long sleeves, ankle length; mixture of wool and cotton. All sizes.

75c Ladies' Cotton Union Suits 59c -Ecru Cotton Union Suits,

long sleeves, ankle length, Winter weight and splendid fitting. \$1.25 Ladies' Black

Merino Tights 95c -Black Merino Equestrian Tights; ankle length. Very

40c Ladies' Vests and Pants, Each 29c -Fleeced Vests and Pants. Heavy Winter weight. Ecru only. All sizes.



-Beautiful leather hand and carriage bags with plain and novelty metal frames. Single or double strap handles. Lined with leather or watered silk. Coin purse to match. Sample bags, only one or two of a kind. In patent leather, pigskin, suede, seal, walrus and other fancy leathers. Values to \$9.00. Clearance \$3.98.



At the Underwear Dept. Children's Sweaters Sizes from 6 to 44 Years -Children's Gray Worsted Coat Sweaters, fancy weaves; regular \$1.75 value.

Clearance \$1.23



Novelty Waists Special \$5.45

-A choice assortment of Fancy Silk Waists in net, messaline and taffeta silk and plaid, made with lace and insertion trimmings; also in tailored styles. Marked for clearance at ......\$5.45

**Evening Capes** Selling to \$30.00 Clearance \$17.85

-Evening Capes in light blue, champagne, pink, white, tan and wine, also black and navy. They are all lined with either silk or satin. Some are plaintailored, others are braidtrimmedandembroidered.



trimmed hats. Hats that embody the essence of character, originality and individuality. Hats of refine ment and good taste. The quality and workmanship are the finest. The original price of many being as high as \$25.00. This is the final reduction.



Leggins at 53c

We have taken our best-selling Children's Leggins in fine pure worsted and marked them all at a special clearance price

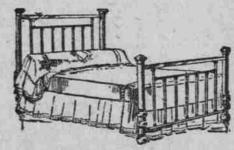


Silk Petticoats Clearance \$3.82 Were Formerly \$6 -Petticoats of extra qual-

ity taffeta silk in black. navy, brown, gray, tan and changeable effects. Made in the newest tailored styles with deep flounce. Reg value \$6, clearance \$3.82

Bath Fixture Sale 60c Towel Rods, 21-in.... 39c 50e Towel Rods, 18-in.... 29c 20e Tooth Brush Holders . 14c 75c Tooth Brush and Tumbler Holders, nickel plated. 59c 50c Large size Tumbler Hold-ers, nickel plated 33c 60c Tub Soap Dishes. 49c 75c Tumbler and Soap Dish Holder, nickel plated. 59c 20c Toilet Paper Holders, 14c Mission Towel Rods

\$1.40 Nickel plated, 14 \$1.50 Nickel plated, 18. 



Brass Beds at \$13.95

-Our clearance special of 200 Solid Brass Beds selling regularly at \$25. These beds are all superior quality workmanship. Quality guaranteed.



The Northern Light Selling Regularly at \$1 Clearance 42c

-A light manufactured in a superior way guaranteeing satisfaction that is not obtainable from less expensive makes. It is simple in construction, neat in appearance, strong, durable. Sold complete with frosted or halffrosted globe, fixture and mantle.

Clearance of Needle Books

-All 25c Needle Books .... 121/2¢ -All 35c Needle Books .... 171/2¢ -All 50c Needle Books .... 25¢ -All 75c Needle Books .... 371/2¢ -All \$1 Needle Books.... 50¢