

JANUARY CLEARANCE SALE

AUTHERN TICS

in Underwear and Paris Lingerie

for unrivaled values in muslin underwear. Never before has its power been so to demonstrate in the most convincing manner that it was possible to get prices down and of quality. And for this particular reason we direct your attention to the superior fineness of each model. Another point worthy of note is that all our muslin underwear products in our stocks.

fineness that all women can recognize at a glance and admire. The choice of the show-very new style feature is shown at its best. Others is the offering of NEW 1911 MUSLIN UNDERWEAR in this event.

Here Are Some Remarkable Price Reductions

79c for \$1.50 Cambric Petticoats

White Cambric Petticoats, made with deep ruffle, trimmed with inch embroidery and cluster tucks. Also an under dust ruffle.

\$1.19 for \$2.00 Petticoats

Made of white cambric, with a deep flounce of lawn and four insertions and lace edging, with a lace edged dust ruffle.

\$2.98 for \$4.00 Petticoats

White Cambric Petticoats, made with deep embroidery ruffle under dust ruffle.

59c for 75c Drawers

Nainsook or Cambric Drawers in the regulation or circular cut, trimmed with embroidery, lace, insertion and cluster tucks. Also effect style with tucked ruffle.

NEW 1911 SPRING MODELS OF W. B. CORSETS On Show and Sale

\$1.10 for \$1.50 Drawers

Drawers of fine nainsook in the regular, Isabella and skirt effect, daintily trimmed with five lace insertions and insertions. Also of embroidery edgings and insertions.

29c for 35c Covers

Cambric Corset Covers with circular neck. Insertions of lace or embroidery, edgings, beadings and ribbon.

39c for 50c Covers

Nainsook Corset Covers with lawn shaped neck, daintily trimmed with lace, insertion, edgings, ribbon; also embroidered.

59c for 75c Covers

Ladies' Nainsook Corset Covers with "V" or circular shape neck, daintily and prettily trimmed with embroidery edging and insertions. Also lace, lace insertion, edgings and ribbon.

85c for \$1.00 Covers

—Corset Covers of fine nainsook, with circular or "V"-shape neck. Dainty laces, insertions, medallions, beading and ribbon, forming the yoke effect.

85c for \$1.00 Combinations

—Corset Cover and Drawer combination Suits of good cambric, lawn ruffle with either cluster tucks or lace edging. The cover is trimmed with embroidery edge and three lace insertions and edgings, beading and ribbon.

98c for \$1.50 Combinations

—Ladies' Princess Combination Corset Cover and Drawers, with lace edging. Also corset cover and drawer combinations trimmed with embroidery.

\$1.19 for \$1.50 to \$2.00 Covers

—Fine nainsook Corset Covers, prettily trimmed with fine swiss embroidery, medallions, embroidery insertion, laces, edging and insertion and ribbon.



\$1.29 FOR \$2.00 KIMONOS

—Ladies' fancy figured fleeced flannelette long kimonos, in belted style, with round or V-shape neck and shirred or plaited yoke effect. Has puff sleeves.

\$1.49 FOR \$2.25 KIMONOS

—Japanese crepe kimonos, with shirred yoke or plaited style. Plain band, Persian band trimmings, with flowing sleeves.

98c FOR \$1.65 KIMONOS

—Long kimonos of fleece lined flannelette in a Persian design. Square or Dutch neck. With fancy band trimming and flowing sleeves. Belted style.

89c FOR \$1.50 KIMONOS

—Ladies' long cotton challie kimonos, in Persian patterns Plaited front, loose flowing styles. Plain hand finish.

49c FOR 75c KIMONOS

—Short kimonos made of fleeced linen flannelette. Belted style. With collars and long sleeves. Dark colors.

Spring 1911 Scotch Ginghams 32 Inches Wide 25c Clearance 17c

—Smart plaids in color combinations that vie with the finest examples in the Scotch wool fabrics.

—Neat stripes and checks and plain colors, in a gorgeous array of new Springtime fancies. Not a few, just to tempt you, but a generous, big assortment, with ample variety so that you may buy all you choose. The plums are ready for your picking.

Spring 1911 Madras Waistings Selling at 50c a Yard 19c

—All this manufacturer had left. His entire output sold. About 75 pieces. One or two of a pattern only. A cleanup for him and for us.

—You know how popular these madras waistings are for women's waists and shirts and men's shirts. —The most desirable are those with the cream and white grounds with colored woven stripes, and that is just what we have so many of.

—Also small Persian stripes and solid colors with self-stripes. For children's wear, small pretty multi-colored plaids and checks in light and medium colors.

HANDKERCHIEFS

—Perhaps these were omitted amongst your Xmas gifts. If so here is real consolation. You are buying them just about half what they would cost a week or so ago.

—It is true that they will need washing to restore them to snowy whiteness, as "Cleanliness is next to Godliness." This is the only reason of their reduction.

19c FOR 35c KERCHIEFS

—Ladies' Lawn and Swiss Handkerchiefs, with hemstitched edges, embroidered border. Very fine sheer quality cloth. In various patterns of floral designs.

7c FOR INITIALS

—Ladies' Irish handkerchiefs. Good quality sheer pure linen cloth. Hand embroidered. If your letter is here, you'll find a bargain.

17c FOR THESE INITIALS

—Sheer Irish lawn handkerchiefs in a very fine quality cloth. Block and script letter initials. You are almost certain to find your initial, as the assortment is quite large.

29c FOR 50c INITIALS

—A fine quality pure linen, with floral pattern wreath surrounding letter. Dainty hemstitched edge. Every initial in this assortment. You have never had an opportunity at such handkerchief bargains before.

39c FOR 65c KERCHIEFS

—Of fine quality pure Irish lawn and linen. Dainty embroidered corner. With a border of wreath pattern. One-eighth of an inch hemstitched edge.

All Our 65c and 75c Neckwear Clearance 39c

—We have already seen samples of new Spring styles and can say in all confidence that this neckwear could be sold for new Spring neckwear.

—Dainty jabots, stock collars, single and double tabs, embroidered, dotted and floral designs. In fine quality lawn trimmed, with dainty lace edge and insertions. —All 39c in this sale.

GLACE KID GLOVES Clearance 97c

—Ladies' glace kid gloves, two-clasp style. Over-seam stitching. In a good assortment of colors. These gloves are slightly soiled from display and handling.

From the Swiss Alps to Portland Just Since Thanksgiving These Beautiful Flouncings Made the Trip

—We quote no comparative prices in this sale. It would border on to the sensational. Only see them, is all we ask. Then you'll be the glad possessor--of a goodly quantity.

95c the Yard Is the Price

—To demonstrate the progressive methods of this clearance sale we have imported from Switzerland these beautiful flouncings. To direct special attention to the patterns, the fabric and the wide choice of over forty-two different designs that go to make up this offering.

—They are all made with strong finished edges, shallow and deep scalloped. The patterns are of floral, dotted, bow knot and conventional designs. Also pretty eyelet work patterns and Irish lace effect borders. They are embroidered to a depth of eighteen inches, some of the patterns even deeper.

—We can say in all frankness that the retail price placed upon these flouncings is practically a third less of what you would have to pay for them at regular. We are certain that no other store can offer you equal values.

Half-Price Embroidery-Strip Sale

—A cleanup of our own stock. You know what that means. Only the best; only the choicest of embroideries. It is indeed an unusual opportunity to buy this class of merchandise at a half-price sale.



No Matter How Deep We Cut Dress Goods Prices Quality Is Never Jeopardized, Standards Are Maintained

—A MONSTER SALE OF DRESS GOODS. All thought of cost is ignored. The potent factor in this sale is a clearance of the entire stock. For years our dress goods sale has held a peculiar place amongst the women of Portland.

—The fabrics are so staple, the qualities so desirable that women use this opportunity to purchase dress goods for future use, knowing well that it is practically impossible to duplicate these prices later in the year. This is particularly true in many staple weaves that are NEVER affected by fashion.

—Below we chronicle a list to demonstrate how shrewd buyers may take advantage of the deep cuts in prices, to secure the newest, most fashionable weaves and colors that fashion demands.

—WE HAVE NO OLD STOCK; NO SHOP-WORN, SHELF-OLD GOODS TO DISPOSE OF

Black Dress Goods

- 43c for 50c All Wool Batiste.
- 59c for 75c Storm Serges.
- 89c for \$1.00 Storm Serges.
- \$1.10 Yard for \$1.35 Granite Cloth.
- 95c for \$1.25 Sanglier Cloth.
- 98c for \$1.50 Canvas Cloth.
- \$1.15 for \$1.50 Camelshair Cheviot.
- \$1.35 for \$1.75 Priestley's English Cheviot.
- \$1.29 for \$1.75 Pebble Serge.
- \$1.48 for \$2.00 Satin Prunellas.
- \$1.89 for \$2.25 Satin Soliels.
- \$2.69 for \$3.50 Broadcloths and Venetians.
- \$1.48 for \$2.00 Novelty Weaves.
- \$1.98 for \$2.50 Novelty Weaves.
- \$1.39 for \$1.75 Novelty Weaves.

HOSIERY---UNDERWEAR

—January clearance of knit underwear and hosiery for women, misses and children.

—These departments now under the charge of MR. DILLON, FORMERLY OF WANAMAKER, NEW YORK, will receive a thorough housecleaning preparatory to his departure in a few days to the underwear and hosiery market, where new lines will be purchased.

- 18c for 25c, 30c and 35c white lisle lace trimmed under vests.
- 25c for 35c, 50c, 65c women's heavy cotton vests and drawers. White lace trim'd vests, drawers. Cotton vests. Child's cotton union suits. Women's colored lisle corset covers, vests.
- 50c for 85c, \$1 and \$1.25 women's merino vests and tights. Colored silk lisle corset covers and vests. White crochet and lace trim'd vests and suits. Colored silk plaited vests.
- \$1 for \$1.50 to \$2.50 women's black silk vests. Merino tights. Merino drawers. Lace trimmed union suits.
- 12 1/2c for 25c black and colored cotton hosiery. Lisle thread plain and fancy.
- 18c for 35c plain colored cotton or lisle thread. Fast black cotton or fancy lisle thread.
- 25c for 50c Hosiery 50c for 85c Hosiery
- 35c for 75c Hosiery \$1.25 for \$1.50 Hosiery
- 25c for fast black and lisle hosiery in plain and open work. White lisle embroidered and open work. Colored lisle embroidered. Polka dot lisle and striped cotton. In immense assortments.
- 35c —3 pairs for \$1.00 for 75c fast black lisle thread. Plain and colored lisle. Lisle thread. Fast black lisle with embroidered ankle. Colored lisle with embroidered ankle and plain colored lisle thread hosiery.
- 50c for 85c to \$1.25 black lisle thread, open work or embroidered. White lisle thread, open work or embroidered. Colored lisle thread; colored silk lisle thread; colored top lisle thread hosiery in contrasting colors.



Certain of Your Patronage---If Values Count

Lace Curtains at Clearance Prices

Hundreds of pairs of Curtains in foreign and domestic makes, including all of this season's best patterns. Cluny, Renaissance, Battenberg, Irish Point, Scrim, Lacet Arabians, French applique, Marie Antoinette and novelty effects. In white, cream, ecru and Arabian tans. 2 1/2 and 3 yards long by 40 to 50 inches wide.

- \$2.65 a Pair for \$4.50 Lace Curtains
- \$3.35 a Pair for \$5.50 Lace Curtains
- \$4.19 a Pair for \$6.50 Lace Curtains
- \$4.98 a Pair for \$7.50 Lace Curtains
- \$5.85 a Pair for \$8.50 Lace Curtains
- \$7.35 a Pair for \$10.00 Lace Curtains
- \$8.95 a Pair for \$12.50 Lace Curtains
- \$10.85 a Pair for \$15.00 Lace Curtains
- \$14.75 a Pair for \$20.00 Lace Curtains

100 pairs of Scotch Lace Curtains and white or Arabian in plain figured centers. Swiss Curtains in a large assortment of patterns, plain or ruffled effects. 2 1/2 and 3 yards long. 36 to 50 inches wide.

- 83c a Pair for \$1.25 Curtains
- 98c a Pair for \$1.75 Curtains
- \$1.39 a Pair for \$2.25 Curtains
- \$1.85 a Pair for \$2.75 Curtains
- \$2.19 a Pair for \$3.50 Curtains
- \$2.65 a Pair for \$4.50 Curtains
- \$3.35 a Pair for \$5.00 Curtains

CLEARANCE OF WOOL BLANKETS

Superior quality and finish in full size and weight. In white, tans and gray plaids. Finished with pretty fancy borders.

- 19 for \$4.50 Wool Blankets \$4.75 for \$6.50 Wool Blankets
- 65 for \$7.50 Wool Blankets \$6.25 for \$8.50 Wool Blankets
- \$7.35 for \$10.00 Wool Blankets
- \$8.45 for \$11.50 Wool Blankets

98c FOR \$1.50 MATTRESS PADS

Quilted Mattress Pads to make the bed soft and comfortable; 72 by 72 inches. Filled with nice quality cotton.



Clearance of Drapery Materials

12 1/2c FOR 18c SWISSES

—Curtain Swiss in all sizes of dots and figures. 36 inches wide.

19c FOR 25c SWISSES

—40-inch Curtain Swisses in pretty madras designs. Block and stripe patterns.

17c FOR 25c SCRIMS

—Reversible printed Curtain Scrims in pretty Oriental and conventional patterns. Light or dark grounds, 36 and 40 inches wide.

27c FOR 50c CRETONNES

—Figured art cretonnes, art tafetas, art dimity, art damask in pretty floral patterns. Light or dark grounds. For bedroom draperies.