

See the Full Details of Our Great January Sale of Pure Food Groceries on Page 5, Section 3—All Furniture Now at 1/4 Reduction
See Monday Morning's Oregonian, Another Full Page of Matchless Clearance Sale Economies in Depts. of Store Not Represented Here

12 1/2c and 15c Ribbons 7c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
HERE'S a Ribbon Sale sure to bring the throngs tomorrow. Over 10,000 yards of 3 to 4 1/2-inch All-Silk Taffeta Ribbon in black, white and all the staple colors. Absolute 12 1/2c and 15c qualities, bargained for this sale at, the yard **7c**
Heavy All-Silk Taffeta Ribbons—7 and 8 inches wide in black, white and colors. For hair bows and hat trimmings. **21c**
Good 45c quality, bargained at this low price, the yard **21c**
Moire Ribbon, 6 inches wide, black and colors, sale price at, yard, **14c**
Messaline Ribbon, 5 inches wide, on special sale at only, the yard, **14c**



All Umbrellas Now Reduced

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
OUR entire stock of Men's and Women's Umbrellas now reduced for Clearance. Hundreds of beautiful handles to select from—boxwood to rich hand-carved woods, silver, gold, pearl and fancy mountings, with best Paragon frames, steel rods and on the better grades oil-boiled silk taffeta covers. Regular prices from 50c to \$25.00, for the Annual Clearance Sale the prices are **43c to \$12.98**
Our Umbrella Hospital is ready to do repairing at short notice. We call for and deliver umbrellas. We guarantee satisfactory service always.

Greatest of all January Clearance Sales

THE Great Annual Clearances which have stirred Portland from center to circumference! The second week opens tomorrow with hundreds of new bargains brought from stock-room and warehouse to take the place of those depleted by

last week's tremendous business. Thousands of articles of dependable merchandise all over the store radically reduced for this history-making event. Read the commanding price-news below. If You Can't Come, Order by Mail or Telephone.

8000 Garments of Women's Sample Underwear, Half!

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
TODAY'S advertisement was completed when these great lots of Women's Sample Underwear arrived—but we had to make room for such extraordinary news! Samples of women's Underwear from two of the largest importers and manufacturers in America—the "Viola Mills" Winter Underwear in Union Suits and Separate Garments. Also the famous "Swan" Brand Imported Swiss Underwear in Spring styles. Regular prices 75c to \$10 garment, to-morrow **37 1/2c to \$5.00, or exactly 1/2 Price**
SEE FIFTH-STREET DISPLAY WINDOW TODAY

Women's to \$45 Suits \$22.45

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.
HANDSOME, "one-of-a-kind" models in Women's Man-Tailored Suits, taken from our regular \$30 to \$45 lines for Clearance tomorrow at \$22.45. Made of fine homespuns, worsteds, broadcloths and the smart rough weaves; medium and short coats, lined in guaranteed silks and satins. Latest variations of the close-fitting skirt. Black, blues, browns, greens, grays, garnet, etc. Severely tailored or beautifully braided, velvet and satin trimmed. All women's and misses' sizes—\$30.00 to \$45.00 Suits at **\$22.45**
Up to \$35 Dresses at \$18.45
Afternoon, Street and Evening Dresses from the daintiest chiffon dancing frocks over soft silk to the smart, plain tailored styles for street wear. Waists show the peasant blouse effect; short or full-length sleeves; circular and banded skirts. Our regular \$25.00 to \$35.00 Dresses now at **\$18.45**
Up to \$30 Coats for \$16.45
Separate Coats in a wide latitude of stunning new models, including those made from steamer rugs and finished with fringe. Others of chevrons, serges and rough weaves show semi and tight-fitted effects. Black and the wanted shades. To \$30 Coats marked for this sale at only, ea. **\$16.45**
Women's and Misses' \$10 to \$15 Skirts, All good fabrics, models and sizes, tomorrow \$6.45

2500 Yards of Imitation Madeira Embr'dery Reduced

FIRST FLOOR, NEW BUILDING. ORDER BY MAIL.
AN EARLY Spring shipment of Imitation Madeira Edges, Flounces and Insertions. Designs in eyelet and blind work. Three great specials, as follow:
\$1.50 to \$2.25 grades, special at 98c
75c to \$1 grades, special at only 39c
40c to 60c grades, special at only 25c
20c TO 45c EMBROIDERY—On sheer nainsook, Swiss and cambric, in dainty conventional patterns and eyelet designs. 1 to 9 inches wide. Marked for this sale at only, the yard **15c**
85c REAL CROCHET LACES—Edges and Insertions, suitable for trimming crepe and Marquise garments. 1 1/2 to 2 inches wide. Bargained for this great sale at, the yard **59c**

Entire Stock Women's and Children's Hosiery Reduced

FIRST FLOOR, NEW BUILDING. ORDER BY MAIL.
BEGINNING tomorrow, our entire stock of Women's and Children's Hosiery at these splendid Clearance Sale reductions! Every wanted quality and style in cotton, wool and silk Hosiery. It'll pay to provide for future needs at these reductions. See the bargains:
All 25c Hosiery now at **19c** All \$1.00 Hosiery now at **79c**
All 35c Hosiery now at **27c** All \$1.25 Hosiery now at **98c**
All 50c Hosiery now at **42c** All \$1.50 Hosiery now **\$1.39**
All 65c Hosiery now at **50c** All \$2.00 Hosiery now **\$1.69**
All 75c Hosiery now at **69c** All \$2.25 Hosiery now **\$1.98**

Great Clearance Sale of Fancy Linens Nearly Half

THIRD FLOOR, NEW BUILDING. ORDER BY MAIL.
SPECIAL Clearance reductions on pure round thread Linen Center Pieces and Scarfs. All sizes and styles; these are positive reductions tomorrow:
75c Scarfs, 18x27 inches, at Clearance Reduction, 43c
\$1.00 Scarfs, 18x36 inches, Clearance Reduction, 73c
\$1.25 Scarfs, 18x45 inches, Clearance Reduction, 98c
\$1.50 Scarfs, 18x54 inches, Clearance Reduction, \$1.19
50c Center-Pieces, 18x18 inches, Clearance Special 39c
85c Center-Pieces, 24x24 inches, Clearance Special 53c

Clearance of Lace Curtains

THIRD FLOOR, MAIN BUILDING. ORDER BY MAIL.
THOUSANDS of pairs of Lace Curtains again tomorrow at most phenomenal Clearance Sale reductions. Every desirable color, pattern, weave and size. See the big double Display Window on Fifth street. Only room for the prices here.
\$2.25 for only **\$1.35** \$10.00 for only **\$5.95**
\$4.00 for only **\$1.95** \$12.50 for only **\$7.35**
\$4.75 for only **\$2.85** \$17.50 for only **\$9.85**
\$6.75 for only **\$3.65** \$22.50 at only **\$12.65**
\$8.50 for only **\$4.45** \$35.00 at only **\$18.95**
12 1/2c Swiss, dots, stripes and figures 9c
25c Scrim, plain or checked, sp'l, yd. 14c

All Jewelry and Leather Goods at Clearance Sale Reductions

FIRST FLOOR, NEW BUILDING. ORDER BY MAIL.
NOTHING restricted—our entire stocks of Jewelry, Leather Goods and Stationery now at splendid Clearance savings. Everything not advertised at one-fourth off marked prices.
Regular 75c Leather Handbags specially priced for tomorrow at only 49c
\$1.50 Genuine Leather Handbags, specially priced for tomorrow at 89c
Regular \$5 and \$6 Fine Leather Handbags marked for this sale at \$3.98
Regular \$4 Genuine Alligator Bags, 9-inch size, now priced at \$2.19
\$2 Belt Pins and Brooches marked for tomorrow at the special price 98c
25c Rolled Gold Beauty Pins bargained at the special price, the set 16c
Regular \$1.00 Hatpins, every imaginable sort, now marked at only 59c
Regular \$1.50 Solid Gold Cuff Links, filled post, bargained at only 98c
Regular \$1.50 Fancy Back Combs, gold inlaid, now priced at, each 98c
50c Carved and Classic Barettes, specially priced for this sale at only 28c

\$7 and \$7.50 Dress Waists \$4.95

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.
DRESSY WAISTS of Messaline and Taffeta Silks and Velvets in fancy and plain-tailored effects. New short kimono sleeves, similar to style illustrated; open back or front; fancy lace yokes to match. Also Persian Silk Waists, with long sleeves, high turnover collars and tie to match. **\$4.95**
Positive \$7 and \$7.50 Waists, tomorrow **\$4.95**
To \$1.75 New Spring Lingerie Waists for only 95c
Regular \$3.50 Silk Madras Tailored Waists \$1.72
\$4.50 Guaranteed Linen Tailored Waists for \$1.95
Regular \$2.50 Light-Weight Flannel Waists at \$1.42
Up to \$15 Silk Dress Waists, your choice at \$5.85
Women's \$7.50 to \$12.50 Sweater Coats for \$4.95
Women's \$7.50 Long Figured Silk Kimonos \$3.95
Misses' \$10.00 Imitation Ermine Set for only \$4.95

Entire Line of Blank Books Now 1-5 Less

Blank Books of 200 to 500 pages with or without leather-bound corners. \$1 to \$2 vals., 1-5 OFF
100-Page Ledgers or Journals, special **19c**
200-Page Ledgers or Journals, special **33c**
Special Box Letter Files at special price **28c**

Men's \$1.50 to \$2 Shirts \$1.15

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
FOR tomorrow, 3000 of our regular \$1.50 and \$2.00 Gotham Shirts for men. Plain or plaited front; all coat style with attached or detached cuffs. Hundreds of the newest patterns; all sizes and sleeve-lengths. Extraordinary bargains, ea. **\$1.15**
Men's \$1.25 Pajamas—Made of fine, warm flannelette. Cut full and roomy and nicely finished. **93c**
Men's \$3 and \$4 Sweater Coats—Extraordinary reduction on the plain and fancy knitted styles. White with gray or green trimmings. For either men or women **\$1.98**
Men's 50c and 75c Neckwear, in a wide range of new patterns, on special sale at the low price of only, each **35c**

Women's to \$4 Shoes \$1.98

THIRD FLOOR, NEW BUILDING. ORDER BY MAIL.
WE CAN'T remember offering a more remarkable Shoe bargain this season. Women's Shoes which sell at \$3.50 and \$4.00—dozens of smart, new styles and effects, including patent leather, with blue or green suede tops; also tan and oxblood, Russia calf and the new gummetal calf Walking Boots with medium and extra high tops. All sizes in the lot. At **\$1.98**
Men's \$5 and \$5.50 Storm Shoes—Made of heavy black or tan leathers with 7-inch tops; also with medium tops. Both styles practically waterproof. All sizes. Tomorrow's price, pair **\$4.35**
Women's \$1.00 and \$1.25 felt and fur-trimmed Slippers, offered special 79c during this sale at only, the pair

To \$25 Fur Stoles and Muffs at \$14.85

SECOND FLOOR, MAIN BUILDING.
Big Clearance Sale reduction tomorrow on beautiful, glossy Japanese Mink and Black Fox Stoles and Muffs. Large, plain shawl collars with natural heads and tails; also square effect in back with tail trimming. Assorted style of Muffs to match. To \$25 Stoles and Muffs now on sale at, each **\$14.85**

Women's \$1.75 Kid Gloves, Pair \$1.19

FIRST FLOOR, MAIN BUILDING.
Women's two-clasp Gloves of genuine French kidskin, with heavy stitched backs. Black, white and colors; all sizes 5 1/2 to 7. Regular \$1.75 grade, tomorrow **\$1.19**
Our Entire Stock of Women's Gloves (Kayser's and Dent's Only Excepted) now Reduced

Cheney Foulard Silks for Spring

FIRST in the city to show these famous Cheney Bros'. Shower-proof Foulards in the new Spring, 1911, patterns. And every fashion authority predicts the greatest vogue in the history of Foulards this Summer. On sale, **1.00** priced at **\$1.25** and **\$1.00** and **\$1.25** Silks—Attractive lots of fancy Silks in figures, stripes and plaids. Clearance Sale tomorrow, yard **59c**
Clearance of Dress Goods—Regular \$1.50 54-inch fabrics now **69c**. Regular \$2 and \$2.50 54-inch dress goods, the yard **98c**

Basement Bargain Square

Extraordinary Sale Lace Curtains
ODD lots of Nottingham and Fishnet Curtains with plain centers and all-over figured effects, both white and Arabian. From 2 to 6 pairs of a pattern, some of them samples and slightly soiled. Bargains.
85c Lace Curtains, Pair 49c
\$1.25 Lace Curtains, Pair 78c
\$1.50 Lace Curtains, Pair 93c

2500 Yards 7c Prints at 5c Yard

FIRST FLOOR, NEW BUILDING.
NEW shipment of Dress and Shirting prints in advance Spring, 1911, patterns. Light and dark effects. Excellent 7c grades on sale, priced at, yard **5c**
2000 Yards of Dress and Shirting Percales, new Spring patterns, 12 1/2c quality, yard, 10c
400 Mercerized Damask Table Cloths, 8-4 size; \$1.25 values at \$1.00. Regular \$1.50, only \$1.25
1100 Yards Mercerized White Waistings—75c grade, now on sale at very low price 50c

"Elizabeth Koett" a New Novel, \$1.20

"Elizabeth Koett," by R. H. Bartsch, a new novel translated from the German by this well-known writer. Cloth bound and printed on good quality paper **\$1.20**
20th Century Cook Books, special price 45c
2000 Odd Books, by standard authors, at 19c

New Arrivals in Dress Trimmings, Spec'l 10% Off

FIRST FLOOR, NEW BUILDING.
Just from the receiving-room, exquisitely new conceits in Spring Dress Trimmings. Beautiful gold and silver-spangled Garnitures, Boleros and Long Beaded Tunics. Regular prices \$1 to \$125, sp'l this week at **10 PER CENT OFF**