

The Clearance Sale of Summer Merchandise

Life & Co.
Merit Only

This Entire Store

has no chance or sharp practice. The thought to our ideals and ambitions. Store Courteous, the Store Proud behind this impregnable armor of achievement.

er of a Store

to the public through the press reap the maximum economic benefits are the order of the day—self-education with some stores that a buying agent to proclaim its commercial sound judgment—and it is this June Clearance Sale for approval of customers who honor us with who do not know us—to those intelligent and disinterested merchandise and greater

NE Months

results in the Future

ought to life "The One Great store of greatest Stocks—these are FACTS well known to all in taking pride, as they reflect throughout the entire Northwest. ONE STORE for ALL the things we sell to be as low as, or lower than the Coast.

Months, has been steady and solid; the very opening this store gave promise did we anticipate so rapid a

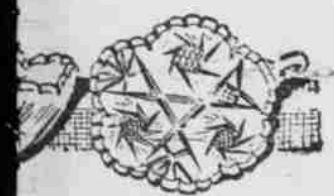
may be of interest to our patrons: September 3d, 1912. In the old store. by 152 new employees. month of December.

During the past nine months; one month. For East Side distribution, where automobile delivery wagons are required

Twenty-Six Days

in our old location. This increase over former sales; a record that

this store we attribute to the logical the people with "Merchan-



of Cut Glass Sale

the Same Discount of Glass and Art China

Sugar and Creamers Special \$2.60.

dainty sugar and cream set in Hob design—something one can always use, high duplicated. We also have in stock similar bargains, at prices ranging \$2.60 to \$4.60.

Nappies Special \$1.00 to \$4.00

Handled and unhandled, in countless numbers. One of the most useful articles in a housewife's glass closet. These come in well-known cuttings: Star, Crest, Old Irish, Sunburst and Florida.

Bowls, Special \$7.50

an exquisite 9-inch bowl, Florida cut. Regular price \$10. This bowl is of unusual beauty.

Other bowls ranging in price from \$2.60 to \$9.60.

to Dome Fixtures

such a complete assortment of electric lights. During the past month owners of investigated our styles and prices. This is the order. Our Mr. Gill will be in selecting appropriate ceiling lights and is just about Half the Price

Venise Lace Sale

\$2.95 yard, special, \$1.48
\$1.50 yard, special, .58c
\$1.95 yard, special, .98c

—Venise lace bands and edges from 3 to 9 inches wide. In white and ecru. In handsome designs, suitable for dress, waist and millinery trimmings.

75c SHADOW LACES, 48c
—Shadow lace allovers for yokes, waists and boudoir caps, 18 inches wide, in ecru color only.

WASH LACES SPECIAL
12 1/2c, 25c, 50c, 75c

—Linen cluny lace bands and edges for trimming Summer dresses and lingerie, from 3 to 9 inches wide.

WASH LACES, SPECIAL, 5c

—Linen torchon lace edges and insertions, 1/2 to 1 inch wide. Also cotton torchon lace edges and insertions in neat small designs, such as are used for lingerie purposes.

Voile Flouncings

—Handsome flouncings, 50 inches deep, in handsome patterns. Some elaborately worked and others in simple though effective patterns. These flouncings make ideal graduation dresses.

95c Voile Flouncings, .58c

\$3.50 Voile Flouncings \$1.98

\$2.50 Voile Flouncings \$1.48

\$3.95 Voile Flouncings \$2.68

\$1.75 Voile Flouncings, .98c

\$1.25 Voile Flouncings, .78c

First Floor.

HANDKERCHIEFS, 10c BX.

That Were 15c to 19c Box

—Children's handkerchiefs, packed quarter dozen in a box. There are plain white handkerchiefs with colored border and plain white initialed handkerchiefs.

19c HANDKERCHES 12 1/2c

—Fine sheer linen handkerchiefs, one corner embroidered effect. These kerchiefs are slightly mused from handling, but otherwise as good as new.

35c HANDKERCHIEFS, 19c

—Sheer linen hemstitched handkerchiefs, attractively hand-embroidered.

First Floor.

PERFUME SPECIALS

75c Eutaska Toilet Water, .39c

50c Bulk Extracts, in violet, rose, muguet, lilac and heliotrope, per ounce, .39c

65c Pinaud's Violet Toilet Water, special, bottle, .69c

SALE PARISIAN IVORY

85c Dressing Combs, .69c

50c Shoe Horns, .35c

\$1.25 Jewel Boxes, velvet lined, each, .95c

85c Buffers, with renewable cham- ois, .69c

\$2.50 Puff Boxes, \$1.95

\$3.50 Hair Brushes, ten rows best bristles, \$2.98

Manicure articles—files, cut- ticle knives, button hooks, shoe horns, extra large han- dles, .50c

20c Tooth Brushes, pure bristles, hand drawn, complete assortment of shapes, .10c

65c Hair Brushes, solid backs, gen- uine bristles, 10 rows, .39c

75c Ideal Hair Brushes, Pearson's English cushion brush, .59c

First Floor.

Art Needlework Section

Ready-Made Stamped

Articles for Embroidery

75c Gown, 59c

—Stamped night gown of fine nain- sook, in Empire or simple slipover style. 12 designs to choose from.

75c Lingerie Dresses, 49c

—Fine lingerie dresses for children, finished with little crocheted but- tons. Stamped ready for making.

15c Aprons, Special, 9c

—Aprons of fine lawn or crossbar dimity, daintily stamped.

35c Towel, Special, 21c

—All-linen stamped towel, in hem- stitched or scalloped effect.

50c Waists, Special, 33c

—Stamped waists of fine linen-fin- ished lawn, stamped in 12 different designs. Some with the new Robes- pierre collar.

75c Children's Dresses, 59c

—Two specials in children's stamped poplin dresses. Simple and effective designs.

Second Floor.

Men--Extra!

A Truly Remarkable Sale of Men's High-Grade Shirts Of Silk Crepe de Chine Special \$5.95

Regular \$8.50 and \$10.00 Shirts

—Consider, if you please—that these shirts heretofore have been shown in exclusive shirt shops only. Silk crepe shirtings are the most wanted and scarcest of all silks today. They are here in abundance, in entirely new patterns, and in sizes from 14 to 17 1/2. Men of Portland have never before been given the opportunity to avail themselves of the pleasure of wearing such luxurious shirts. The minute you see these exquisite silks with their delicate and contrasting stripes you will be converted to the ranks of the men who enjoy wearing silk shirts.

—There are, all told, about 200 of these shirts in this lot. We urge an early selection, for we confidently expect to sell the bulk of these shirts Monday.

First Floor.

This White Parasol Season

WHITE EMBROIDERED PARASOLS, SPECIAL \$1.49

—Parasols of white linen attractively embroidered in most effective patterns. They have white enamel frames, long plain or carved handles.

WHITE SILK PARASOLS, SPECIAL \$1.75

—Parasols of pure white taffeta silk with handsome new handles and mounted on the best paragon frames.

EMBROIDERED BORDER PARASOLS, SPECIAL \$2

—White linen parasols with handsome deep embroidered border; white enamel frames and carved hardwood handles. —First Floor

Latest Spring Models in Corsets

Seldom Purchased at Such Reductions

Corsets Selling at \$1.75 and \$2

Special \$1.50

—This lot includes the most fashionable models of

W. B. Nuform, C. B. a la Spirite

—They are made of the best coutil and batiste. Medium and low bust styles; models on straight lines and very long over the abdomen, hips and back. Two and three pairs of hose supporters attached.

Smart Set and La Vida Corsets

Special \$5.98

Regular \$10.50, \$9.50, \$9.00, \$6.50

—Odd line consisting of low, medium and high bust styles with extreme length over the abdomen, hips and back. Neatly finished at the top with lace or embroidery. Made with heavy webbing supporters attached.

\$5.50 W. B. Nuform Corsets \$3.50

—These corsets are made of fancy white broche with the medium or low bust and extreme length over the abdomen, hips and back. Wide embroidery hand finishing at the top, three pairs of heavy webbing supporters attached.

\$6.00 W. B. Reduso Corsets, Special \$3.50

—Made of fancy white broche with medium low bust and girdle bust; extreme length over the abdomen, hips and back; also wide elastic gorges set in over the abdomen to give support and comfort. Three pairs of heavy webbing supporters attached to front and sides. Sizes 24 to 36. —Fourth Floor

Hand-Made French and Austrian Lingerie at Foreign Cost Our Own Direct Importation

It Will Pay You Well to Choose Shoes Now

Lowest Level Prices on the Newest Summer Boots and Oxfords

Prices Positively Unequalled

WOMEN'S WHITE BOOTS, SPECIAL \$5.35

—Button boots of white nubuck with tips of same—receding toe model—hand welt soles and Cuban heels.

—Also lace boots of white nubuck in an English model with low heels—flat last—hand welt soles.

WHITE LINEN BOOTS, SPECIAL \$4.15

—High button boots of white linen—receding toe model—wood covered Cuban heels—close edge welt soles.

—Also white nubuck button boots in a semi-short vamp model, tip of same—Cuban heel—welt soles.

WHITE BUTTON BOOTS, SPECIAL \$3.35

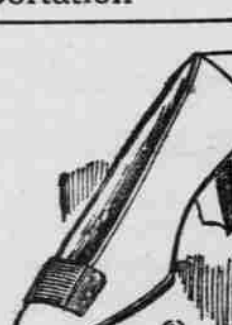
—White Nubuck button boots with tip of same—high toe model, welt soles and medium heels.

WOMEN'S WHITE PUMPS, SPECIAL \$3.15

—White Nubuck pumps with tips of same—semi English model; also plain medium round toe model—both styles have welt soles.

WOMEN'S WHITE OXFORDS, SPECIAL \$5.35

—English model—flat fore part with tips—hand welt soles—low flat heels. —Basement



Ivory Picture Frames, 63c

—Dainty ivory picture frames with hand-colored roses. Small cabinet to 8x10, inclusive. Regular to \$1.25. Sixth Floor.

Boys' Wash Suits, 98c

—These regular \$1.25 to \$1.50 suits—Russian and other styles. Fancy striped percale and plain colors. Fourth Floor.

25c Hair Bow Ribbon, 15c

—White and colored hair bow ribbon, with wire edge, 5 inches wide. Sold regularly in all stores at 25c. First Floor.



A Superb Collection of the Daintiest Undermuslins 5000 Pieces—Half Price

—We place strong emphasis on this important sale. The half-price feature of this great merchandise event proves conclusively that a sale announced in this store is of such economic importance that you cannot fail to take advantage of the actual savings offered. We say with every confidence that this undermuslin event is so superior in merchandise, style, fit and quality that other offerings on similar lines exploited elsewhere become mediocre.

Gowns at Half Price

—Of soft, sheer materials, with high, low, round, square or V-shape necks. Slipover or open front styles, with sleeves in kimono style, flowing, puff or plain full length. Trimmed with beautiful laces and insertions, medallions, beading, ribbon and embroidery.

Selling from \$1.00, \$1.50 to \$8.00

Half price 50c, 75c to \$4.00

Combination Suits Half Price

—Such as corset cover and drawers, corset cover and skirt, princess with knickerbocker drawers. Of softest, sheerest materials, with trimmings of the finest embroidery, laces, beading and ribbons.

Selling from \$1.75, \$2.25, \$2.75 to \$6.00

Half price, .88c, \$1.13, \$1.38 to \$3.00

Drawers, Half Price

—Made of longcloth, nainsook or cambric in regulation style, new narrow leg style, circular and knickerbocker. Trimmings of embroidery, insertion, bandings, laces, beading and ribbon.

Selling from 75c, \$1.00, \$1.50 to \$3.75

Half price 38c, 50c, 75c to \$1.88

Corset Covers, Half Price

—Made of soft, sheer materials with round necks and some with yoke effects formed of the trimming. Trimmed with laces, beading, ribbons and medallions.

Selling from 75c, \$1.25, \$1.75 to \$2.75

Half price, 38c, 63c, 88c to \$1.38

Skirts at Half Price

—Made of soft longcloth in the regulation or the new narrow fitted style. Trimmed with embroidery ruff, embroidery insertion, Valenciennes laces, cluny, torchon and Point de Paris laces and insertions. Some are shaped and fitted to waist line, others have wide lace or embroidery insertion or beading with ribbon drawn through.

Selling from \$1.10, \$1.50, \$1.75 to \$14.00

Half price, 55c, 75c, 88c to \$7.00

Long Princess Slips, Half Price

—Of soft finish longcloth, with round neck, daintily finished with fine Valenciennes and Point de Paris laces, insertions and medallions, eyelet and blind embroidery edges. Skirts are trimmed to correspond.

Selling from \$2.50, \$4.50, \$6.00 to \$16.00

Half price, \$1.25, \$2.25, \$3.00 to \$8.00

Fourth Floor.

English and American Sheffield Plate

—A profusion of attractive articles in this well-known and popular ware, articles most suitable for wedding gifts, as well as home-fitting, and at specially reduced prices.

Vegetable Dish, Special, \$7.78

—Vegetable dish, with interlocking handle and bead border.

Vegetable Dish, Special, \$9.45

—Three-compartment vegetable dish, with thread border.

Water Pitcher, Special, \$9.00

—Large size water pitcher in plain design.

Coffee Set, Special, \$15.85

—Three-piece coffee set, in grape design.

Meat Platter, Special, \$8.55

—18-inch meat plate, with grape border.

English Serving Tray, \$18.90

—18-inch English serving tray in grape border.

English Serving Tray, \$24.75

—Grape-bordered English serving tray, with exclusive design on tray.

First Floor.

Women's Sweater Coats

SPECIAL, \$3.45

—These are pure wool sweater coats, made with the popular ruff-neck collars, and in a comfortable fine weave. They come in white, light gray and cardinal.

\$6.50 Women's Sweater Coats

SPECIAL, \$5.00

—Pure worsted wool sweaters of the heavy sort, in white, light gray, cardinal and navy. Made with the ruff-neck collar, in the extreme mannish style and with two lower pockets.

\$7.50 Women's Sweater Coats

SPECIAL, \$5.95

—Ruff neck sweater coats, made of pure Australian wool, in the popular cardigan stitch. They are full size, of the extreme mannish style, with hand-made buttonholes and side pockets. Come in pure white, new tan, light gray and cardinal. Fourth Floor.

\$6.00 French Mirrors

Special \$3.98

—In Louis XIV style, 9x35 inches, framed with 1 1/2-inch Roman gold moulding, with bow knot top and wreath of hand-colored roses. Above the mirrors are imperial gravures, 7x9 inches, hand-colored reproductions of old masters.

\$3.75 GRAVURES

Special \$1.98

—Hand-colored gravures, 7x9 inches, reproductions of old masters, in antique gold frames, with bow knot top. These stand on round metal bases. There are about 25 different subjects. Sixth Floor.

Wonderful Linens for the Money That Is Housekeepers' Verdict Today

Triumph Sheets and Cases

—Absolutely the best sheets and pillow cases made. They are made of clean, long fiber cotton, are torn, not cut, before they are made, insuring perfect shape after laundering.

Sheets, 54x 90 inches, special, 59c

Sheets, 63x 90 inches, special, 63c

Sheets, 63x 90 inches, special, 68c

Sheets, 72x 90 inches, special, 68c

Sheets, 72x 99 inches, special, 75c

Sheets, 72x108 inches, special, 81c

Sheets, 81x 90 inches, special, 78c

Sheets, 81x 99 inches, special, 81c

Sheets, 81x108 inches, special, 86c

Sheets, 90x 99 inches, special, 86c

Sheets, 90x108 inches, special, 89c

TRIUMPH PILLOW CASES

—We do not hesitate to say that the prices quoted on these cases are lower than ever quoted in Portland for cases of equal quality.

25c Cases, Special, 17c

—Flemish cases, size 45x36 inches, finished.

30c Cases, Special, 19c

—Size 50x36 inches, finished.

LINEN CLOTHS WITH NAPKINS TO MATCH

—High-grade double damask, circular patterns in scroll, floral and conventional designs. Extra high count.