THE SUNDAY OREGONIAN, PORTLAND, MAY 6, 1917.

Stupendous Sacrifice in Prices at Shanahan's This Week

Rain, rain, rain and nothing but rain for the past two months has hurt every line of business, with the result that our store and basement are bulging with seasonable goods that should have moved long ago. We must sell this merchandise, even if it means

A Tremendous Loss of Money to Us

Shanahan has decided to forget costs and profits and give your dollars the greatest purchasing power that you are likely to enjoy for years to come. This remarkable price cutting will apply to every article in the house, with the exception of three lines of contract goods. Starting Monday, May 7, this sale will be remembered for years to come. It will vibrate throughout Oregon from end to end. Values for every member of the family—thousands and thousands of rare bargains in this sale. BUT A FEW OF THE MANY QUOTED BELOW.

