

OPEN EVENINGS DURING THIS SALE. TWO SHIFTS OF SALESMEN EMPLOYED



AS THE EAGLE BIRD SOARS HIGH ABOVE THE MOLE HILLS, SO SHALL THIS SALE TOWER LOFTILY ABOVE THE EFFORTS OF THE PUNY IMITATORS OF

Third
and
Burnside

THE HUB

Third
and
Burnside

AS THE ROAR OF THE MIGHTY NIAGARA DROWNS THE TINY VOICE OF THE CHATTERING BROOKLET, SO SHALL THE LOW PRICE STORM, NOW ON, HUSH THE LUNGLESS TWITTER OF THE WOULD-BE IMPERSONATORS OF THE MANAGEMENT OF

Portland's Most Glorious, Most Enterprising, Up-to-Date and Square-Dealing Clothing, Shoes and Gents' Furnishing Goods Establishment

WE ARE NOW entering upon the greatest clothing and shoe sale campaign ever inaugurated by ourselves or any clothing and shoe institution on the Pacific coast. As stated yesterday, the Sterling Clothing Company of Des Moines, Iowa, had been in business for exactly one year. At the beginning its management bought for Des Moines as it had bought for the Boston market, its former place of business. BUT DES MOINES WAS NOT BOSTON. In comparison, it was as a minnow and a whale, with Boston as the latter fish. Last spring found the house tremendously overstocked, but notwithstanding, it bought for fall delivery on the same extravagant scale which characterized the beginning of its business. Delivery of its latter orders began a few weeks ago, and its management found itself unable to meet its obligations. The manufacturer, not at all so affable and "tender" as his traveling representative, threatened attachments. The mercantile agencies, those almost unerring barometers which record the financial standing of the business world, whispered it in Chicago that "STERLING BROS. OF DES MOINES stand on the verge of trouble. The firm is overstocked and cannot meet its obligations." Our Chicago representative was thus given the "tip" that has served him with such effectiveness in times that have passed into history. He hastened to Des Moines, and to make a long story short,

Bought the \$135,000 Stock of Clothing, Furnishing Goods and Shoes at 40c on the Dollar.

And these Des Moines clothes and these Des Moines shoes are in Portland now. THEY ARE HERE AND AT THE HUB, TO BE SOLD AT ONE-HALF THEIR ACTUAL WORTH, and you, Mr. Reader, man, youth or boy, may make selections of apparel, UP-TO-THE-MINUTE in STYLE AND FINISH, of the very BEST domestic and imported woolsens, at 50 cents on the \$1.00 of what you will pay for similar goods at other places—that is, stores where they sell this high quality of clothing at all. And there are but one or two concerns in the city where such splendid garments may be had at any price at all. Our store was closed one whole day for the purpose of marking down prices on these garments and shoes, \$55,000 worth of which have arrived, consisting of the CREAM OF THE MOST STYLISH GARMENTS THAT WILL BE SEEN IN THIS MARKET THIS YEAR. Every piece was made to the order of the Sterling Clothing Company, from the most expensive cloths, and are warranted the equal of anything to be had in Portland at double the price we have put upon them. In proof of this, we ask the careful attention of our friends to these quotations:



\$50,000 Worth of Suits

Sterling's \$12.50 and \$15.00 Suits and Overcoats.....	\$4.95
Sterling's \$17.50 and \$20.00 Suits and Overcoats.....	\$7.95
Sterling's \$22.50 and \$25.00 Suits and Overcoats.....	\$11.95
Sterling's \$27.50 and \$30.00 to \$35.00 Suits and Overcoats.....	\$14.95

\$20,000 Worth of Top Coats

Sterling's entire stock of \$18.00, \$20.00, \$25.00 and \$30.00 Top Coats, all made up to order by the Sterling Bros.' eastern tailors, the best cloths obtainable in America and up to the minute in every respect, at the insignificant price of.....	\$9.85
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\$7,000 Worth of Pants

Sterling's \$3.00 Black and Fancy Worsted Pants.....	98c
Sterling's \$2.25 Kentucky Jeans.....	\$1.12
Sterling's \$3.50 Wool Pants.....	\$1.99
Sterling's \$4.50 Fancy Wool Worsted Pants.....	\$2.49
Sterling's \$7.00 All-Wool Imported Scotch Tweed Pants.....	\$3.95

Handkerchiefs

Sterling's 15c Handkerchiefs.....	4c
Sterling's 20c Linen Handkerchiefs.....	9c
Sterling's 25c Linen Handkerchiefs.....	13c
Sterling's 50c Linen Handkerchiefs.....	24c

\$5,000 Worth of Overalls

Sterling Bros.' Fine Overalls, the best to be had in Portland at any price will be sold at The Hub during this great sale, while they last at, each.....	39c
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\$9,000 Worth of Men's Hats

Sterling's Famous \$5.00 Kingsbury Hats.....	\$2.49
Sterling's Famous \$3.50 Kingsbury Hats.....	\$1.90
Sterling's Famous \$2.50 Hats.....	95c
Sterling's Famous \$1.50 Hats.....	45c

\$3,000 Worth of Odd Vests

Sterling's entire stock of \$2.00, \$2.25 and \$3.00 ones, at.....	98c
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\$7,000 Worth of Sweaters

Sterling's Superior \$1.00 Sweaters.....	49c
Sterling's \$1.50 Sweaters.....	69c
Sterling's \$2.50 Sweaters.....	\$1.24
Sterling's \$3.50 Sweaters.....	\$1.99
Sterling's \$5.00 Sweaters.....	\$2.49
Sterling's \$6.00 Sweaters.....	\$3.49
Sterling's \$7.00 Sweaters.....	\$3.99

\$3,000 Worth of Suspenders

Sterling's stock of Boys' 25c Suspenders.....	5c
Sterling's stock of Men's 25c Suspenders.....	9c
Sterling's stock of Men's 35c Suspenders.....	19c
Sterling's stock of 50c Suspenders.....	24c
Sterling's stock of 75c Suspenders.....	39c
Sterling's stock of \$1.00 Suspenders.....	49c

\$12,000 Worth of Umbrellas

Sterling's entire stock of high grade Umbrellas was secured by us and will be sold at these astonishingly low prices—	
All 75c Umbrellas.....	30c
All \$1.00 Umbrellas.....	45c
All \$1.50 Umbrellas.....	65c
All \$2.00 Umbrellas.....	85c
All \$2.50 Umbrellas.....	\$1.24
All \$3.00 Umbrellas.....	\$1.39
All \$4.50 Umbrellas.....	\$2.49
All \$5.00 Umbrellas.....	\$2.99

\$6,000 Worth of Dress Shirts

Sterling's 75c Golf Shirts.....	39c
Sterling's \$1.00 Golf Shirts.....	49c
Sterling's \$1.50 and \$3.00 Manhattan Dress Shirts.....	74c
Sterling's \$2.25 and \$2.50 Imperial Dress Shirts.....	\$1.24

\$5,000 Worth of Neckwear

Sterling's entire stock of 50c Neckwear.....	19c
Sterling's entire stock of \$1.00 Neckwear.....	49c

\$8,000 Worth of Suit Cases

Sterling's \$5.00 Suit Cases.....	\$1.75
Sterling's \$7.50 Suit Cases.....	\$2.95
Sterling's \$10.00 Suit Cases.....	\$3.49
Sterling's \$12.50 Suit Cases.....	\$4.95
Sterling's \$15.00 Suit Cases.....	\$7.45

\$4,000 Worth of Men's Work Shirts

Sterling's Men's 50c Work Shirts.....	26c
Sterling's \$1.00 Work Shirts.....	49c
Sterling's \$2.00 Wool Work Shirts.....	98c
Sterling's \$3.50 All-Wool Work Shirts.....	\$1.49

\$7,000 Worth of Hosiery

Sterling's Genuine Rockford Socks.....	5c
Sterling's 20c Fancy and Black Hose.....	8³/₄c
Sterling's 25c Fancy and Black Hose.....	12¹/₂c
Sterling's 35c Wool and Cashmere Hose.....	19c
Sterling's 50c Wool, Cashmere and Fancy Hose.....	24c
Sterling's \$1.00 Heavy Wool Hose.....	29c

\$4,000 Worth of Gloves

Sterling's stock of Men's 50c Work Gloves.....	24c
Sterling's stock of Men's 75c Work Gloves.....	35c
Sterling's stock of Men's \$1.00 Work Gloves.....	49c
Sterling's stock of Men's \$1.50 Work Gloves.....	98c
Sterling's stock of Men's \$2.00 Dress Gloves.....	98c
Sterling's stock of Men's \$1.25 Dress Gloves.....	49c

\$4,000 Worth of Odd Coats

Sterling Bros.' entire stock of odd Coats, belonging to \$12.50, \$15.00 and \$20.00 suits, at.....	\$2.98
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This is strong Glove Talk, isn't it? But every word is true. No better or finer gloves are to be had anywhere in Portland, and you get them here at less than half their cost at other stores.

\$18,000 Worth of Blankets

Sterling's entire stock of Heavy All-Wool and fine Lambswool Fine Blankets, fit for the bed of a king or queen, at about the cost of the wool before it was shorn from the sheep's back—	
\$3.00 Wool Blankets.....	\$1.49
\$4.00 Wool Blankets.....	\$1.95
\$5.00 Wool Blankets.....	\$2.39
\$6.00 Wool Blankets.....	\$2.99
\$7.00 Wool Blankets.....	\$3.45
\$8.00 Wool Blankets.....	\$3.95
\$10.00 Wool Blankets.....	\$4.95

And so it goes all through the store. The prices have never before been touched in Portland. They never will be reached again. They are in accordance with The Hub's well known policy of always selling goods at half what its competitors are obliged to charge, and this for the reason that our alert eastern representative never misses a bargain of this kind, no matter where it turns up, in any part of the United States. As a hawk constantly seeks its prey, so do we seek these opportunities of buying stocks of goods from persons who are compelled to sell. We shall continue this policy so long as we continue in business; and that will be until our hair has been frosted by time and our decrepit form has been laid to rest. We never grow weary and we rarely sleep. Satisfaction or money back, always. Express orders carefully filled.

Open Evenings Until Christmas!
NOTICE TO OUR PATRONS!

We have to do it. We shall, however, employ two sets of men, and we want all unemployed salesmen in the city to call and see us immediately. We need them in our business. And if you buy anything at this store and do not like it, we will give you **MONEY BACK WITHOUT A WORD!**
WE WILL DONATE \$500 TO ANY WORTHY PORTLAND CHARITABLE INSTITUTION IF ANY OF OUR PATRONS CAN SHOW US HOW TO MAKE THE MONEY MADE ABOVE CAN BE SHOWN TO BE NOT ABSOLUTELY