

PORTLAND'S LARGEST FOREMOST STORE



Comman (5)

TO "DIFFERENT STORE"

FIFTH, SIXTH AND WASHINGTON STREETS

TO CITY'S "QUALITY SHOP"

27th

Absolutely Every Article in the House Drastically Reduced Contract Goods

Annual Clearance Sales Are Now On

The Premier Event of This Second Week of Clearance Sales Is Tomorrow's

88th Weekly Friday Economy Sale

We've got it into our heads that if a store advertises a "Sale" it justifies you and all the public in believing that the goods are offered at less than usual prices. You don't care whether the store especially wants to sell or not; you don't care whether the store especially wants to sell or not; you don't care whether the store at thousand or a dozen of a thing. But you do expect to get what you want at a price. Naturally that price must be a less than usual one. Such only constitutes a legitimate "Sale," and only such ever excuses the use of the fearfully battered term by this store. Know ye this also—that "Specials" considered worthy of mention in the "O., W. & K." store advertising, represent values greater than exist in any other local store. We believe tomorrow's bargain convention is not excelled in America—no, not anywhere. This store is the largest buyer and seller in its lines carried of any in all the west today. We do the largest retail business in Portland, employ most helpers and largest area of selling space. Is it any wonder then that this—PORTLAND'S LARGEST, FOREMOST STORE can and does make prices on quality goods, lower than any other house either does or attempts to do in this city? This house makes greatest earnings on the buying end discounts that come from its enormous business. Hence such prices as these tomorrow—selected at random from three great buildings with four floors each, literally crammed with unmatchable bargains. "Tis not enough for this store to say "Everything reduced." Our unsessailable and undenlable claim is

Everything Reduced More Drastically and Deeper Than at Any Other Store! MAKE US PROVE IT!

Public Tea Rooms

Second Floor.

Auspices Y. W. C. A. Grandma Munra, Hostess.

MENU FOR FRIDAY. JANUARY 6.

Tea Coffee Chocolate Clam Bouillon Milk in Bottles

Hot Rolls

Ham Sandwiches

Bread and Butter

Ginger Cakes

Calculating Men Come Here to the "Toggery Shop"

PRAVELING

Because they get the newest and best at a less price than specialty or clothing stores ask them to pay. Men are joining their wives and sweethearts in flocking to this store for their wearables. Tomorrow and Saturday we offer among our men's specials—

Handsome Leather Suit Cases, leather-lined, with shirt-fold and inside straps, sizes 22, 24 and 26, our \$5.00 value; Clearance Sale price, each.....\$4.95

MEN'S CAMELSHAIR UNDERWEAR—

An extra good quality, our \$1.00 value; special at, each.

MEN'S DERBY-RIBBED FLEEGE AND FLAT FLEEGE-LINED UNDERWEAR.

In pink, blue and natural, our 50c value; special at, each.

Our, celebrated O. E. Brand Unlaundered White Shirts; special at, each.

426 636 and 856

MEN'S BOX.—THE THREE PAIRS FOR 50 CENTS KIND FOR 10 CENTS—

Men's Natural Gray and Black Merine Sox, our 3 pairs for 50c value; special at, the pair

MEN'S WOOL SWEATERS WORTH \$2.50 FOR \$1.19—

Men's Wool Sweaters, in honeycomb or diamond weave, in emerald and pink, black and scarlet, black and green, and emerald and scarlet, a splendid \$2.50 value; special at, each.

MEN'S FLEECED RIBBED COTTON UNDERWEAR—

In a pretty salmon shade, drawers with double soat and faced tops, an extra 50c value; special Friday only at, per garment.

236

Great Book Clearance Continues

EXTRA SPECIAL FRIDAY

In the China Store—Third Floor

SPECIAL BARGAINS FOR FRIDAY AND SATURDAY.

CROCKERY

SOLD OUT CLEAN TO THE SHELVES.

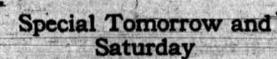
The Book Shop Has Been Moved to the Second Floor.

All the New \$1.50 Copyrights for 96c Each

Great Exposition of White

In Undermuslin Annex

lication of the old Scotch saying that "many mickles make muckle"-and to the detriment of such careless stores as se their output, because of making dissatisfied patrons. It's like this an inch or so skimped in a garment saves cloth and trimming, and lessens by so much the time needed in making; this little saving, insignificant on one garment, mounts up to an appreciable sum when multiplied by the thousands of a season's production. Women who buy at careless stores, that just "buy goods to sell," find it out, but too late to get redress. We want you to prove the garments in this Undermuslin Store of ours by the yardstick—you'll find 'em amply patterned. And wearing is further proof of the very careful designing and making that characterise the stocks that make up this "WHITE SALE" of ours. The sale



Ladjes' Gowns of the finest production of American manufacturers, made of fine Nainsook, Lawn and Cambric, elbow sieeves, a great variety of styles of yokes, plain or elaborately trimmed in lace or embroidery and ribbons. Prices ranging from \$5.00 to \$25.00; all at half price this

In the Baby-to-Miss Shop

Becond Floor—Thoroughfare Ainle.

ALL CHILDREN'S DRESSES AT ONE HALF PRICE THIS WEEK.

Considering the price of these dresses we should clothe every child in Portland. The excellence of plain and fancy materials, daintiness of designs and finish and variety of these dresses, including the regulation Peter Thompson sailor, Russian blouse and Buster Brown styles make the prices at which they are offered astounding, sizes from 2 to 14 years, regular prices from \$2.00 to \$15.00; special prices from \$1.00 to \$7.50, with many between prices.

In the Art Shop

Battenberg patterns, your choice at, each
Battenberg patterns on blue cloth of all kinds of collars, tie ends, doilies, centerpieces, scarfs, borders, insertions, yokes and many others, value to 35c; your choice at
German Applique Scarf, 18x5s, and squares \$2x32 inches in an endless variety of styles in openwork with hemstitched or scalloped border, regular price 65c; special

Children's all-wool Sweaters at great reduction—Children's Sweaters in red, navy, royal and white, made in an assortment of styles, with or without belts, ages 5 to 14 years, regular price \$2.50; special at

\$1.87
Frieisher's Shetland Floss in pink, blue, dove, steel, lilac, heliotrope, nile, lemon, white and black, regular price \$1.00 box of 12 skeins, or 10c skein; special at 72¢ box, or, skein.

In the Women's Furnishings Shops

All our real Torchon edges and Insertions, the kind that wear and wash—Regular 5c and 10c values; special at, yard . 5c Regular 12%c values; special at, yard . 7c Regular 15c values; special at,

Splendid Investments in the Silk and **Dress Goods Stores**

FIFTH-STREET ANNEX-FIRST FLOOR

In addition to all the advertised values of the week remaining on sale in busy Dress Fabric Sections, we add the following, extra special for Friday saturday. Another splendid opportunity to provide the needed Silks and Dr Stuffs for present and future wear at proven savings.

ALL PURE SILK PEAU DE SOIES.

Warranted Fast Black—The Best Made in America, specially Repuced FOR FRIDAY AND SATURDAY.

FRIDAY AND SATURDAY ONLY AT HALF PRICE.



DRUGGIST SUNDRIES.

Economy in the Millinery Salons



The Wanted Sort of Wash Goods
AT A SORT O' WANTED PRICE.

You'll rather like the good-natured elbowing you'll get in the Domestic Afeles
tomorrow. Such bargains are rare, and shoppers appreciate them so much they
come in droves for a share.

FIVE FRIDAY FOOTWEAR BARGAINS TO ADD TO THE GREAT LIST OF VALUES OF THE WEEK IN

The "Fair-Way" Shoe Store



PRIBMEN

CROCKERY

Umbrella Stands, Japanese finish; special, each. 39e
Tubular Lanterns, best quality; special, each. 39e
Flour Sifters; special, each 9e
Serubbing Brushes, \$ inches iong; special, each. 5e
Ironing Wax; special, package 10e
Hammers, 1-pound sise; special, each 10e
Whits Bowls and Pitchers; special, each 48e
Mottled Cuspidors; special, each 86e
Salad or Berry Bowls, tinted and decorated, \$4. inch: special, each 86e
Salad or Berry Sets, \$4. inch bowl, 7 pieces; special, each 86e
\$110 FRENCH CHINA DINNER SET \$75.00—Righ Decorated French China Dinner Set, heavy gold lace pattern, 112 pieces to set, regular value \$110; special, set 973.00

117-PIECE SET—Regular value \$130; special, est 973.00

117-PIECE SET—Regular value \$130; special, est 973.00

\$144 DINNER SET \$98.00—Border pattern, green and gold, 65 pieces to
set, regular value \$140.—Richly decorated, green and gold, 117 pieces set, regular value \$141; special; set, 1227 DINNER SET \$140—Richly decorated, green and gold, 117-piece set, regular value \$27; special 975.00 DINNER SET \$151—Green and gold, heavy border, 117-piece set, regular value \$27; special 975.00 DINNER SET \$151—Green and gold, heavy border, 117-piece set, regular value \$27; special 975.00 DINNER SET \$151—Green and gold, heavy border, 117-piece set, regular value \$27; special 975.00 DINNER SET \$151—Green and gold, heavy border, 117-piece set, regular value \$27; special 975.00 DINNER SET \$151—Green and gold, heavy border, 117-piece set, regular value \$27; special 975.00 DINNER SET \$151—Green and gold, heavy border, 117-piece set, regular value \$27; special 975.00 DINNER SET \$151—Green and gold, heavy border, 117-piece set, regular value \$27; special 975.00 DINNER SET \$151—Green and gold, heavy border, 117-piece set, regular value \$27; special 975.00 DINNER \$275.00 DINN

Fourth Floor Economy Specials

JAPANESE RUGS—Size 1%x5 feet, our \$1.75 value; special Economy price, each \$1.00

JAPANESE RUGS—Size 2x5 feet, our \$2.75 value; special Economy price, each \$1.35

COMFORTERS AND BLANKETS TEMPTINGLY PRICED FOR ECONOMY SALE SILKOLINE COMFORTERS WORTH \$2.75 FOR \$2.26—

Silkoline-Covered Comforters, filled with downsline, light, fluffy and warm, extra large size, our \$2.75 value; special Economy price, each \$2.25

BLANKETS WORTH \$2.75 FOR \$2.56—

Wool Blankets, mottled gray, our \$2.75 value; special Economy price, the pair

HAZARA PHOOLKARIES—Very handsome and much used for cosy corners, curtains and draperies of all kinds, are 2% yards long and \$5 inches wide, of Oriental block print, our \$2.75 value; special Economy price, the pair.

Bargain Nuggets in the Smallware Aisles SPECIAL FOR FRIDAY The Smallware Asses Special First Floor Priday

25c HAT BRUSHES 10c—Nice Hat Brushes, black brightes, curved shape, regular value 25c; special, each 10c Haying Cards, regular value 10c; special act, package 10c Haying Cards, regular value 10c; special package 10c Haying Cards, regular 10c; special at, package 10c Haying Cards, regular value 10c; special package 10c Haying Cards, regular 10c H