

THIS STORE IS AT 207 FIRST ST., BET. TAYLOR AND SALMON

A PLAIN, TRUTHFUL, UNVARNISHED STATEMENT ABOUT

The Clothing Fire Sale

That Will Begin at Our Store, 207 First St., Tomorrow, SATURDAY, Morning

Two weeks ago we were unfortunately visited by a fire that proved disastrous to our stock of Men's, Youths' and Boys' Clothing, Hats, Caps, Furnishing Goods and Shoes, not that the fire actually burned our stock, but almost the entire establishment was deluged with water and smoke was so thick that one could fairly cut it with a knife. This water and smoke permeated every nook, cranny and corner of the house, and no one so well as the merchant knows the havoc that this plays with this class of merchandise. While the actual wear of the garment may not be at all impaired, the purchaser looks upon it as "damaged" to an extent that renders it almost entirely unsalable, takes advantage of that pretext and will not buy unless the most alluring inducements are held out to him. ON OUR \$50,000 STOCK OF GOODS WE HAVE RECEIVED \$23,517.35 INSURANCE MONEY so that the entire store full of our high class merchandise now stands us only \$26,482.67, or but a trifle over 50 per cent of its original cost. THIS \$23,517.35 INSURANCE MONEY WE ARE GOING TO DISTRIBUTE AMONG OUR PATRONS in the way of reductions in prices and to show the public that this is one of the SQUARE-DEALING CLOTHING HOUSES OF THE NORTH PACIFIC COAST. We hope by this distribution to make the acquaintance of thousands of the good men and youth of Portland and the Northwest and by this one act secure an advertisement for our store that will be as lasting as time itself. THIS WILL BE NO FAKE SALE OF FAKE MERCHANDISE ALLEGED TO HAVE BEEN BOUGHT FOR A MINSTREL'S SONG, BUT

A GENUINE, MAGNIFICENT, SPLENDID, FIRE SALE BARGAIN EVENT

That shall live in the mind of every patron for years and years to come. OUR STOCK WAS NOT BOUGHT AT SOME CHEAP JOHN SALE. It came direct from the high-priced manufacturers of the east, is first class in all particulars, except that some parts have been slightly damaged by the downpour of water and the smoke that accompanied the blaze. We could have removed this clothing and sold it in another building at full price, because its damage would not have been discerned once it was laundered, dried and the clothing pressed, but we have preferred to deal honestly with our friends, as we would have them deal with us, hence these MONSTER MONEY-SAVING VALUES. Read these figures and judge for yourself the sacrifice offered here:

Tomorrow Our Doors Will Open and We Will Offer Astounding Bargains in High-Class Clothing

500 Men's high class, custom tailored, hand silk sewed and shoulder padded Suits, unbreakable fronts, in imported tweeds, chevots, homespuns and whilpoods, equal to any garments in any clothing establishment on First street; splendid values at \$35, and now without the slightest damage, except that of smoke, at**\$16.50**

\$30 Custom made, hand sewed, silk lined, double or single breasted dandies, in cassimeres, chevots, worsteds and vicunas. At this great Fire Sale**\$14.50**

200 Suits, just dampened by a spray of water, as good as when they left the fingers of the makers; always sold at \$25, but at this astounding Fire Sale only**\$12.50**

\$15 Stylish Suits, not hurt a bit, slightly disarranged by firemen. Will be sold at this Fire Sacrifice at**\$7.65**

\$12.50 Fashionable Garments, plenty good enough for any ordinary business man. Magnificent values at**\$6.35**

\$10 Men's Working Suits, well made and always considered remarkable values at this price, finely tailored, substantial in every detail, not injured in anywise except by dampness and smoke. At this wonderful Fire Sale only**\$4.95**

400 \$8 Men's strong, substantial Working Suits, hundreds of them worn by men of Portland. Going at this appalling Fire Sale at**\$3.55**

Overcoats at Cost of Making

As an indication of the superiority of our high class merchandise, worn upon the backs of scores of citizens desiring really fashionable apparel at our well known modest prices. THIS BIG FIRE SALE brings into the foreground a brilliant array of the cream of New York fashions in our \$35 Paletot, Belt and Box, Ulsters and University, all wool, hand tailored, unbreakable fronts, up-to-date in style and every attribute of fashionable London and New York, which we will donate to all desiring them at the insignificant price of**\$16.50**

No more than two to a customer, and will not be sold to the trade at these prices.

\$30 Pick and choice of any of our elegant and stylish Top Coats, worth every penny of their former price, \$30. Now only**\$14.50**

\$25 Swell all wool charmingly built and magnificently tailored Top Coats, at this surpassing Fire Sale only**\$12.50**

\$15 Best Overcoat values ever offered in Portland at the Fire Sale Price of**\$7.65**

\$12.50 An Overcoat worn by many of the well dressed men of this city all last season. A very handsome garment pronounced "swell" by many wearers; at the Fire Sale price of**\$6.35**

\$10 A perfect peach of an Overcoat for the money, at the Fire Sale price of**\$4.95**

Screaming Specials In Men's Trousers

These garments were in the rear end of the store near where the fire first burst through the walls, and were damaged by both water and smoke. Properly pressed, however, they would be none the worse for the fire, yet we are going to sell them off at almost no price at all. All these Pantaloons formerly sold at

\$3.50 now "fired off" at**79¢**
The \$1.50 kind for workmen now**69¢**
The \$3.50 values, not damaged except by smoke, at this big Fire Sale**\$1.95**
All our \$4, \$4.50, \$5 and \$6 Men's Trousers, Fire Sale price only**\$2.15**

Furnishing Goods Department

The cream of the manufacturers was represented here, and here things go at these unbelievable figures—
Men's Shirts, ranging in value from \$1 to \$1.50, at**75¢**
50c Golf Shirts, now only**29¢**

STRAW HATS

Values from 50c to \$1.25**29¢**
(These hats practically good as new.)
All other Straw Hats, ranging in value from \$1.50 to \$3.50, go at**79¢**

UNDERWEAR

All heavy fleeced Underwear; regular 75c values. Per garment**34¢**
Extra heavy ribbed; 75c value**34¢**
15c Hose, not hurt a speck**4¢**
10c Handkerchiefs**4¢**

Ladies' Shoes

We shall offer our lady friends bargains in footwear that will arouse them to the importance of providing themselves with stylish and fashionable Shoes for a year to come. We have carefully assorted this merchandise and arranged it in lots. None of this footwear was injured more than by the breaking of the boxes, and in a few instances small damage by water, but even then not nearly so much as would be experienced by walking a few blocks in an Oregon shower.

LOT 1—All \$2.50 welts and turns**25¢**
LOT 2—Regular \$2 and \$2.50 values, heels just dampened by water**\$1.10**
LOT 3—\$2 and \$2.50 values, discernibly damaged**\$1.39**
LOT 4—Regular \$2.50 and \$3 values, only shoe boxes soiled by water and smoke**\$1.69**
LOT 5—Misses', slightly damaged; regular \$2 values**\$1.14**
LOT 6—Children's regular \$1.50 values, damaged by smoke only**79¢**
LOT 7—Women's spring heels, regular \$1.50 values**59¢**

LOT 8—Infants' Shoes, regular 75c values**59¢**
LOT 9—Boys' Shoes, regular \$2 values; boxes only damaged by fire**\$1.24**
LOT 10—Black and tan Boys' Shoes, values up to \$3**\$1.69**
LOT 11—Misses' Sandals and Leather, regular \$1.60 values. Fire Sale price**79¢**
LOT 12—Children's all leather Sandals, regular \$1.25 values**69¢**
LOT 13—Misses' and Children's White Canvas Oxfords, regular \$1.50 values**89¢**
LOT 14—Men's Shoes, damaged by fire and water, regular \$2.50 and \$3 values. Fire Sale price**79¢**
LOT 15—Men's Box Calf, Vici, Blucher and Bals., \$2.50 and \$3 values. now**\$1.35**
LOT 16—Men's Box Calf and Vici, Blucher and Bals., not noticeably damaged, now**\$1.95**

Umbrellas

Not in the slightest damaged, except by smoke. Divided into two lots.
LOT A—Values up to \$1.50, go at this Fire Sale price of**23¢**
LOT B—Consists of all the finest Umbrellas in the house, in values up to \$4.50, but here they go at**89¢**
And so it goes all down the line.

These Astounding Sacrifices Are Absolutely True, as Our Friends Who Call Upon Us Will Discover

DO NOT CONFUND THIS SALE WITH ANY OTHER ONE ADVERTISED IN THE NEWSPAPERS AT ANY TIME. THIS IS AN HONEST, SONA FIDE CLOTHING FIRE SALE BY ONE OF YOUR HOME MERCHANTS, SCOURGED BY THE FLAMES, AND THE GARMENTS ARE NOT SURPASSED IN ANY STORE IN PORTLAND OR ANY OTHER TOWN.

WILLIAM FEST

207 FIRST STREET
BETWEEN TAYLOR AND SALMON