

# JANUARY CLEARANCE SALE

## AUTHERN

### Underwear and Paris Lingerie

for unrivaled values in muslin underwear. Never before has its power been so demonstrated in the most convincing manner that it was possible to get prices down to the point of quality. And for this particular reason we direct your attention to the superior quality of each model. Another point worthy of note is that all our muslin underwear products are in our stocks.

Business that all women can recognize at a glance and admire. The choice of the showy new style feature is shown at its best.

Others is the offering of NEW 1911 MUSLIN UNDERWEAR in this event.

#### Here Are Some Remarkable Price Reductions

##### 79c for \$1.50 Cambric Petticoats

White Cambric Petticoats, made with deep ruffle, trimmed with fine embroidery and cluster tucks. Also an under dust ruffle.

##### \$1.19 for \$2.00 Petticoats

Made of white cambric, with a deep flounce of lawn and four lace insertions and lace edging, with a lace edged dust ruffle.

##### \$2.98 for \$4.00 Petticoats

White Cambric Petticoats, made with deep embroidery ruffle under dust ruffle.

##### 59c for 75c Drawers

Nainsook or Cambric Drawers in the regulation or circular cut, lined with embroidery, lace, insertion and cluster tucks. Also an effect style with tucked ruffle.

##### \$1.10 for \$1.50 Drawers

Drawers of fine nainsook in the regulation, Isabella and skirt effect, trimmings with five lace insertions and insertions. Also of fine embroidery and insertions.

##### 29c for 35c Covers

Cambric Corset Covers with circular neck. Insertions of lace, embroidery, edgings, beadings and ribbon.

##### 39c for 50c Covers

Nainsook Corset Covers with circular shaped neck, daintily trimmed with lace, insertion, edgings, ribbon; also embroidered.

##### 59c for 75c Covers

Ladies' Nainsook Corset Covers with "V" or circular shape neck, daintily trimmed with lace, insertion, edging and ribbon. Also lace, lace insertion, edgings and ribbon.

##### 85c for \$1.00 Covers

—Corset Covers of fine nainsook, with circular or "V" shape neck. Dainty laces, insertions, medallions, beading and ribbon, forming the yoke effect.

##### 85c for \$1.00 Combinations

—Corset Covers and Drawers combination Suits of good cambric, lawn ruffle with either cluster tucks or lace edging. The cover is trimmed with embroidery edge and three lace insertions and edgings, beading and ribbon.

##### 98c for \$1.50 Combinations

—Ladies' Princess Combination Corset Cover and Drawers, with lace edging. Also corset cover and drawers combinations trimmed with embroidery.

##### \$1.19 for \$1.50 to \$2.00 Covers

—Fine nainsook Corset Covers, prettily trimmed with fine swiss embroidery, medallions, embroidery insertion, laces, edging and ribbon.



### Spring 1911 Scotch Gingham

32 Inches Wide 25c  
Clearance 17c

—Smart plaids in color combinations that vie with the finest examples in the Scotch wool fabrics.

—Neat stripes and checks and plain colors, in a gorgeous array of new Spring time fancies. Not a few, just to tempt you, but a generous big assortment with ample variety so that you may buy all you choose. The plaids are ready for your picking.

### Spring 1911 Madras Waistings

Selling at 50c a yard  
19c

—All this manufacturer had left. His entire output sold. About 75 pieces. One or two of a pattern only. A cleanup for him and for us.

—You know how popular these madras waistings are for women's waists and shirts and men's shirts.

—The most desirable are those with the cream and white grounds with colored woven stripes and that is just what we have so many of.

—Also small Persian stripes and solid colors with self stripes. For children's wear, small pretty multi-colored plaids and checks in light and medium colors.

### HANDKERCHIEFS

—Perhaps these were omitted amongst your Xmas gifts. If so, here is real consolation. You are buying them at just about half what they would cost a week or so ago.

—It is true that they will need a wash to restore them to snowy whiteness, as "Cleanliness is next to Godliness." This is the only reason of their reduction.

### 19c FOR 35c KERCHIEFS.

—Ladies' Lawn and Swiss Handkerchiefs with hem-stitched edges embroidered border. Very fine sheer quality cloth. In various patterns of floral designs.

### 7c FOR INITIALS.

—Ladies' Irish Handkerchiefs. Good quality sheer pure linen cloth. Hand embroidered. If your letter is here you'll find a bargain.

### 17c FOR THESE INITIALS.

—Sheer Irish Lawn Handkerchiefs in a very fine quality cloth. Block and script letter initials. You are almost certain to find your initial as the assortment is quite large.

### 29c FOR 50c INITIALS.

—A fine quality pure linen with floral pattern wreath surrounding letter. Dainty hem-stitched edge. Every initial in this assortment. You have never had an opportunity at such handkerchief bargains before.

### All Our 65c and 75c

Neckwear  
Clearance 39c

—We have already seen samples of new Spring styles and can say in all confidence that this neckwear could be sold for new Spring neckwear.

—Dainty jabots, stock collars, single and double tabs, embroidered, dotted and floral designs. In fine quality lawn trimmed with dainty lace edge and insertions.

—All 39c in this sale.

### From the Swiss Alps to Portland Just Since Thanksgiving

#### These Beautiful Flouncings Made the Trip

—We quote no comparative prices in this sale. It would border on to the sensational. Only see them, is all we ask. Then you'll be the glad possessor of a goodly quantity.

#### 95c the Yard Is the Price

—To demonstrate the progressive methods of this clearance sale we have imported from Switzerland these beautiful flouncings. We direct special attention to the patterns, the fabric and the wide choice of over forty-two different designs that go to make up this offering.

They are all made with strong finished edges, shallow and deep scalloped. The patterns are of floral, dotted, bow knot and conventional designs. Also pretty eyelet work patterns and Irish lace effect borders. They are embroidered to a depth of eighteen inches, some of the patterns even deeper.

—We can say in all frankness that the retail price placed upon these flouncings is practically a third less of what you would have to pay for them at regular. We are certain that no other store can offer you equal values.



### No Matter How Deeply We Cut Dress Goods Prices, Quality Is Never Jeopardized, Standards Are Maintained

—A MONSTER SALE OF DRESS GOODS. All thought of cost is ignored. The potent factor in this sale is a clearance of the entire stock. For years our dress goods sale has held a peculiar place amongst the women of Portland.

—The fabrics are so staple, the qualities so desirable, that women use this opportunity to purchase dress goods for future use, knowing well that it is practically impossible to duplicate these prices later in the year. This is particularly true in many staple weaves that are NEVER affected by fashion.

—Below we chronicle a list to demonstrate how shrewd buyers may take advantage of the deep cuts in prices, to secure the newest, most fashionable weaves and colors that fashion demands.

—WE HAVE NO OLD STOCK, NO SHOP WORN, SHELF OLD GOODS TO DISPOSE OF

#### 49c FOR 65c DRESS GOODS.

—38-inch Fancy Stripe Serges—gray homespun, diagonals and stripes—Scotch mixtures, Shepherd checks, Scotch plaids. In a full line of colors, suitable for early spring wear.

#### 79c FOR \$1.50 DRESS GOODS.

—All Wool Novelty Suitings, 44 to 56 inches wide. Every description and color for suits, dresses, skirts and children's wear.

#### 98c FOR \$1.50 DRESS GOODS.

—54-inch, two-tone Granite Cloths, in navy, brown, wine and green. Imported German worsteds, diagonals, homespun and silk stripe bigreux.

#### \$1.39 FOR \$2.00 DRESS GOODS.

—50 to 54-inch French and German Novelty Dress Goods and Suitings—canvases, hopsacking—fancy serges, silk stripes, all colors for present and spring.

#### Black Dress Goods

43c for 50c All Wool Batiste.

59c for 75c Storm Serges.

89c for \$1.00 Storm Serges.

\$1.10 yard for \$1.35 Granite Cloth.

95c for \$1.25 Sanglier Cloth.

98c for \$1.50 Canvas Cloth.

\$1.15 for \$1.50 Camelhair Cheviot.

\$1.35 for \$1.75 Priestley's English Cheviot.

\$1.29 for \$1.75 Pebble Serge.

\$1.48 for \$2.00 Satin Prunellas.

\$1.89 for \$2.25 Satin Soliels.

\$2.69 for \$3.50 Broadcloths and Venetians.

\$1.48 for \$2.00 Novelty Weaves.

\$1.98 for \$2.50 Novelty Weaves.

\$1.39 for \$1.75 Novelty Weaves.

### Certain of Your Patronage---If Values Count

#### Lace Curtains at Clearance Prices

Hundreds of pairs of Curtains in foreign and domestic makes, including all of this season's best patterns. Cluny, Renaissance, Battenberg, Irish Point, Scrim, Lacet Arabians, French applique, Marie Antoinette and novelty effects. In white, cream, ecru and Arabian colors. 2 1/2 and 3 yards long by 40 to 50 inches wide.

\$2.65 a Pair for \$4.50 Lace Curtains  
\$3.35 a Pair for \$5.50 Lace Curtains  
\$4.19 a Pair for \$6.50 Lace Curtains  
\$4.98 a Pair for \$7.50 Lace Curtains  
\$5.85 a Pair for \$8.50 Lace Curtains  
\$7.35 a Pair for \$10.00 Lace Curtains  
\$8.95 a Pair for \$12.50 Lace Curtains  
\$10.85 a Pair for \$15.00 Lace Curtains  
\$14.75 a Pair for \$20.00 Lace Curtains

Hundreds of pairs of Scotch Lace Curtains and white or Arabian in plain figured centers. Swiss Curtains in a large assortment of patterns, plain or ruffled effects. 2 1/2 and 3 yards long. 36 to 50 inches wide.

83c a Pair for \$1.25 Curtains  
98c a Pair for \$1.75 Curtains  
\$1.39 a Pair for \$2.25 Curtains  
\$1.85 a Pair for \$2.75 Curtains  
\$2.19 a Pair for \$3.50 Curtains  
\$2.75 a Pair for \$4.50 Curtains  
\$3.35 a Pair for \$5.00 Curtains

#### CLEARANCE OF WOOL BLANKETS

Superior quality and finish in full size and weight. In white, tan and gray plaids. Finished with pretty fancy borders.

\$3.10 for \$4.50 Wool Blankets \$4.75 for \$6.50 Wool Blankets  
\$5.85 for \$7.50 Wool Blankets \$8.25 for \$10.00 Wool Blankets  
\$7.35 for \$10.00 Wool Blankets  
\$8.45 for \$11.50 Wool Blankets

#### 98c FOR \$1.50 MATTRESS PADS

Quilted Mattress Pads to make the bed soft and comfortable; 72 by 96 size. Filled with nice quality cotton.



#### Clearance of Drapery Materials

#### 12 1/2c FOR 18c SWISSES

—Curtain Swiss in all sizes of dots and figures. 36 inches wide.

#### 19c FOR 25c SWISSES

—40-inch Curtain Swisses in pretty madras designs. Block and stripe patterns.

#### 17c FOR 25c SCRIMS

—Reversible printed Curtain Scrims in pretty Oriental and conventional patterns. Light or dark grounds, 36 and 40 inches wide.

#### 27c FOR 50c CRETONNES

—Figured art cretonnes, art tafetas, art dimity, art damask in pretty floral patterns. Light or dark grounds. For bedroom draperies.