

# **YOU PEOPLE WHO VALUE MONEY AND CARE TO SAVE**

WAKE UP!

Do you realize that the world's greatest sale of Shoes is taking place now, right here in Portland? It is the selling of the great stock of the Goodyear Shoe Company, 144-146 Fourth street.

Read This Item From Monday's Journal

## Immense Throngs Patronize Sale!

### GREATEST RESPONSE TO ADVERTISING IN THE HIS-**TORY OF PORTLAND**

A bargain-crazed throng, numbering in the thousands, according to conserv-ative estimates, congregated in front of and at the store of the Goodyear Shoe Co. T44-146 Fourth street, Saturday, which was the opening day of the big shoe sale at this store, clusing a tem-porary blockade to pedestrians, making it impossible at certain times of the day to pass down this side of the street, to say nothing of making any attempt to sain entrance to the store. This paper feels especially proud of the suc-cess of this sale, as it was largely through the advertising space used in this paper that this business was cre-ated, and it demonstrates again that advertising pays. A bargain-crazed throng, numbering

ated, and it demonstrates again that advertising pays. Here is what Mr. Bruck, president of the Goodyear Shoe Co., says: "We feel very grateful for the immense response that we received from the public Sat-urday and today. We had expected a record day, but were not prepared and

Second and a second

could not possibly handle the immense crowds of people that swarmed to our doors, and we deeply apologize to those who came and could not gain entrance to the store, and to those who did gain entrance and did not receive attention. It was beyond human power to handle such a throng. We did the best we could, and we know that you under-stand our position and will return, stand our position and will return, bringing your friends and neighbors. We wish to express our thanks to you all, and especially to the press and the public, and we assure you that the big sale will continue in volume and force and that every pair of shoes in our immense stocks will be sold by closing time of January 18. Take our tip and come to the store at your earliest con-venience, for never before has a Port-land firm been confronted by such a combination of circumstances that has prought about this forced sale of shoes."

## THE REASON OF THIS SALE WE ARE COMPELLED TO RAISE \$40,000 IN 13 DAYS!

Our present stock, Men's, Women's and Children's Shoes, at 144-146 Fourth street, must go. Don't be skeptical. Don't pronounce judgment upon this sale without investigating. Come to the store. You will be dumfounded at the magnitude of this sale. You will be surprised at the immense throngs, and the low prices at which the stock is being sold will explain to you the enthusiasm of the buyers.

COME! SALE NOW GOING ON!

**GOODYEAR SHOE CO** 144-146 FOURTH STREET, BETWEEN MORRISON AND ALDER DOORS OF Look for the Big Signs That Mark the Spot BOORS CLOSE

to their assistance and, throwing her a line aboard, towed her to the tug Fearless, which was about two miles away. The tug took the lifeboat in tow and the crew on board and started for the Point Adams life saving station, Crew Is Miserably Hurt.

In crossing the bar she cut loose the life boat for fear the tow line would become tangled in the wheels, so the tug Fearless, braving the giant seas, crossed the bar and left the members of the Fort Canby crew at the Point Adams station. Suffering from bruises and half drowned the crew presented a pitiable sight. Peter Kruse, one of tha members of the crew, was suffering from a sprained leg and Captain Ryner had a painful cut on his right hand. Others of the crew sustained minor injuries. They were given every possible attention by those at the Point Adams station. At 12:30 this morning they left in the launch Pilot for Fort Canby for their services would be needed on the other side. Kruse did not accompany the crew, but was brought to the St. Mary's hospital in this city this morning.

In Lifeboat, Can't Make Shore While the Fearless was at the Point Adams station she received a wireless message from North Head to the effect of the Point Adams lifesaving crew had rescued the three men from the rigging but were unable to get to shore owing to the fact that the boat's engine had stopped and she was disabled. In spite of the fact that the crew of the Fearless was about exhausted and the boat had received minor damages in coming in, Captain Parson's said they would try to cross the bar and rescue the men in the lifeboat. However, on reaching the bar the captain decided It was too rough to make the atempt and pulled up to Astoria at 9 o'clock.

Washed Away But Picked Up, After leaving the tug Fearless Cap-tain Wicklund and the other members o fthe Point Adams lifesaving crew fought their way back to the side of the wreck. The three men were still clinging to the rigging. As the lifeboat stood by two of the men climbed down the mast to the deck and a big comber took them overboard. They were immediately picked up by the crew. The third man in the rigging, instead of climbing to the deck, to all ap-pearances, attempted to dive from the mast into the water. He leaped for-ward and struck with his head and shoulders on the deck. He was washed overboard and picked up unconscious. Reach Light Ship at Midnight.

The lifesaving crew then 'made for the open sea and was about a mile astern of the Fearless, which the life savers thought was to walt until they returned. Owing to the mountain like seas the crew did not attempt to cross the bar but made for the lightship at the entrance of the river. The men were taken from the steamer about 4 o'clock and it was eight hours later when they reached the lightship. Dur-ing this time it was a continual fight with the wind and tide and every member was ready to sink from exhaustion when taken aboard the ship.

The Man Who Jumped Dies. During the hazardous and perilous trip from Peacock splt to the lightship the man who jumped to the deck expired. He died without recovering con-

sciousness. At 7 o'clock last night news reached this city that the Point Adams lifesavaing crew was in a disabled boat off the mouth of the river and in grave danger of losing their lives. When it was learned that the tug Fearless was un-able to cross out, Captain Anderson of the tug Oneonia said that although his hoat had been damaged while crossing the bar in the afternoon he would again

## Having a perfect figure and well-fitting gown means wearing just the right Corset for your individual figure. The model most suited to your requirements will be found in our complete assortment of the tates of Paris fashion, and they are always Lyra Corsets. Special introductory sale to be depended upon. Introductory sale Prices Are \$3.15 and \$4.50 Prices Are \$3.15 and \$4.50

To have a smart-looking gown and a chic appearance, you must first look to the foundation of your gown. The new Lyra Corset models conform to the best dictates of Paris fashion, and they are always

# Heating Plants That Really Heat

Does your heating plant actually freeze up when it gets cold, or do you have a real heating plant-that heats when you need heat?

Yesterday we were swamped with orders to repair broken pipes and radiators. We also heard from some people who have our plants in their houses.

# **Read What They Say:**

#### Mr. A. L. Mills, President First National Bank, says:

"During this cold spell and since the installation of my plant, it has been working perfectly, and we have had no trouble. All parts of my house have at all times been perfectly heated and ventilated. You may use my name as much as you wish, for I have been 'cracking up' this system to everybody."

#### Mr. L. Allen Lewis, Allen & Lewis, Wholesale Grocers, says:

"My plant is working perfectly and I have had no trouble whatsoever. Use my name if you wish."

#### Mr. C. F. Adams, President Security Savings & Trust Company, says:

"The only trouble with my plant is that it keeps my house too hot."

#### Mr. Fred S. Stanley, President Stanley-Smith Lumber Company, says:

"The plant in my house has, during this cold spell, been entirely satisfactory. We have had no trouble in getting heat to all parts of the house. Use my name as much, as you want to."

## **Doesn't This Prove**

The W. G. McPherson Co.

**19th and Wilson Streets** 

That it pays to have a RELIABLE FIRM who make this their ONLY business, install YOUR plant, and that no matter what kind of a "guarantee" you may get, if the person who gives you the guarantee has not the ABILITY or INCLINATION to make the guarantee good, it amounts to nothing. Think it over, then Phone Main 852, A-1852.