

# MOST STARTLING STORE NEWS EVER PRINTED!

AN ASTOUNDING SLAUGHTER OF MERCHANDISE THAT WAS NEVER BEFORE EQUALED!

The Immense and Entire Stock of Portland's

# New Department Store

## SACRIFICED IN A MIGHTY DISSOLUTION SALE

*I quit.  
Back to  
Chicago  
for me  
A. Davidson*

MOST AMAZING AND COLOSSAL MERCHANDISING EVENT EVER ANNOUNCED!

A sale so vast, so wide in scope as to startle all Portland. It's an event positively unparalleled in the history of merchandising in Oregon. This great and entire stock to be sold entirely out in 10 days' time if possible. Let the sacrifice be what it may. 'Twill be the most mercilessly butchery of prices and massacre of value EVER KNOWN

Portland, Or., Oct. 13, 1913.  
To the People of Portland—We have been placed in charge of The Famous Dept. Store for a period of ten days, for the purpose of disposing of the merchandise of the said store, or enough of the merchandise to satisfy the claim of Mr. Davidson, formerly a member of the firm.  
We shall dispose of this stock direct to the people in the greatest sale Portland has ever known. We wish to impress upon the fact that this store has been in business only three months, and that the stock is absolutely complete in every respect.  
(Signed) WESTERN ADJUSTMENT CO.  
Portland, Or., Oct. 13, 1913.

## MEMBER OF FIRM DISSATISFIED—QUITS MUST RAISE THOUSANDS TO SATISFY HIS DEMANDS

Every effort was brought to bear to prevent this sale, but the absolute and final decision of Mr. Davidson to quit, and his demands for cash at once for his interest, made this sale necessary. The money to meet his demands must come from the stock, and this sale was ordered. We have placed the entire stock in the hands of the Western Adjustment Company to raise the desired amount. The present stock must go and will be sacrificed unmercifully that this new store may continue upon its upward flight as Portland's Greatest Store for the Common People.

**EXTRA!**  
25c Child's Hose 9c  
Promptly at the stroke of nine Thursday morning we will place upon sale one great lot of children's Hose. They are made with a double heel and toe, of extra good weight heavy and medium heavy ribbed cotton, are fast black in color, and a hose that could not be purchased in any store under 25c; at **9c**

DO NOT ALLOW THE STRONG FACTS OF THIS ADVERTISEMENT TO MAKE YOU DOUBTFUL—EVERY STATEMENT HEREIN IS A POSITIVE FACT!

### MEN

**Ruff-Neck Sweaters**  
EXTRA—Men's blue and red ruff neck Sweaters will be sold at this extremely low price while they last. Values to \$4, choose from the lot while they last at this price that hardly pays for the making, special now, at **\$1.35** each.

**Crochet Neckwear**  
SPECIAL—Think, folks, of buying men's fine crochet silk Neckwear at this price. One great lot goes on sale and will be cleared out at this price, which is less than one third its value. The regular price is 50c, now... **15c**

**Sale of Suitcases**  
BUY NOW—Choose from two big lots at these low prices. One lot of the better cases will be grouped to move at, choice, each, **\$1.49**, the other and cheaper lot will be cleaned up at the low price of, your choice... **98c**

**Umbrellas—Buy Now**  
SPECIAL—One big lot of men's and ladies' Umbrellas that sold regular to \$3 will be grouped to close out at this one price. Choose from the lot while they last at this price, right when you need them, each now at **98c**

**Sale of Men's Hose**  
LOOK, GENTLEMEN—Men's fine black and tan Sox of good quality, double heel and toes and hose that sold with us regularly to 25 cents a pair, will be bunched for this big special. Buy all you want at the pair... **8c**

**Boys' Blouses Reduced**  
MOTHERS—Buy that Blouse for the boy now and save. One tremendous lot just received and go on sale during this sale at about half price. This lot, all sizes, ages 4 to 15 years, regular 50c, choice now at, each... **24c**

**Men's Hats Must Go**  
SPECIAL—Every gentleman should buy a Hat here and now. The stock is divided into three big lots, choice now at **\$1.95**, **\$1.45**, and one big lot at the remarkably low price of, during this sale, each... **98c**

**Men's Wool Underwear**  
SPECIAL—Choose from a great lot of men's natural wool Underwear, both shirts and drawers, all sizes, in the staple gray color, a regular \$1.50 value, at the low price of, the 89c garment... **89c**

**Men's Union Suits**  
FOR FALL—These Suits come in heavy and medium heavy weights, in cotton and worsted materials. Any man that wears union suits will find that he wants in this lot. All sizes, regular price to \$2.00, now... **98c**

**SPECIAL 9 A. M. WEDNESDAY**  
\$2.50 SLICKERS... **75c**  
How is this for a bargain, gentlemen? Men's extra good quality heavy Slicker Coats, hundreds of them will be sold at this remarkable price. The regular price \$2.00 and \$2.50, our price, each...

**WANTED FIFTY EXPERIENCED SALESPeOPLE.** Apply on Wednesday Morning.

### MEN'S SUITS, OVERCOATS

LOT 1—VALUES TO \$18.00 TAKE YOUR CHOICE GENTLEMEN **\$7.50** FROM THIS FINE LOT—AT SUIT

TO \$22.00 SUITS on Sale Now **\$10.00** | TO \$30.00 SUITS on Sale Now **\$12.50**  
at ..... | at .....

To \$25.00 Overcoats now ..... **\$10.00**  
\$10 Slip-ons ... \$5.00 | \$15 Raincoats... \$7.50  
\$2.50 Trousers... \$1.45 | \$4.00 Trousers... \$1.98



**SPECIAL —9 A. M. THURSDAY**  
SALE OF KERCHIEFS **2c**  
At this hour Thursday we will offer the women this wonderful special, the greatest Handkerchief sale of the year. Choose from hundreds of dozens, values up to 20 cents, at this hour, each

**FREE \$1.50 BLACK SATEEN PETTICOATS TO THE FIRST 12 LADY CUSTOMERS**

### LADIES' FALL SUITS, COATS

LOT 1—TO \$15.00 GARMENTS ..... **\$4.98**  
LOT 2—TO \$20.00 GARMENTS ..... **\$7.98**  
LOT 3—TO \$25.00 GARMENTS ..... **\$9.98**  
LOT 4—TO \$35.00 GARMENTS ..... **\$12.98**

THIS IS THE SALE YOU ARE WAITING FOR. Our selection and stock is second to none in the city. No woman can afford to not investigate this sale.

### LADIES

**Sateen Petticoats**  
A BARGAIN—Ladies' sateen Petticoats that sold regular to \$2 are all grouped in this lot to be closed out. Buy now at this the lowest price ever, made upon goods of equal quality. Your choice from the lot, each... **79c**

**Children's Dresses**  
SPECIAL—Mothers, buy the child's dress now at this sale and save more than half. This lot sold regular to \$1. A nice assortment of styles and material are shown and we assure you they will go quick at, each... **39c**

**Ladies' House Dresses**  
EXTRA—We have grouped one big lot of ladies' House Dresses for this sale at this price which is less by far than the garments are worth. Regular values to \$1.25, out they go now in this big sale at, each, in all sizes... **59c**

**Sale Corset Covers**  
LOOK, LADIES—Did you ever see an offering to beat this? One big lot of Corset Covers, some beautifully embroidered trimmed, others plain, that sold to 75 cents are to be grouped for this sale and sold at, your choice... **19c**

**Special Ladies' Hose**  
BUY NOW—Grouped for quick sale you will find here, ladies, in this lot your greatest bargain in Hosiery. This lot sold regular to 25 cents per pair, but they go out during this sale at **10c** your choice

**Big Sale of Kimonos**  
SPECIAL—Our entire stock of beautiful Kimonos will be closed out at startling prices. Three big lots as follows: **\$1.49** for the better garments, then **89c** for those that sold at \$2, **39c** and regular \$1 garments, each... **39c**

**Children's Hats**  
BUY NOW—We have divided our big stock of children's Hats into two big lots. Regular \$3 kind, now **\$1.49**, and the cheaper lot includes hats that sold to \$2; will all be closed out at the low price of, your choice... **89c**

**Ladies' Union Suits**  
SPECIAL—No doubt, lady, you are thinking of this very thing. Then this sale presents a wonderful opportunity to you to save. Two big lots for about one-third less, regular to \$1.50, **49c** now **98c**, regular to \$1 values... **49c**

**Ladies' Underwear Special**  
EXTRA—One big lot of ladies' heavy cotton Underwear is bunched to clear out at this price. Both vests and pants are represented and all sizes. A regular 50 cent garment value, out **24c** they go at, garment, now... **24c**

Portland, Or., Oct. 13, 1913.  
To the Public—I have decided Portland is not the city for me, and have disposed of my interest in The Famous Dept. Store Co., giving the firm ten days in which to raise the entire amount due me.  
(Signed) A. DAVIDSON.

**SPECIAL 1000 Pairs LADIES' Fine SHOES**  
VALUES TO \$3.50 FOR **25c**

# SHOES

MEN'S, WOMEN'S, CHILDREN'S

One lot Women's Shoes ..... **95c**  
To \$4.00 Women's Shoes... **\$1.98**  
To \$2.50 Misses' Shoes... **\$1.29**  
To \$3.00 Boys' H. C. Shoes **\$1.98**  
One lot Boys' Shoes, pair... **\$1.65**  
\$1.50 Boys' Arctics, pair ... **49c**  
To \$5.00 Men's Oxfords... **95c**  
\$3.50 Men's Shoes ..... **\$1.98**  
\$8.00 Loggers', pair ..... **\$4.98**

"THIS BIG SALE IS TAKING PLACE HERE"

# The Famous

The Key to Economy  
165-167 First St., Bet. Morrison and Yamhill

Promptly at the Stroke of 9 A. M., Wednesday, This Big Sale Starts!  
IT IS YOUR DUTY TO ATTEND THIS SALE—LET NOTHING KEEP YOU AWAY. MAKE YOUR PREPARATIONS NOW. CUT OUT THIS PAGE AND BRING IT ALONG, AND BE ON HAND SURE WHEN THE DOORS ARE THROWN OPEN to the PUBLIC.