

BECAUSE IT SELLS FOR CASH!

Clearance Sale Reductions



On SILKS VELVETS DRESS GOODS

> Fashionable Weaves Standard Qualities Splendid Assortments

The newly inaugurated clearance sale prices represent the most pronounced savings of the year-savings not soon to be equalled, quality considered, by any store hereabouts, and which we ourselves could not possibly afford to quote if it were not for the fact that we are compelled to reduce stock before inventory.

The Famous Goetz **Dress Satins** Clearance Price

\$2.25 Yd.

They come full 36 inches wide and are shown in a complete color range-they are firmly woven and have a beautiful lustrous finish.

**Dress Velvets** At Clearance Prices

For many seasons we have specialized on Dress Velvets and our present stock is one of the best in the city. Ineluded are all new and staple colors in standard qualities and widths. All are in this sale at Clearance Prices.

Fine High-Grade Wash Satins

Clearance Price 98c Yd.

At this decided price reduction we offer 36-inch Wash Satins in white, flesh and pink-a standard quality, finely woven and dur-

### **Dress Goods** At Clearance Prices

Space does not permit a review of the fabrics and prices, but when we tell you that our entire stock of Dress Goods and Coatings, without reserve, is now on sale at clearance reductions you are assured of matchless values in all fashionable materials.

Our Entire Stock of PLAIN AND FANCY PLUSHES

Arranged in Two Great Assortments and Repriced in This January Clearance

At \$2.50 and at \$5.00 a Yard Just About One-Half Former Prices!

Everything at a Reduced Price

#### Sheets Table Linens Towels Sheetings Muslins

White Goods, Wash Goods, Outings, Beddings, Etc.

Come to the store and see what a little forethought and the expenditure of a little money will mean in worth-while savings on those things which no housekeeper can well afford to be without. It is "housecleaning" time with us and we will pay you well to help us place our house in order before inventory. You can gauge the savings by these offerings:

29c Each FOR UNBLEACHED PILLOW CASES, 42x36 inches, made from a very durable quality muslin. FOR UNBLEACHED SHEETS, 90x80 inches, made

98c Each for the Government and with seamed center. 18c Yard FOR CRASH TOWELING, 18 inches wide, a heavy, white toweling, absorbent and durable.

22c Yard FOR CRASH TOWELING, 17 inches wide, part linen; comes in both white and unbleached.

19c Yard For PERCALES, CHAMBRAYS, CHEVIOTS, in a full variety of plain and fancy styles. 25c Yard FOR SCRIMS AND MARQUISETTES, in white,

cream and ecru, both tape and open work border FOR LACE CURTAINS, in scrim, marquisette and

98c Pair Nottingham lace, 21/2 and 21/4-yard lengths. \$1.48 Pr. FOR LACE CURTAINS, in madras and Nottingham lace, 21/2-yard lengths in white, cream and

FOR LACE CURTAINS, in scrim, marquisette, Nottingham and filet lace; white, cream and ecru. FULL SIZE COMFORTERS, covered with best quality silkoline and with white cotton filling.

\$3.95 Ea. ALL-WOOL AUTO ROBES, a good robe with fringed ends; dark colors. ALL-WOOL AUTO ROBES, a good size durable

### Clearance Specials ART GOODS SECTION

Glossela Thread 89c Box C. M. C. Thread 50c Box &c a Ball, or ... 50c Box Heavy "Oregon Grown" 4-Ply Oxford Sweater Yarn \$1.00 All Royal Society Packages and Ready-Worked 



OUR ANNUAL



IS NOW IN FULL PROGRESS With Everything at a Reduced Price!

(Except Contract Goods)

It Is a Time When the Pendulum of Value Giving Swings Higher Still While Prices Strike Their Final Low Level



January Clearance Sale

Ribbons — Laces — Trimmings Embroideries — Neckwear — Veilings

Everything in These Departments Reduced

Laces at 3c Yard

Broken lines consisting of Edges and Insertions in imported and domestic patterns-dainty Vals, Torchons, etc.

Laces at 25c Yard

Camisole Laces with beading top in various widths and patterns, many worth double this price, all exceptional values.

Laces at 50c Yard

Camisole Laces with beading top, the most beautiful laces, including those in colored embroidered styles.

Laces at 39c Yard

Handsome Bands and Edges, imported English laces in duchess, Carrick-Macross, filet and other mornlar

Laces at 59c Yard

Venise Bands and Edges from 4 to 6 inches wide, both light and heavy patterns in St. Gall and Planen

Embroideries 7c Yard

Narrow Swiss, Cambric Edges, Insertions and Beadings in an extensive variety of patterns.

17-Inch Embroidery at 25c Yard Both Swiss and Cambric Flouncings in blind and

evelet embroidered designs. 27-Inch Embroidery at 35c Yard

Swiss and Cambric Flouncings in small baby patterns and bold scroll designs, also in ruffle effects. 36-Inch Embroidery at 39c Yard Fine quality Voile Flouncings with colored silk or

wool embroidery work, less than the price of plain voile. Flouncings at \$1.00 Yard

Handsome imported White Voile Flouncings in beautiful eyelet patterns; full width and exceptional

Neckwear at 25c

Discontinued lines of Collars and Sets slightly soiled from display, dainty and attractive styles in lace, organdy or pique.

Neckwear at \$1.00

High-grade Neckwear in white and colored Organdy, Guimpes, Two-piece Sets, Collars and Vestees in nets, laces and organdies.

Ribbons at 7c Yard

Narrow Fancy Ribbons in various patterns, narrow gros grain and two-tone effects, all at one price.

Ribbons at Half

Short lines and discontinued numbers in all sorts of desirable ribbons, fancies, stripes, plain colors, failles, gros grain, taffetas and satins.

Silk Nets at 39c Yard

36 and 40-inch Silk Nets in black and an extensive range of light and dark colors, plain tosca or novelty

METAL RIBBONS Exceptionally Low Priced

Nos. 1 to 2 at 5c Yard

Nos. 3 to 5 at 10c Yard Nos. 7 to 9 at 15c Yard Nos. 12 to 16 at 25c Yard

Black and Colors in Nearly All Widths Georgette Crepes, Crepe Chiffon

and Metaline At 98c Yd.

In these most popular and beautiful fabrics you will find most all desirable colors in 34 to 36-inch widths; all are of first quality.

# Clearance Sale Reductions on Women's Knit Underwear

This Sale Offers the Opportunity for You to Secure a Generous Supply of Knit Underwear for Both Present and Future Needs at Splendid Savings

Fleeced Cotton Union Suits at .....

Women's medium weight fleeced cotton Union Suits in high-neck, long sleeve styles in ankle length. Sizes 36 and 38 only.

Cotton Fleeced Union Suits at ...

Outsizes at \$1.19

Superweight cotton Union Suits in regulation and bodice top styles in knee and ankle length, sizes 34, 36 and 38, at 98c a suit, and sizes 40 and 42 at \$1.19.



Fleeced Vests and Tights at.....

Women's winter weight fleeced cotton Vests and Tights. Vests in high-neck, long sleeve styles, in sizes 34, 36 and 38. Tights in ankle length. Size 36 only.

Cotton Fleeced Union Suits at......\$1.39

Outsizes at \$1.59

Fleeced Cotton Union Suits in winter weight in styles with Dutch neck, elbow sleeves and ankle length, size 38 at \$1,39 a suit; sizes 42 and 44 at \$1.59.

January Clearance Offers The Most Wonderful Values

In Dainty Crepe, Muslin and Outing Flannel

Many of Which Formerly Sold at More Than Twice This Price

Garments

at 95c



Without reserve we will close out our entire line of 'Iserson's" famous Blue Bird windsor crepe Pajamasalso the famous "Brighton" Pajamas in fancy madras. Envelope Chemise of fine Batiste with 5-inch satin yoke insert with Calais lace. Gowns in heavy muslin with hand embroidery feather stitching on yoke. Also pink batiste Envelopes with French knots or in floral designs. Extra heavy outsize outing flannel Gowns (sizes to 50)-a wonderful value. All these and many other extraordinary offerings at 95c.

All Corsets, Aprons, Silk Undergarments at Clearance Sale Prices

EVERYTHING REDUCED IN READY-TO-WEAR

An Extraordinary Offering

## At Half Price!

all sizes in each style. All sizes

All Extraordinary

Values

Sizes 15 to 42 in the Assortment

In the Coats you have choice from styles with or without fur collar in Velours, Bolivias and Normandy Cloth, fancy cotton and silk lined coats in a full price range.

> This Sale at Exactly

Regular Price

Fashionable

Sizes 16 to 42 in the Assortment

At this sale you have choice from an extensive variety of Suits in pleasing styles. Many in navy blue Tricotine and others in Velours with fur trimming. Choice

While Any Remain at

Regular Price

EVERYTHING REDUCED IN READY-TO-WEAR

Clearance Sale of

### Blue and White ENAMELWARE

Choice Age While Any Remain

In Blue 4 Qt. Saucepans 4 Qt. Preserving Kettles

6 Qt. Preserving Kettles

No. 14 Dishpans No. 10 Water Pails 6 Qt. Tea Kettles Double Boilers

In Grev

-Basement Section

Everything Reduced Men's Furnishings and Underwear

(Except Contract Goods)

See Our Big Third Street Window Display for Extra Specials

Economy Opportunities Extraordinary Are in Store for Prudent Shoppers