

\$5.00
Wool Knit
SWEATER
COATS
\$2.45

FURNISHING
GOODS
SHOES, HATS
AND CAPS

GIGANTIC TITANIC COLOSSAL

It Beggars Description—It Staggers Belief

AT NO TIME—ANYWHERE—SUCH A COME-DOWN IN PRICES

\$250,000 STOCK of CLOTHING
of the **LION CLOTHING CO.**

Boys' \$1.00
BLOUSES
All
Sizes
49c

FALLS ON
THE BARGAIN
BLOCK WITH A
THUNDERING
CRASH

PRICES TORN TO SHREDS



**MEN'S
DRESS
SHIRTS**

3 Big Buys!
Get Here for Them

One lot in good assortments, \$1.50 values.. **85c**
Another lot in crepes, silk stripes and madras, \$3 and \$3.50 values **\$1.95**
And an extra fine selection in numbers that sold for \$3.50 and \$4... **\$2.55**

READ—THE REASON—COME AND SAVE

HERE IS A CLOTHING AND FURNISHING GOODS MESSAGE we would like to shout from the house-tops—we want to drive it home to every man and boy in this part of Oregon. It is vital to the economic welfare of the masculine. Saturday night the doors of the LION CLOTHING COMPANY were locked, preparatory to launching the greatest legitimate, bona fide sacrifice sale of men's and boys' clothing and furnishing goods ever put on record in the West.

A Sale With a Reason and a Purpose—READ: Taking advantage of an unusual opportunity to acquire the complete control of the best located, most popular and one of the most successful men's clothing establishments on the entire Pacific coast, Mr. Gus Kuhn, President of THE LION CLOTHING COMPANY, has just purchased the entire interests of Mr. Samuel I. Fox, former Vice-President of the company.

The terms of this gigantic deal involve the immediate sacrifice of this huge stock in order to pay Mr. Fox an enormous sum in a very short time.

With this brief explanation we announce a sweeping SALE OF THE ENTIRE LION CLOTHING COMPANY STOCK, beginning tomorrow morning,

AUGUST 16TH AT 10 O'CLOCK, at reductions that will shake to the foundation Portland's former trading traditions and smash to "smithereens" all previous records in Price Cutting. Positively nothing will be reserved from this mighty sacrifice. Even the new fall merchandise which is arriving daily will be included at substantial reductions.

—And let us make this point clear—the price reductions we quote on all lines of merchandise are genuine, based on today's worth, not that of "war days," or even six months or a year ago.

THE LION CLOTHING COMPANY needs no introduction to the people of Portland. For thirty years this firm has had the reputation of selling nothing but sterling merchandise. Thousands and thousands of people who know the fine reputation of this store have the same confidence in buying here that they have in dealing with their most substantial banker. During this sale, as always, the high integrity and reputation of the store will be maintained to the letter.

THE LION CLOTHING COMPANY.

PUSH
YOUR WAY
IN
TOMORROW
MORNING
AT
10 O'CLOCK

Kuppenheimer Good Clothes

The people of Portland expect this store to dominate in value as well as variety. Our wonderful clothing exhibit forcibly emphasizes the leadership for which this store is noted. Here are the best styles from the best wholesale tailors in America—styles for the young man and the man of mature age. Every new and correct model that fashion sanctions, the richest fabrics and weaves are here in choice patterns and colors in splendid assortments for your selection.

HERE IS ONE
\$25 up to \$40 Suits in Lion Brand and Kuppenheimer make. Plain and fancy dark patterns, Serges and Mixtures. Staple, single and double breasted models. All wool and a pick-up at

\$18.35

HERE'S ANOTHER
Wonderful selection in the newest models, patterns and colors, for both young and old. Gabardines, worsteds and cassimeres that sold for

\$22.95

GET THIS ONE
\$50, \$55, \$60, \$65 High Power Suits in both extreme and conservative models. In pin checks, hair-line stripes, pronounced stripes and plains. No question about the pleasure you will receive in wearing one at only

\$28.35

NOTE: As this sale is admittedly for the express purpose of raising cash, it necessarily eliminates charges, approvals, re-funds, exchanges.

OVERCOATS

For Fall Wear

Into this maelstrom of value-giving goes our entire stock at just two prices. Wonderful models for the young man, beautiful fabrics for the older man desiring more conservative models, yet tailored with character and distinction.

GROUP NO. 1
Kuppenheimer and Lion Brand tweeds, knits and mixtures in belters, regulars and raglans. Light and dark colors—values to

\$21.45
GROUP NO. 2
\$45.00—\$50.00—\$55.00
Kuppenheimer coats in large choice range of colors, models and sizes.
\$40. Now **\$28.35**

WINTER OVERCOATS

IN TWO GROUPS

Values to \$20.00. In fancy mixtures, in darks, belted and with belts around—**\$12.65**
choice now
Values to \$40.00 in single and double-breasted, in herringbone weaves and in plain colors—now **\$24.85**

PANTS

Extra values in odd lots. Light and dark colors in serges, unfinished worsteds, tweeds and mixtures. Don't fail to see these **\$3.95** at only
MORE PANTS VALUES THAT SHOUT THEIR SUPERIORITY
In blue serges, striped worsted and fancy mixtures, all sizes **\$5.95**
Values \$7.50 to \$9. Now **\$5.95**
All pants as drastically reduced.

LOOK!! MEN!

**GABARDINE
RAINCOATS**

At Give-Away Prices
Our entire line in regular and raglan shoulders, values from \$24 to \$30, is included at the remarkably low price of **\$18.75**

Boys' Suits

Take a Look at This!

\$10, \$12 and \$15 values are included in this remarkable showing of boys' knee-pant suits. Dark colors and serviceable materials—**\$3.95** at only
Here is a nifty lot of suits. In stripes, mixtures, checks. Newest fall models, two-pant suits—at **\$5.95**

High School Suits

Values to \$20. Long pants suits in cassimeres, and mixtures in the late sport, norfolk, single and double-breasted models. **\$11.95**
Now
High-grade suits at the price of cheap ones. Values to \$34. In plains, mixtures, tweeds, stripes and over-plaids, in models demanded by the high school student. **\$18.45**
Now

Raincoats

In rubberized materials of moleskin, tweeds and mixtures. Values to \$22.50, now

\$6.95

BOYS' SHOES

This line to be closed out completely at just two prices. In black or brown calfskin lace. Oak sole welts. Broad or English toes.

\$3.50 value in sizes 13 to 2, now **\$1.98**
\$4.00 and \$4.50 values, sizes 2½ to 5½ **\$2.69**

HATS

in cloth or felt, all colors, staple shapes. \$3.00 values—

\$1.89

\$5.00 to \$7.00 Felt Hats in the late and staple blocks—

\$3.29

TIES

One lot, values to \$1

25c

A group of beautiful \$1 and \$1.50 knit ties

69c

Two other groups of cut silk Ties in choice patterns specially priced at **69c** and **89c**

One Lot
\$2.50 Lisle
Thread
UNION SUITS
\$1.69

THE MAN IN CHARGE MARKS PRICES AT

**Lion
Clothing Co.**
Morrison at Fourth

CAPS

\$2.50 and \$3 values in tweeds, velours and mixtures; indestructible visors—

\$1.69

SOX

Fine lisle hose, either cordovan or black, special—

17c

BOYS' WASH SUITS

Nationally known brands—K. & E., Manhattan and Paul Jones, values to \$6—

\$1.39

BOYS' HATS AND CAPS AND SUMMER WASH HATS
Values to \$1.50—

39c

Athletic and
Porosknit
UNION SUITS
And Herringbone Shirts
and Drawers
\$1.00 to \$2.00 Values,
69c

\$40-\$45
Newest imported and domestic
WHIPCORDS and
GABARDINES
Raglan yoke shoulders,
belts around—in newest
fall shades—
\$28.45