UNTIL CHRISTMAS.



THE "DIFFERENT STORE."

PORTLAND'S LARGEST FOREMOST STORE



OME OF CHRISTMAS.

UNTUL

# Grand Friday Economy Sale Tomorrow == 86th A MILLION-DOLLAR CONVENTION OF UNRIVALED CHRISTMAS BARGAINS AWAITS THE "STORE MANAGERS' SALE" YOUR ONSLAUGHT-THE GREATEST VALUE CREATING EVENT OF YEAR 1904.

FIFTH, SIXTH AND WASHINGTON STREETS.

Two days more will end the most earnest struggle for supremacy ever known among our peerless organization of Store Managers and Buyers. The battle grows fiercer every hour—and prices suffer. We've been hard hit at times by the startling losses taken by the conductors of our over 40 separate and distinct specialty stores, which go to make up this great organization forming PORTLAND'S LARGEST STORE. But we gave our people carte blanche with prices, shutting our eyes to positive losses, and it goes on to the end, on Saturday night—this battle royal for first, second and third place in the showings of increase of business over the corresponding period of last year. And the winner must make a gain OF OVER 300 PER CENT. That is sure at this writing. 200 per cent gains are thick as mosquitoes in Jersey. This a people's buying chance in the people's buying time. In order that the great crowds may be waited on to better advantage and enjoy better the shopping facilities of this great store, we urge shopping in the early morning hours, or during the evenings this week.

# The Useful in Christmas Remembrances

RAINCOATS FOR CHRISTMAS.

Every Raincoat in the house at one half price. For today, handsome Cravetites, Priestleys and smart, fancy mixed waterpreof materials, in a full
se of colors, latest mixtures and smartest trimming effect—ONE HALF

SENSATIONAL THREE-DAY SALE OF HANDSOME SILK EVENING WAISTS AT HALF PRICE

Grand Salon of Women's Attire—Second Floor,

A splendid lot of beautiful Waists. An offer unsurpassed. A gaiaxy of
dainty beauty unrivaled by any similar gathering at one half the regular
fair prices. Waists in every way worthy this "Style Store." Peau de
cygnes, peau de soles, taffetas, crepe de chines and handsome lace creations. Some silk-lined. A full color line, embracing reds, blues, browns,
royals, greens, creams, pinks, navys, lavenders, helios, etc. Plain blacks,
strikingly pretty plaids, nest checks and dainty stripes Regular values
from \$5 to \$15—special for 2 days, today, Friday and Saturday at HALF
PRICE.

SUGGESTED BY THE HOLIDAY SALONS OF PORTLAND'S LARGEST AND LEADING SUIT AND WRAP HOUSE—SECOND FLOOR.

SPECIAL CHRISTMAS SALES UNTIL SATURDAY NIGHT.

Portland never knew such a December business as is being done here, and you'll not wonder when you note the unprecedented values in the Yule-tide offerings. Read: Then come and be convinced with hundreds of other happy buyers who will be here today to share in these opportunities.

A GREAT HALF-PRICE SALE OF WOMEN'S SMARTLY

TAILORED STREET SUITS.

#### SILK SKIRTS AT HALF PRICE.

All day today, Friday and Saturday—\$15.00 to \$20 values—high-grade Skirts or "Petticoats," Materials of heavy fancy brocade silks and plain taffetas with rich lace and applique trimmings, accordion plaited ruffles and lace insertions. In a generous color line, embracing light blues, pinks, reds, greens, helios, grays, brocades, browns, plain blacks, etc. Magnificent values at the regular prices of from \$16.00 to \$20.00—all go in for three days only, until closing time Saturday night, AT EXACTLY HALF PRICE.

#### CHRISTMAS FURS.

Nothing better to buy for her than rich furs.

Every Fur Piece, Coats and Neck Scarfs, mercilessly reduced to close before Christmas. Largest and most selected stock of Fine Furs in the city.

### IF AN ORIENTAL RUG IS WANTED

BUY IT HERE THIS WEEK.

A SPECIAL XMAS SALE FOR FOUR DAYS AT SHARPLY REDUCED PRICES—Fourth Floor.

To you are a gift buyer you can bardly so wrong in the Rug store on the spacious Fourth Floor adjoining "Toyland." Whether your friend has a house, a den or even a single room! And you save a big slice of your money by buying this week, too. Most of these Rugs are worth really half more today than these special selling prices.

HANDSOME ORIENTAL RUGS—Khivas, Bokharas, Mossoula, Kazaks, Shirvans, Deghestans, Anstolias and small Kiskelines are included in the sale. Our \$10.00 values for, each....\$2.50 Our \$15.00 values for, each....\$3.65 Our \$25.00 values for, each....\$30.00 Our \$25.00 values for, each....\$30.00 Our \$45.00 values for, each....\$30.00 Our \$60.00 values for, each....\$30.00 Our \$75.00 values for, each.....\$30.00 Our \$75.00 values for, each....\$30.00 Our \$75.00 values for, each....\$30.0

CHRISTMAS UMBRELLAS MERCILESSLY REDUCED FOR BALANCE OF WEEK-First Floor.

FOR BALANCE OF WEEK—First Floor.

HOLIDAY UMBREILAS—Ladies and Men's—26 and 28-inch. The fine all-silk kind; Taffeta, Laventine. Spittlefield, Dent's and Twist Warp; some with plain wood, some with ivory, gun-metal, horn, pearl, gold, silver and fancy combinations, gun-metal and gold, pearl and gold, wood and silver, etc.

4 4.50 values for \$ 8.75 \$ 5.50 values for \$ 4.15 \$ 7.50 values for \$ 8.25 \$ 9.00 values for \$ 7.50 \$ 12.00 values for \$ 8.25 \$ 14.00 values for \$ 7.50 \$ 12.00 values for \$ 8.25 \$ 14.00 values for \$ 8.55 \$ 14.00 values for \$ 8.50 \$ 15.50 v

#### ECONOMY SPECIALS FROM THE WOMEN'S KNIT UNDERWEAR AND HOSIERY AISLES.

### FRIDAY ECONOMY SALE IN THE CHRISTMAS BAZAAR

FANCY DECORATED CELLULOID FRAMES—Large size; special at, each

each

Small size; special at, each

for FOR MEDALLION PICTURES WORTH 3c—Small glass medallion Pictures with gilt frames, 54 inch size. Our 50c value. Economy Price, each

for FOR MUSIC ROLLS WORTH 33c—Black seal grain leather Music Rolls.

Our 38c value. Special Economy Price, each

EXTRA SPECIAL BARGAINS IN LADIES COMBINATION POCKET

BOOKS—Ladies Pocket Books, made of fine leather, in black, brown, tans; plain or sterling silver mounted. Values from \$2.00 to \$2.95. Special Economy Sale Price, each

S1.25

SHOPPING BAGS WORTH \$2.25 FOR \$8c—Fine cloth Boston Shopping Bags, leather trimmed. Values to \$2.25. Economy Sale Price, each

ONLY \$5c FOR HAND MIRRORS WORTH \$1.49—Ebonoid hand Mirrors, sterling silver mounted, bevel glass. Our \$1.49 value, for, each

S5c

TOR KODAK ALBUMS WORTH 49c—Kodak Albums, with fancy decklededs, for kodak pictures, size \$210. Our 49c value; special for, each

S5c

WORK BOXES WORTH \$1.50 FOR \$5c—Fancy celluloid Work Boxes, with seven sewing articles, large size, fancy covers. Our \$1.50 value for, each

S5c

PRIDAY SPECIALS IN SHOE STORE-NEW SIXTH

STREET ANNEX.

FIRST FLOOR.

MICH'S \$2.50 SHOES FOR \$2.45—Men's Shoes in 3 leathers, valour calf, storm calf and box calf, and 3 leath, foot form or broad toe, medium toe, narrow top, welted soles, good and thick, up-to-date in style. Regular \$2.50 values, special, pair.

\$2.45

MEN'S \$2.00 SLIPPERS \$1.10—A line of Men's Slippers, soft black uppers, nullifier atyle. Regular \$2.00 values, special, pair.

\$2.45



# AND DOLL SHOW

# FOURTH FLOOR

Three big elevators running constantly. The only fireproof building in the city. A safe as well as economical Christmas toy shop. A real live, jolly Santa to taik to the children and the biggest values in Toys and Dolls offered by any store in America. SPECIAL ALL WEEK SALE OF DRESSED DOLLS 4TH FLOOR—Dolls with jointed body, bisque head, aleeping eyes and long, curly hair; dressed in all fashious—

WHOLESALE REDUCTIONS IN TOYLAND.

184 INSTEAD OF \$50 FOR NICKEL PLATED MUSICAL WHEEL TOYS in beautiful colorings.

DROKINOLE BOARDS WORTH \$1.25 FOR 98c—Crokinole Boards on which can be played both the popular games of "Crokinole" and "checkers." Our regular \$1.25 value for 

OLL BEDS AND CRADI 

# TONIGHT'S EXTRA SPECIALS-7 TO 9 ONLY

7 to 9 p. m.

7 to 9 p. m. Tonight-Second Floor-Sixth street Annex and Thoroughfare Aisle.

Extra Specials in the "Wardrobe" Stores.

7 to 9 p. m. in Women's Knit Goods

In Women's Knit Goods

Aisle.

7 to 9 p. m .- First Ploor-Sixth street

Bargains Along the "Fair
Way" in the Shoe Store.

SHOE SPECIALS—WOMEN'S FINE
SHOES WORTH \$5.00 FOR \$2.50—
Women's Shoes in dress or walking
styles, here in vici kid or patent kid,
with self, or patent tips, light or
heavy soles and French or military
heals, sizes \$ to 7. Our \$5.00 value;
special from 7 to 9 p. m. at half
price, or, pair

WOMEN'S \$2.50 SHOES FOR \$1.75—
The "Empress" Shoes for women, 

There'll Be "Something Doing" at the Linen Counter This Evening.

DAMASK NAPKINS WORTH \$6.00
FOR \$4.25—Beautiful snow white
satin damask Napkins, very fine, full
dinner size, in all choice patterns. A
very acceptable Xmas gift for wife
or mother. Our \$6.00 value; special
from 7 to \$ p. m. at, dozen. \$4.25

7 to 9 p. m.—First Floor—Fifth street Annex.

In Dress Goods Shop. REGULAR \$1.75 VALUE, 52 and 54

inch French Zibelines, Illuminated Tweeds and Lace Etamines, all colors in the lot; special, 7 to 9 p. m. 

to 9 p. m.—Second Floor—Sixth
street Annex.

In Millinery Salons.

HANDSOME FEATHER TURBANS FOR \$1.49—We have just 15 feather turbans left, and to close them out we offer them at a most unusual figure. These turbans are worth \$5.00, \$6.00 and \$8.00 each; special price for two hours only, 

7 to 9 p. m .- First Ploor.

Book Bargains.

7 to 9 p. m.—Sixth street Annex—First

In the Man's Shop.

MEN'S GLOVES WORTH \$1.50 FOR \$90-A line of Men's fine dress Kid Gloves, in browns and tans—the new shades. Our best \$1.50 value; special from 7 to 9 p. m. only at. pair... \$9\$

7 to 9 p. m.-First Floor. In Holiday Bazaar.

MILLION NEEDS FILLED QUICK-LY HERE FOR JUST A BIT O' LOOSE CHANGE.

each \$2.00

PICTURES WORTH \$2.00 FOR \$1.25—
"Christy" Pictures and other subjects in large size black frames. Our \$2.00 value; special from 7 to 9 p. m. at, each \$1.25

SHAVING MIRRORS WORTH \$2.19
FOR \$1.25—Large size round Shaving Mirrors with easel back, in black, chony finsh frames, combination magnifying and plain glass. Our \$2.19 value; special at. \$1.25

WHISK BROOMS WORTH \$1.35

FOR \$5c—Sterling silver handle whick Brooms Our \$1,25 tailing appecial at, each

# PUBLIC TEA ROOM

SECOND FLOOR Under the auspices of Y. W. C. A. "GRANDMA" MUNRA, hostess. Open Evenings This Week

FRIDAY MENU

Tea. Coffee. Chocolate. Clam Bouillon. Milk in Bottles. Turbot, Hot Rolls. Sandwiches. Bread and Butter. Dessert Cakes.

EVENING MENU Strawberry Ice Cream. Bread and Butter.

Cakes.

First Floor Annex-Fifth street. IN THE SILK STORE BLACK ALL PURE SILK TAPPETA FOR ALL DAY PRIDAY BPECIAL

The best values offered at our reg-ular low price. Acceptable Christ-mas Gifts for Sults. Coats, Watste. or Drop Skirts.
Regular 75c quality, 19 fach;
special

Regular \$50 quality, 19 inch; special Regular \$1.00 quality, 24 inch; Regular \$1.25 quality, 27 tach;

#### FRIDAY ECONOMY SPECIALS—SECOND FLOOR ANNEX.

Extra large size Shetland Wool Shoulder Shawls, fancy crocheted, deep fringed border, black, white and colors; regular price, \$1.25. Special at Shaulder fine Cambric Corset Covers, in a great variety of styles, in lace and embroidery insertion and edging, beading and draw ribbons; regular sic. Special at

Fancy Waste and Work Baskets, in large assortment of styles of weave and

FRIDAY IN THE XMAS BOOK STORE.

ALL-DAY SPECIALS-PICTURE POOKS. 16c LINEN PICTURE BOOKS Set—A line of Picture Books for the IR tots printed on unterrable linen, with colored pictures; value, 16c. Scial, each
RAG BOOKS FOR CHILDREN—Dean's Rag Books for children, import absolutely fast colors, can be washed if wished, printed on flexible clo

Found in the Philippines, A Garrison Tangle, Warrior Gap. Our regular 35c values, special.

50c AND 50c BOOKS 39c EACH—Books of Biography, Life of Lincoln, Life of Washington, Life of McKinley, Life of U. S. Grant, Life of W. T. Bherman and Life of Barnum. All large, cloth bound, from 60c to 60c pages illustrated. Our 50c and 50c grades, special for each.

50c BOOKS FOR 24c—The History of Birds, a graphic description of nearly all known species of birds and fish and insects, 52c pages, 50c illustrations; regular price, 50c. Special.

CHRISTMAS BOOKLETS HALF PRICE—A line of artistic Christmas Booklets, grows from poets, beautiful hymns, and other suitable Christmas subjects, all handsome colored pictures; regular 5c to 45c values at HALF PRICE.

CHILDREN'S 25c PICTURE BOOKS 12c—A line of Children's Picture Books, regular 25c values, special.

FRIDAY ECONOMY SALE—SECOND FLOOR—ANNEX

Ladies' fine Flannelette Gowns, in fancy blue or pink and white stripes yoke trimmed with embroidered domet flannel insertion between clusters of tucks, collar and cuffs of same insertion; regular price, \$1.85. Spe

### FRIDAY ECONOMY SALE BARGAINS IN MILLINERY DEPARTMENT.

DEPARTMENT.

BECOND FLOOR—NEW ANNEX.

This department has made a gallant fight for first prize in the Store Managers' Sale, and thinks this Friday offering will certainly clinch it.

49c FOR HATS WORTH UP TO \$3.00—Another lot of fresh, new, ready-to-wear Hats, worth up to \$3.00. Special for, each.

SILK VELVET TURBANS \$3.00—A line of hand-made Silk Velvet Turbans, in black, brown, blue and red, hats that have been selling as rapidly as we could turn them out of workroom; regular \$5.00 and \$6.00 values, Friday we will offer a limited number for, each.

SLOCK BRAID AND CHIFFON TURBANS \$1.95—A line of Black Braid and Chiffon Turbans, light weight, early spring style, suitable for young and old. Special

Friday we will give you another opportunity to buy any of our choice Ostrich Plumes for HALF PRICE.

### A CHOICE FRIDAY ECONOMY SPECIAL FROM THE MEN'S SHOP.

FIRST FLOOR.

ONLY 45c FOR SMART FOUR-IN-HANDS WORTH 75c—The prettient and newest tie to be had—the French fold Four-in-Hands—in the newest shades, 2 inches wide. Our 75c value, special for Friday Economy Sale at, ea., 45c

#### IN THE MEN'S SHOP. NEW LOUNGING AND BATH ROBES.

NEW LOUNGING AND BATH ROBES.

A GREAT THREE DAYS SPECIAL—Smoking Coats, Lounging and Bath Robes at a great reduction. For Thursday, Friday and Saturday, we offer each one of our line of Smoking Coats, Blanket Cloth Lounging Robes and Terry Cloth Bath Robes at a reduction of \$3 1-3 per cent discount off the regular price. A spiendid chance, coming as it does, just now, with Christmas but a few days away. "He" will be very pleased with one of these comfortable Smoking Coats, Bath or Lounging Robes for his Christmas gift. Remember your choice of any of them at \$2 1-3 per cent off Regular Prick. First Floor, Sixth Street Annex. We solve the problem here of what to buy for "Him."

75c FOR MEN'S GOLF SHIRTS WORTH \$1.50—A line of Men's Golf Shirts, with plain and plaited bosoms, in plain or fancy patterns, our \$1.50 values special for today, each.

12c FOR SUSPENDERS WORTH \$0.0—Another shipment of Suspanders—yet up in pretty, fancy box, our 50c vatue; special at, pair.

LOUNGING ROBES WORTH \$2.00 FOR \$5.75—A small line of blanket cloth Lounging Robes, in brown and dark clove and red, one of our heat \$2.60 values; special for today at, each.

SUIT CASES WORTH \$6.00 FOR \$2.85—Handsoms Leather Suit Cases, a very useful Xmas gift for a friend of either sex, sizes \$2, 24 and \$5, our \$0.50 value, extra special at, each.

ONE-THIRD OFF ON MEN'S SILK MUFFLERS—A line of Men's Silk East-ONE-THIRD OFF ON MEN'S SILK MUFFLERS—A line of Men's Silk East-ONE-THIRD OFF ON MEN'S SILK MUFFLERS—A line of Men's Silk East-ONE-THIRD OFF ON MEN'S SILK MUFFLERS—A line of Men's Silk East-ONE-THIRD OFF ON MEN'S SILK MUFFLERS—A line of Men's Silk East-ONE-THIRD OFF ON MEN'S SILK MUFFLERS—A line of Men's Silk East-ONE-THIRD OFF ON MEN'S SILK MUFFLERS—A line of Men's Silk East-ONE-THIRD OFF ON MEN'S SILK MUFFLERS—A line of Men's Silk East-ONE-THIRD OFF ON MEN'S SILK MUFFLERS—A line of Men's Silk East-ONE-THIRD OFF ON MEN'S SILK MUFFLERS—A line of Men's Silk East-ONE-THIRD OFF ON MEN'S SILK MUFFLERS—A line of Men's Silk East-ONE-THIRD OFF ON MEN'S