Shop Today PORTLAND'S ${ }^{\text {Phere's Sunshine }}$ "Rose | on "The |  |  |  |
| :---: | :---: | :---: | :---: |
| "air-Way" | $\begin{array}{c}\text { LARGEST, FORE- } \\ \text { MOST STORE }\end{array}$ | $\begin{array}{c}\text { Today Along } \\ \text { "The Fair-Way" }\end{array}$ | $\begin{array}{c}\text { City" Style } \\ \text { Shop }\end{array}$ |

It was with a feeling akin to pity that the writer read the plain tive wail of a competing store in yesterday's Oregonian, bemioaning the fact that so few people read their ads. This store has no such fault to find, for RESULTS prove our ads, are read from the Atlantic to the Pacific. Last week we had an inquiry emanat ing from one of some two weeks ago, sent by a firm in BATH, ME. inquiring for goods advertised-which, by the way, are made here in PORTLAND, OR. The letter is on file at this office. In las week's call for a name for the new public thoroughfare running through this store, connecting Fifth with Sixth streets (between Washington and Alder), over 2000 responses were received, some from points distant to Montana and Wyoming, Washington, Idaho and Southern California. More gratifying, however, were the hundreds upon hundreds from home-folk that not only read our store news daily, but are numbered among the hundreds of thousands who do not stand aloof and "LOOK" at US, but come in daily and greet us as old-time friends and TRUSTED neighbors. TRUTHS presented in attractive form, backed by RELIA BILITY, always attract, and GOOD STOREKEEPING holds, the mighty shopping hosts of Portland to her BEST AND LARGEST STORE form the GRANDEST ARRAY OF AGGRESSIVE BARGAIN EVER OFFERED BY A WESTERN HOUSE!

Ticcote for the Thanksgiving Footban Carme between the M. A. A. C. and the U
Men's Toggery Shop
Cumbin


## The Shoe Store

On the "Fair-Way"


Largest Women's Apparel Stores and Stocks West of Marshall Field's Chicago Establishment.


Silk Petticoats surpossing Bergans


## WOMEN'S TAILORED SHIRTWAIST



Values to $\$ 3.00$ for $\$ 1.39$

Dressing Sacques


Women's Bathrobes



A Stirring Sale of Dress Goods and
Silks Fifth-stroe Annex-Firit Floon

 Colored Dress Goods Slaughtered as Never Before in the City Priestloy's Cravenettes, regular prices $\$ 3.50, \$ 3.00, \$ 2.50$, all at Hall Price
Freach Novelty Suitings, reecular price $\$ 250, \$ 2.25, \$ 200$, all at Hall Price.
 velinis, sill tat Hate Prite

 Black Dress Goods $\$ 2, \$ 1.75$, $\$ 1.50$ Reg. values, Special 98 c yd.

 New swell silks
$\qquad$




## Thanksgiving Specials in Small Wares Shops







Special Thanksgiving Sale of

## Portieres

## thene aro the shoppors of some of our best

 Wing numbers-best styles always sell frrst-only from whiPortieres to the value of $\$ 2.75$, specina at $\$ 1.98$ Portiares to the value of $\$ 4.00$, special at $\$ 2.8$
Portieres to the value of $\$ 5.00$, apecinl to $\$ 3.8$ Portierss to the value of $\$ 6.50$, ppecial at $\$$. 4.75
Portieres to the

