

The Different Store"

Fair-Way"

**PORTLAND'S** LARGEST, FORE-MOST STORE

There's Sunshine Today Along



EXPONENTS OF QUALITY IN MERCHANDISE.

Quality:-"A grace which no amount of artifice can ever hope to produce."-Stedman.

It was with a feeling akin to pity that the writer read the plaintive wail of a competing store in yesterday's Oregonian, bemoaning 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 emanating 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 last 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. Today's mentions, added to yesterday's form the GRANDEST ARRAY OF AGGRESSIVE BARGAINS EVER OFFERED BY A WESTERN HOUSE!

Tickets for the Thanksgiving Football Game between the M. A. A. C. and the U. of O. for the championship of the Pacific Northwest on sale at the

## Men's Toggery Shop

New Sixth-Street Annex-First Floor. Colors-M. A. A. C., Red and White. U. of O., Lemon. EXTRA THANKSGIVING SPECIAL FOR MENFOLK.



47¢ For Men's Underwear Worth 75c-A line of men's Jersey ribbed balbriggan shirts and drawers, in blue and white stripe, covered seams, shirts have French neck, good weight; the best garment for 75c shown in town, special today and while they last at, each .......47¢ 47¢ For Men's Outing Flannel Nightshirts Worth 75c-A line of men's outing flannel nightshirts, 54 inches long,

sateen faced; extra good value at 75c, special for today

19¢ Instead of 25c for Men's Worsted Sox-Men's black eashmere sox, seamless; the very best possible value at 25c, special for today, pr. 19¢

### Thanksgiving Week's Attractions in the Knif Underwear and **Hosiery Aisles**

35¢ For Women's Union Suits Worth 50c-Women's fleece lined union suits, Jersey ribbed, in white and silver gray; regular 50c 

55¢ Instead of 75c for Women's Underwear-Women's white Women's \$2.25 Union Suits for \$1.69-Women's fine ribbed silver 

\$1.19 For Women's Underwear Worth \$1.50-Women's fine ribbed silver gray wool vests and pants, extra size; regular \$1.50 value, special price for today, each......\$1.19

denote their presence. A glance will convince of values.

22¢ Instead of S5c for Women's Lisle Hose-Women's fine ribbed black lisle hose 33¢ Instead of 50c for Women's Worsted Hose-Women's black worsted hose, fine Hosts of hosiery bargains go unheralded for lack of space. The bargain cards

# The Shoe Store

On the "Fair-Way"



Sixth-Street Annex-First Floor.

There's an added attraction to shoe buying here now-yes, several. A big, spacious new daylight shoe store. Enlarged than ever-but, as ever, "Only Good Shoes." A special Thanksgiving sale starts here today. Among the magnets which should draw hosts of buyers to this home of famous footwear are the following-Many others go unprinted for lack of space: Men's Shoes-Our stock of men's shoes is complete in every line-

Women's Shoes-Women's pattern shoes in all the finest makes, in all leathers, and

"Pingree" shoes for women-Also the "Gloria" for young folk at, the pair \$3.00 and .....

\$1.89 For Women's Shoes Worth \$3.00-1000 pairs of women's shoes for dress or \$2.73 For Women's Shoes Worth \$3.50-950 pairs of women's shoes, with either turn welt soles, in vici kid or patent colt, neat round toes and military heels; regular

\$3.50 value, special at, the pair......\$2.73 98¢ For Juliettes Worth \$1.50-Warm house Juliettes for women, made of red or black felt, with turn soles, felt heels and full round toes; regular \$1.50 value, special at, pair .......98¢ 

Boys' Shoes of box calf with double soles, full round toes and heavy, plump uppers, 

Misses' Shoes, made of box ealf, with double soles, full round toes, and extra plump heavy uppers, splendid school shoes-

Shop Today on "The

"The Fair-Way"

City" Style Shop

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



The Matchless Values in SUITS, WRAPS, FURS

and Other Garments for Dressy Women's Wear Continues This Week

Real Bargains That Add to Thanksgiving Joys

Comparisons are urged—J. F. Clarke, the eminent writer, says in "Self Culture": "The power of comparison gives definiteness and clearness to thought; we never can understand well but by comparing it with something else." We want the women of Portland to compare the exquisite creations in the women's-wear sections, garments selected by an expert woman designer and buyer, who spends five months of the year with New York's leading modistes, and the other seven here at home keeping in touch with the wants of our clientele, with the products of New York's squalid tenement-house rooms-mere fmitations, and bad at that, of the high-class garments shown here—as exploited by other houses who are now frantically trying to unload their debris upon a wise public. Stores that send men East with memorandums to fill, running from a barrel of lard to a fine evening gown can hardly expect to compete with a chain of specialty stores of the Olds, Wortman & King character. A woman can best buy for women's needs and women know it. The high-grade garments sold here at lower prices than inferior stuff of questionable style is offered elsewhere prove it.

### COMPARE THESE PRICES ON SUITS TODAY

Another store advertised yesterday—
"2.56 Suits at \$31.45" for today.

This store advertised and offers today
Suits—Values to \$42.56 for .....\$26.85

Not a suit in the lot but that is superior in point of style, material and work-manship to the bargain-counter "memories" heralded elsewhere—Compare—
The same store advertised yesterday to sell Raincounts today—\$22.50 values for \$17.45.

\$17.45.
browns, grays, tans and all the popular fancy mixtures. Reduced in this trend—

\$\rightarrow{2}{2}\text{A} \text{\$\frac{1}{2}} \text{\$\fra TODAY-THE ENTIRE STOCK OF WALKING SKIRTS SMART-Skillfully tallored, in the new stylish round-length styles, in materials of Broadcloth, Venetian, Cheviot and Pana-ma Cloths. Colorings are blues, blacks,

## Silk Petticoats Surpassing Bargains

Wonderful values we offer you today and until Thanksgiving. Taffeta and brocades in plain and changeable effects. Immense assortments, more than any other two Portland stores. Handsomely trimmed in laces, appliques, insertions, velvet ribbons, etc. In accordion plaited, flounce and circular suffled styles, very newest, latest effects; colors include beside black and white, light blues, pinks, reds, greens, tans, champagnes, silver grays, brocades, etc., reduced as follows: Compare with elsewhere reductions and com-



Values to \$3.00 for \$1.39

An immense purchase of our women buyer on her late New York trip. Largest single purchase ever made by any Western house, and at a great price concession that benefits our patrons. Alpacas, flannels, tricots, etc., in plain reds, blues, blacks and greens, also neat dotted, figured and striped patterns in the small effects so pleasing to the genteel tastes of Portland womenfolk. Best \$3.00 values ever offered by any local house. Special today at \$1.30.

This store advertised and offers today

22.56 Raincoats—new arrivals for 816.87,
and further offers the Entire line of Raincoats, also some smartly tailored, stylish

Tourist or Traveling Coats at 1/2 off regular prices. Be early—better come today.

12.50 Coats for 89.38

11.25 Coats for 811.25

12.50 Coats for 811.35

12.50 Coats for 811.25

13.50 Coats for 813.55

13.50 Coats for 813.55

13.50 Coats for 813.55

13.50 Coats for 822.56

23.50 Coats for 822.56

23.50 Coats for 822.56

23.50 Coats for 822.55

23.50 Coats for 822.5

REGAL FUR SCARPS.

A special line, long or short, reduced as below. They are in electric seal, with fancy sterling silver clasps. Black coney, lined with handsome Siberian squirrel, with cord and tails, also sable and Isa-

### SUPERB EVENING WAISTS

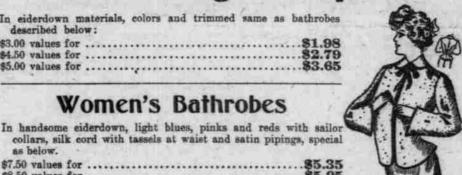
A COMPETITION-DESTROYING HALF-PRICE SALE. Rich, matchless hand-made Waists, \$15.00 to \$75.00 Values at ½ price. Compare se with elsewhere "bargains" (?)

AS ELSEWHERE ADVERTISED.

\$16.00 Waists for, each. \$12.45 \$18.00 Waists for, each. \$5.00 \$18.00 Waists for, each. \$12.45 \$18.00 Waists for, each. \$5.00 \$22.00 Waists for, each. \$14.25 \$18.00 Waists for, each. \$8.00 \$22.00 Waists for, each. \$14.25 \$18.00 Waists for, each. \$1.600 \$25.00 Waists for, each. \$16.85 \$22.00 Waists for, each. \$12.50 \$25.00 Waists for, each. \$12.45 \$25.00 Waists for, each. \$12.60 \$25.00 Waists for, each. \$12.45 \$25.00 Waists for, each. \$12.60 \$25.00 Waists for, each. \$12.60 \$25.00 Waists for, each. \$15.00 \$25

# **Dressing Sacques**

In eiderdown materials, colors and trimmed same as bathrobes described below: Women's Bathrobes



#### \$7.50 values for ......\$5.35 \$8.50 values for ......\$5.95

A Stirring Sale of Dress Goods and Silks Stocks Must Be Condensed at Once-Fifth-Street Annex, First Floor. Fifth-Street Annex-First Floor.

Fabrics will be sold without thought of profit or even cost this week. Orders are imperative to condense stocks at once and make room for the great annual holiday sale of books which is always held in this section. THE SLAUGHTER STARTS TODAY. Mrs. Procrastination and Miss Economy, your buying time has come. You need not pay now, in many instances, even the mill's cost on these desirable fabrics.

Colored Dress Goods Slaughtered as Never Before in the City Priestley's Cravenettes, regular prices \$3.50, \$3.00, \$2.50, all at Half Price.

French Novelty Suitings, regular price \$2.50, \$2.25, \$2.00, all at Half Price.
French Camelshair and Zibelines, regular \$2.50, \$2.25, \$2.00 and \$1.50 values, all at Half Price. Also a large assortment of swell novelty suitings, odd pieces left from this season's tremendous

Regular \$1.75 values, 54-inch mixed imported mannish suitings and 46-inch French all chevron checked suiting, very swell for skirts and street suits; spec. for the week, yd. \$1.39 Regular \$1.25 pure silk and wool Crepe de Paris and Crepe de Chene, the swellest, most serviceable fabric shown for evening and chie street gowns, in the following color assortment—cream, pink, light blue, cadet, reseda, royal champagne, castor, cardinal, navy; spec. for week at yd. 96c

Black Dress Goods \$2, \$1.75, \$1.50 Reg. values, Special 98c yd. 52-inch all wool Panama cloths, pebble cheviots, canvas cloths, sackings, camelshair and zibelines good serviceable fabrics that must be moved this week to make room for the holiday bookshop space with staple wanted black goods lower than ever before quoted by any reliable Portland 

NEW SWELL SILKS

Specially reduced to make room for the holiday book shop; regular \$1.25 neat silks in birdseye armures and self-colored checks, all in evening shades, such as cream, pinks, light blues, mais rose, heliotrope, champagnes, ceils and lavender; very desirable silk for evening gowns and waists, special for the week, yard.

Swell suit silks in all the new, neat effects, nothing in the assortment but the choicest and newest

suit silks shown; all wanted colorings in the assortment; our regular \$1.25 quality, special for

A Tremendous Clearance of Two Great Stocks From

# Wholesale Millinery

Starts Here Today



New "Daylight Salons" - Sixth-Street Annex, Second Floor. The millinery business isn't all sunshine, manufacturers have their off seasons as well as retailers. Two of them wrote us some three weeks ago asking if we would make their clearance for 'em. We answered, "Yes—if Drices are right." They shut their eyes resolutely to cost and shipped us their stocks at prices that in some cases means a loss to them of half -in every case a loss of part of their first actual cost. Knowing our outlet and needing both eash and room for starting a new season's

business we got the goods at prices to allow our patrons to buy millinery as never before. A veritable slaughter starts here this morning. Be in line for your share of the good luck.

100 Ready-to-wear Hats, the same qualities that have heretofore sold for 

100 regular \$6.00, \$8.00 and \$10.00 tailored and trimmed hats, every style 

### Thanksgiving Specials in Small Wares Shops

A FEW SPECIALS FROM THE STATIONERY DEPARTMENT—FIRST FLOOR.

FROM THE NOTION COUNTER-FIRST PLOOR.

Special Thanksgiving Sale of

## **Portieres**

These are the stop-overs of some of our bestselling numbers—best styles always sell first—only two or three pairs of a kind, but numerous styles from which to select. Prices and reductions are as follows:

Portieres to the value of \$ 2.75, special at \$ 1.98 Portieres to the value of \$ 4.00, special at \$ 2.87 Portieres to the value of \$ 5.00, special at \$ 3.69 Portieres to the value of \$ 6.50, special at \$ 4.75 Portieres to the value of \$ 8.50, special at \$ 6.45 Portieres to the value of \$11.00, special at \$ 7.95 Portieres to the value of \$15.00, special at \$11.50