Different Store"



The Sun Never Sets on the "Pair-Way"

PORTLAND'S LARGEST, POREMOST STORE



"Rose City" Style Shop

The

EXPONENTS OF QUALITY IN MERCHANDISE. Quality:- "A grace which no amount of artifice can ever hope to produce."-Stedman.

A GREAT CORNUCOPIA OF FASHION'S RIPENED FRUITAGE

82d GRAND "FRIDAY ECONOMY SALE" TODAY!

THIS HELPPUL STORE has arranged the most vitally important sale to economists it has yet conducted this season. A sale so large - so mammoth in proportions - that were we to devote the entire paper you are reading to it we could not print mentions of all the remarkable values that go to make it up. The opportunities for saving in every one of our over forty departments in this big establishment are such as to well still firmer the friendship existing between this, Portland's most popular store, and its clientele. The daily crowds of satisfied purchasers attest the down-to-dateness and fairness of its merchandising methods. And for today's selling we have brought together the greatest and best stocks ever found under any Portland mercantile roof, and priced them beyond the pale of competition. The newest, most dependable merchandise for less than actual cost of make in many cases - for less than others will sell for in every case. Come in today and bring along the visiting folks who stopped over from Thanksgiving. The store holds hosts of attractions not mentioned on this page.

A Happy Surprise for Buyers of

Smartly Tailored, Stylish, Trim and Trig \$6.50 and \$7.50 Walking Skirts for

The "Monty Hooligan" Shop thought to take this wide awake Apparel Store by surprise by stealing a march in the night, disguised in skirts. Like the omnipresent "cop" in the funny papers, we "were on" and "Monty" gets left again. What will the "Duke" say?

An Immense Purchase of Walking Skirts at a Ridiculously Low Price for Today and Saturday

Our expert woman buyer, when East on her last trip, closed a deal whereby 575 handsome, new, stylishy tailored Walking Skirts came to us at about 40c on the dollar of regular cost. It was his invoicing time and he preferred entering the amount they represented on his cost book rather than his stock sheet. The skirts arrived by express Wednesday-just in time to provide our patrons with the biggest bargains in Portland for today in Walking Skirts. So large a purchase as this would be out of question with any other Portland house for one other have the outlet. Our fair valuations of \$6.50 and \$7.50 would become at least \$7.50 and \$8.50 at the windy stores that blow of "shoestring" purchases in market. A mouse becomes an elephant thro' the goggle eyes of "cheap" stores. No purchase is too big for us if the price is right. The materials in these skirts are cheviots, serges, meltons and handsome, stylish fancy mannish mixtures. A full and attractive color line, embracing plain blues, blacks, grays in light and the serviceable Oxfords, royal blues, cadet blues, etc. All the skirts are in the popular new round lengths, some plain tailored, others in strap, button, stitched, corded and plaited effects. The swellest line of \$6.50, \$7.50 and a very few \$8.50 values (other store's \$10 skirts) here today and Saturday only at \$2.79.

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

The Unmatchable Suit Sale

Continues Today and Tomorrow in Portland's Foremost and Largest Suit and Wrap Store-Second Floor, Grand Salons

Women's \$38.50 to \$42.50 Suits for \$26.85



A glorious feast of post-Thanksgiving values - a word of each value - a lot of stunningly handsome new Street Suits and Calling Gowns in materials of broadcloth, cheviot and popular mannish mixtures; blacks, navys, browns and pretty mixtures in tourist, directoire, Norfolk, blouse and Paquin styles, with mannish fancy vests; braid, velvet, button and strap trimmings; some in the severer tailored styles. Best \$38.50, \$40 and \$42.50 values for today and Saturday only-choose for....... \$26.85

Above sale is continued by special request of a large number of out-of-town patrons privilege to so many of our visiting friends.

Women's \$20 Theater Capes Today and Saturday For Only \$10.98

Handsome Capes for evening wear, in a rich tan shade of soft beautiful kersey trimmed with thibet. These have a full 144 inch sweep and are a staple fashionable wrap for wear to any social or evening function over the rich theater or calling gowns. The last of last season's line, but appropriate now as then, and the price to close, \$10.98

\$14.95 Today or Saturday Allows Choice of the New \$22.50 and Raincoats

A special lot of new Coats just in, the result of a sharp trade in which the maker came of second best with our expert woman buyer. An offer to close the lot of 150 Coats with some others was the argument he succumbed to and the coats are here. Handsome Cravenettes in plain colors and the popular mannish mixtures. Blouse, tourist and plain box styles, splendidly tailored and of perfect workmanship. Plaited backs, leg-o'-mutton and Bischoff sleeves. The best actual \$22.50 and \$25 values offered in town, \$14.95 for today and Saturday only, your choice for.....

THE WANTED WINTER WAISTS

Sweeping Clean-Up Sale WAISTS FOR



\$3.30, \$4.50, \$5.00, \$6.00 and \$7.50 WAISTS

TODAY FOR \$2.48

Enquisitely tailored Waists in fiannels, alpages and new

waists are slightly mussed from handling. \$2.48

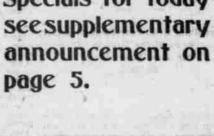
AN EXTRAORDINARY SALE OF

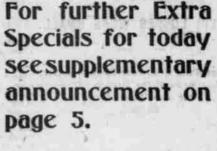
Stylish, Handsome COATS AND **Smart Tallored**

WOMEN Stirring price concessions for Friday Patrons in the great Sec-ond floor apparel salons—the largest stores devoted solely to the sale of women's outer ap-parel west of Chicago's Marshall Field establishment.

Women's \$10 and \$12.50 Coats \$7.25—\$15 and \$16.50 Values \$9.98. But Tod-y aly.

The greatest sale of Coats yet this season. The products of framels, alpaces and new granite cloths—reds, tans, navys, hiscks, blues, grays and browns. In plaited and tucked effects, splendid workmanship and finish. Smart and serviceable. A few of the from handling. \$2.48







Have you got a pair that refuse to become ac-climated? Maybe they're working overtime. You wouldn't like to be working on a Summer job yet—now, would you? Trot along your feet here Today and order 'em fitted. The more particular you are the better we'll like it. But remember—don't come if you don't want "Good Shees," 'tis the only sort we sell. Prices are less on Friday, on the "Fair Way." Special Economy Sale Prices on Shees for men

The O. W. & K. Shoes for Men he best Shoe on the market today at the price—comes in box calf, velour calf, patent colt, patent kid and vici kid. In 30 choice styles. Buy a pair, give them a trial, and you won't be one bit sorry, but will congratulate yourself on getting a pair of shoes worth \$5.00 for only

Women's Dress Shoes, for \$2.69 pairs of women's dress Shoes, have matt tops, patent tips, und toes, Cuban or military heels, very choice styles; a great onomy fiale special at, the pair.

\$1.68 for Women's Shoes worth \$2.50

Women's Shoes worth \$3.00 for \$1.74

Children's Shoes

calf, with heavy double soles, Shoes built for good, hard substantial and well made: Sizes 11 to 13, value \$1.50; Economy Sale price, pair Sizes 13 to 2, value \$1.75; Economy Sale price, pair Sizes 2½ to 5½, value \$2.90; Economy Sale price, pair 98c for Women's Juliettes worth \$1.50

fuliettes, made of red or black felt, fur trimmed, with hand-turned soles, value \$1.50; special Economy Sale price, the pair. 98c Women's Kid Juliettes worth \$2.50 for

Savings in the Domestic Aisle

Most of you have read in the funny papers of the "Handy Man." who is always showing up at just the right time to aid some unfortunate individual. Well, we've a "handy man" in charge of the Domestic Section, where

Dainty Wash Fabrics and Flannels Are sold. He popped up just in time to aid Friday buyers to save Christmas money—and the more of these you buy the more you

25c for Mulls, Lawns and Organdies 5000 yards of plain Silk Mulls, French Lawns and lace striped or-gandles in all colors; regular 40c, 50c, 50c and 75c values; spe-cial economy saie price, yard. 55c for French Flannels worth 75c

inest quality imported printed French Flanuels, in beautiful floral effects, scrolls, figures, dots, stripes and Persian designs, every one new and splendid 75c value; for Friday economy sale, special at the yard Leather Goods and Jewelry

In the New Annex-First Floor, 850 FOR PURSES WORTH \$1.25.

Economy Sale of

Handsome Laces and Chiffons

luby Rufflings and Headings worth 15c, 20c and 25c, for 10c

ASE FOR LACE DRAFES WORTH 75c

New Lace Hat Drapes in black and white-very stylish and becoming-worth 75c. Special economy sale price, each......48c Bright Ribbons for Fancy Work

Here's Pretty fans at Plebeian Prices
spangled pans worth ease and at for sies
lot of swell spangled fans with pressed sticks, painted, we
handsome designs. Regular \$2.50 and \$3 values—For econosale, special at each.

Home of Quality and Worth MAYBE YOU KNOW SOMEONE WHO WOULD LIKE ONE OF THESE LAMPS FOR CHRISTMAS—SHIT

Economy Lights ---These Lamps

A SALE

THIRD FLOOR LAMP STORE.

Do you read much o'nights—or write? S
If you do you must appreciate the convenian
a reading lamp. As you glance thro'
items you'll also appreciate the helps
prices for Friday give to buyers. Maybe y
been waiting for this special sale?

FRIDAY ECONOMY SALE OF

Gas and Electric

Portable and Reading Lamps

THIRD FLOOR

Our stock of electric and gas portable and reading lamps is complete in every respect. These lamps come in novel and beautiful designs, which it would be difficult to duplicate anywhere in the city. They are all included at special prices in the Friday economy sale. economy sale.

Below are printed a few descriptions and prices which will interest prospective buyers:

Gas Reading Lamps \$2.55 FOR LAMP WORTH \$3.

onial design, old brass finish, complete with burner, tubing. Value \$4.39—Economy sale price, each. \$2.98 \$3.95 FOR LAMP WORTH \$5.35

This lamp has green enameled stand and brass trimmings, heavy 86.16 FOR LAMP WORTH \$7.95

Our line of gas reading lamps ranges in prices from \$2.55 to

Cld brass finish lamps with plain ribbed stand and vase, with decorated shades. Value \$2.75—Special Economy price, each. \$2.76

LAMPS WORTH \$5.50 FOR \$4.10

Electric reading lamp, with heavy square base—antique brass finish. Regular value \$5.50—Special Economy sale price, each. \$4.10

Electric Portable and Reading Lamps priced from \$2.70 up to \$35.

In Baby-to-Miss Aisles

Second Floor. No such pretty babies as Portland babies, and no such a baby shop in Portland as this one. And when ba-bies grow to misses we care for them,

too. Every age is best looked after bere. Special today— Children's Bonnets, of white India, Bengaline silk, rows of fancy hem-stitching, cord and ruche trimming.

Regular price to 35e-special....15¢
Better quality of children's white silk Bonnets, embroidered, fine

Lace Curtains and Curtain Rods Economically Priced for Friday Economy Sale



Fourth Floor.

\$3.97 FOR LACE CURTAINS WORTH \$5.50.

200 pairs of white Brussels Lace Curains, seven handsome patterns from which to select—all this season's importations, Values to \$5.50—for Economy Sale, special at, pair ... \$3.97

ONLY 6¢ FOR BRASS EXTENSION BODS.

Bras: Extension Curtain Rods, with hooks—extending from 30 to 50 inches. For Friday Economy Sale—special at, each... 66. Three different lines of Undressed Dolls, with bisque heads, kid hodies and jointed knees. These Dolls are perfect little "Sieeping Beauties," have curly locks, and are of the blonde and brunette types. Have shoes and stockings:

Quite a Crowd of Little Mothers Have Visited Dollville This Week Fourth Floor.

And not a few dollies went home with their newly found maters. You see, dollies will need dressing before they'll be presentable before company. "Too sweet for anything," a number of little girls said the other day about our "Little Sweetheart" dolls. These curly he willed tle Sweetheart" dolla. These curly haired beauties are created by skilled artisans from the models that cost more—far more—when made by that clever Frenchman, Jumeau.

Three special offerings today, selected from these aristocratic beauties:
Our \$1.29 size "Little Sweetheart" Doll

Our \$2.18 size "Lattle Sweetheart" Dol Our \$2.69 size "Little Sweetheart" Dol



