

The "Different Store" J.C. Neils, Nortonman & Taylor We Close at 6 P. M. Along "The Fair-Way" PORTLAND'S LARGEST, FOREMOST STORE "Ros City" Style Shop Portland's Twentieth Century Store, that closes daily—Saturday included—at 6 P. M.

More Room, More Bargains and Better Service IN PORTLAND'S LARGEST, FOREMOST STORE!

No matter how good a store is, it ought to grow better every day it exists. Every good store has a good idea back of it that shines through in its every transaction. We aim to make shopping here not only profitable to our patrons, but agreeable. If we serve well one day, we'll do it better the next.

Room for More Merchandise Room to Show it Better The improvements have already increased business marvelously, which is assurance positive to us that our efforts are appreciated. More than ever now are we entitled to the title bestowed upon us long ago of "Portland's Foremost Store"—besides now being the city's largest store—and whatever we have done in the past to meet your approval we are doing even better now—and shall do even better as the days go on.

Room to Get About More Comfortably Better Arrangements and Better Light The master of Christmas are just rising from the horizon, stocks are ready for jolly old St. Nick and his subjects to choose from. From today on, until the sun bids the moon good night four weeks from this afternoon, this will be a CHRISTMAS STORE. Such prices as these of today will lengthen the purse for yule-time buying. You may use them in today's shopping, remembering, of course, that this is the "DAYLIGHT STORE" that closes daily, SATURDAY INCLUDED, AT 6 P. M.

Today the Second Day of this Grand Buying Opportunity in the Drastic Clean-Up in the Knitwear and Hosiery Shops First Floor. Women's and Children's Underwear and Hosiery at prices that command attention. SALE OPENED YESTERDAY AND LASTS TWO DAYS MORE.



A Season's Surpassing Sensation Saturday's Record-Smashing Suit Sale! An Astounding Offer - for Ten Hours - from 3 A. M. until Closing Time at 6 P. M. We Offer Full, Free and Unrestricted Choice of Every Tailored Cloth Suit and Calling Gown in the House At Just One-Half Price



Grand Salons—Second Floor. Values from \$15.00 today at \$7.50, and every in-between value up to \$250—Today's price \$125—for one-half its fair price. Extra salesmen and fitters will be on hand all day to handle the crowds. We realize this sale will be suicidal for profits this season, for such a day's selling will involve a loss that will wipe every dollar now credited to profit for this section off the books.

Another Rousing Special in This Section! The Decks Must be Cleared at Once! A Stirring Sale of GIRLS' COATS AT ONE-THIRD OFF FOR TODAY ONLY GIRLS OF 6 TO 14 YEARS—THIS INTERESTS YOU. This short story talks straight and sharp to the tastes of dressy children from 6 to 14 years old, and to the saving inclinations of prudent parents.



And Still Other Clearance Bargains—Unprecedented Values—A Happy Surprise for BUYERS OF WALKING SKIRTS Smartly Tailored, Stylish, Trim and Trig \$6.50 and \$7.50 Walking Skirts \$2.79 AN IMMENSE PURCHASE OF WALKING SKIRTS AT A RIDICULOUSLY LOW PRICE TODAY. Our expert woman buyer, when East on her last trip, closed a deal whereby 575 handsome, new, stylishly tailored Walking Skirts came to us at about 40 cents on the dollar of regular cost.

- Today and Monday An aggressive move to reduce stocks. The backward season, combined with generous buying, finds us with stocks too heavy to carry across the bridge into December... \$1.35 FOR WOMEN'S WOOL UNDERWEAR WORTH \$2.75... 69c... 37c... \$1.15... \$1.19... 50c... 59c... 9c

Fashionable \$10 Fur Hats Today for \$5.00 Fur? Yes, but without the heavy, clumsy weight and heat that the name brings to your mind, but just the smartest, prettiest and dearest creations you could conjure.



The New "Cathrine Countess" Sailors Just in for the Holiday Wear \$5 Hello! Mrs. Shopper Don't leave the store today before taking a good look at these fur bargains in delectable undermuzzles—Annex, Second Floor.

\$14.95 Today Allows Choice of the New \$22.50 and \$25 Raincoats A special lot of new Coats just in, the result of a sharp trade, in which the maker came off second best with our expert woman buyer.

Women's \$20 Theater Capes Today for Only \$10.98 Handsome Capes for evening wear, in a rich tan shade of soft, beautiful kersey, trimmed with tulle.

The Wanted Winter Waists A Sweeping Clean-Up Sale \$3.50, \$4.50, \$5.00, \$6.00 and \$7.50 WAISTS TODAY for \$2.43 Exquisitely tailored Waists in flannels, alpaca and new granite cloths—reds, tans, navys, blacks, blues, grays and browns.



AN EXTRAORDINARY SALE OF Stylish, Handsome COATS and Smart Tailored Waists for Women Stirring price concessions for Saturday Festivity in the grand Second floor apparel salons—the largest stores devoted solely to the sale of women's outer apparel west of Chicago's Marshall Field establishment. Women's \$10 and \$12.50 Coats \$7.95—\$15 and \$16.50—Value \$9.98. Great Today Only. The greatest sale of Coats yet this season.



Saturday is Always Shoe Day We've been thro' the stocks carefully and selected some of the best shoe values of the year for patrons today.

- The O. W. & K. Shoes for Men The Best Shoe on the market today at the price—here in box calf, velour calf, patent calf, patent kid and vict kid... Women's Dress Shoes for \$2.69... Women's Shoes Worth \$3.00 for \$1.74... Children's Shoes About 500 pairs in box calf with double soles, the best Winter school shoes... Boys' Shoes In box calf, with heavy double soles, shoes built for good, hard wear... 93c for Women's Juliettes Worth \$1.50... Women's Kid Juliettes Worth \$2.50 for \$1.75

A HANDY SATURDAY SHOPPING LIST OF Post-Thanksgiving Things You'll Need for Christmas—Today at Special Prices

- Third Floor—Home-Fitting Shops Grand Bargain Offerings from the Third floor. Special sale prices on Decorated Haviland China, Turkey Sets, Carving Sets, and Kitchen Furnishings. HAVILAND DECORATED CHINA DINNER SETS... DECORATED ENGLISH SEMI-PORCELAIN DINNER SETS... DINNERS SETS WITH Dainty Pink Decorations and Full Traced Gold or Embossed Work—New Fancy Shapes... ODD PIECES OF DECORATED FRENCH CHINA AT HALF-PRICE... CARVING SETS—Guaranteed Steel... KITCHEN FURNISHINGS ALL AT SPECIAL SALE PRICES... Lace Curtains AT SATURDAY PRICES... TWO HELPFUL SPECIALS—For Today only Dainty Handkerchiefs... Smart New Neckwear—Special

