

THE BIGGEST STOCK OF DOLLS AND TOYS IN ALL THE NORTHWEST LIES SPREAD OUT IN PORTLAND'S NEW, PERMANENT TOY SHOP AND DOLL FAIR—Fourth Floor. Only steel, fireproof building in the city—three big commodious electric elevators. Have a care where the crowds gather, especially where the children are concerned, that the buildings are safe. Beware the fire-traps. OUR TOY AND DOLL STORES ARE SAFE AS THE HOME.

The "Different Store"
Woods, Norton & Co.

Kris Kringle's Christmas Shops Are Open
"Long the Fair-Way"
Portland's Largest, Foremost Store

Arbiters of Fashion and Standard Setters of Quality

SAFETY IN SHOPPING

Our daily register of sales shows that more people decide day by day to do the major part of their shopping at this store. Others may be interested to know the reasons—reasons of especial importance to everybody during the crush of Christmas shopping. This is the safest and most comfortable store in Portland. We have brought store service to a point nearer perfection than ever attained before by a Portland store. Our delivery system is the most efficient in the West. But of more vital importance is THE SAFETY OF SHOPPERS—ESPECIALLY THE CHILDREN, during the rush days of Holiday buying, now at hand.

During the next 23 days preceding Christmas, patrons of this great store will fully appreciate what our expansion has afforded them, especially in Safety. The two substantial buildings of the store are divided by solid fire-walls. In the event of an alarm of fire, it would be but the work of a single instant to empty one building into the great fireproof steel and cement Annex, press a button and close the heavy iron fire doors between, and the crowds could laugh at the fire-fend while the mammoth overhead sprinklers that work automatically, controlled by heat, would throttle him and choke him out of existence in less than three minutes. A fire could not live in these buildings of ours long enough to get a start. The three big passenger elevators transfer 100 people every minute from fourth floor to terra firma. Strong, wide fire-escapes just inspected surround the buildings on all sides. Great stand-pipes with hose all connected are ready for service at a second's notice and a well-drilled crew to man them. The entire store is arranged to prevent congestion at any point. We can handle the immense throngs this year without danger, annoyance, or even discomfort. Aisles are broad and uncluttered by tables at points where most visitors pass, as is the custom of some stores for sake of effect. There's easy access and egress to every part of the store. Remember all these things when you are down town shopping. Remember, the CHILDREN ARE SAFEST HERE.

Christmas Book Shops Open

A great chain of bookstores this year! The stocks are bigger, better and brighter than ever before. Books starting in the Fifth-street Annex, near neighbors to the silk and running along in a continuous line to the main book store in "Booklovers' Corner"—near the big new elevators—First floor. Altogether it's

A Christmas Collection of Unusual and Splendid Books

Book collectors or families accumulating a library of their own, will be as much interested as those seeking holiday gifts. It's a queer thing about books, how one workman and finish. Styles both plaited and tucked. Very smart and serviceable.

150 COPYRIGHT BOOKS \$1.00—An immense assortment of the new copyrights, most carefully selected. From the writings of the most popular authors of today. Publishers' price \$1.50—Special at \$1.00.

Special Values Continued Today in the Daylight Millinery Salons

SPECIAL VALUES IN BUNCHES—Exquisite Velvets that mock nature so closely she herself might be deceived. Children's hats, some at special prices this week 10c, 15c, 25c, 35c up to \$1.00 the bunch.

WHATSOEVER THE NEED IN FABRICS, THIS STORE SUPPLIES THEM THE BEST.

In Silk and Dress Goods Aisles

We cull from the world's markets and charge only a small commission to do the brokerage. We've done some fortunate buying lately, from mills that were "long" on goods and "short" on cash. The deals are all in your favor, as they help us to make these prices. Then there's other lines were cleaning up at a present loss—your gain.

ALL GOODS BOUGHT TODAY OR WEDNESDAY, BY PATRONS HAVING AN ACCOUNT WITH THE HOUSE, WILL BE CHARGED ON DECEMBER BILLS.

ELGNIRK SSIRK

Came to Portland last week and is quartered on Toyland on Fourth Floor. He's a jolly old fellow as you'll find ere Christmas dawns. Come up and get acquainted. He brought the Christmas spirit along with him and it pervades Toyland from one end to the other. The dollies have caught it, and we invite all the boys and girls, as well as the adults, to come up and get their share. Oh, it's jolly up in Toyland—and safe—the only big toy store in the city that's really safe from fire and consequent panic. The children are as safe here as at home. It's a wonderful world of toys we invite you to. Toys and dolls and games. Santa has made this his chief depot of supplies for the city. Come and see—come as often as you like and stay as long as you please. 'Tis as impossible to see in a day as the big St. Louis Fair—and safe. Three elevators—two that hold 50 people each.

DOLLS AND DOLL FURNITURE.

Three lines of Undressed Dolls, with bisque heads, kid bodies and jointed knees, pretty little "sleeping beauties" with beautiful curly locks in both blonde and brunette types. They wear real real shoes and stockings—

35c sizes for.....**22c**
50c sizes for.....**33c**
60c sizes for.....**48c**
30c sizes for.....**21c**
40c sizes for.....**31c**

"LITTLE SWEETHEART" DOLLIES FOR LESS.

These handsome dolls from the land of the Tricolor, the "Josephines" and the "Napoléons," have curly locks in both blonde and brunette colors. They are of papier-mache with heads of bisque that turn as easily as yours, but never turn at flattery, else they'd be turned all the time; three special offerings in these famous "Little Sweetheart" dolls for today—

The \$1.29 size—special.....**89c**
The \$2.18 size—special.....**1.47**
The \$2.69 size—special.....**1.89**



PARLOR FURNITURE FOR DOLLIES.

Sets including table, chairs and settees or divans, enameled in black or red, with handsome coverings in blue or red colorings; regular 35c value; special at.....**21c**

75c IRON PASSENGER TRAINS FOR 48c.
Train consists of engine, tender and three coaches.

75c FIRE-CHIEF-IN-HIS-WAGON. 48c.
He's skurrying along in answer to an alarm of fire. His wagon is brightly enameled in red and gold and a spirited black horse is running as only fire horses can run.

A MECHANICAL TRAIN FOR "TWO-BITS."
Train has 4-piece track, locomotive and tender; special.....**25c**

Extra Special

American-made Mechanical Train, consisting of locomotive and tender, sleeping cars, 9 pieces of track forming a double loop with crossing. Other toy shops advertise these as their \$1.75 values—they're our regular \$1.25 grade, but special this week, for.....**82c**

Bargain Brands Eagerly Snatched by Happy Buyers

THE SUIT AND WRAP STORE THROGGED BY ENTHUSIASTIC PURCHASERS

Garments are going to new owners on the double quick. Our cry for help was heard and quickly responded to; crowds of economically-minded women elbowed each other good-naturedly in search of best bargains and all were satisfied. The carpenters and painters are pressing harder every hour and the garments must be gotten out of harm's way. It's a case of where we make money by losing it to you instead of to the wreck and ruin that follows in the wake of the carpenters, movers and painters. These prices last till Wednesday night only.

\$25.00 and \$28.00 SUITS for \$14.85

All the newest materials, trimming effects and superb workmanship. The smartest of the holiday season's tailored suits, new arrivals and best actual \$25 and \$28.50 values in the city, **\$14.85**

CLEARING SALE OF TAILORED WAISTS.
MUST BE GOTTEN OUT OF THE WORKMEN'S WAY. \$1.50 values for.....**89c**
Handsome tailored flannels, alpaca and new granite cloths; reds, tans, navies, blacks, grays, blues and browns. Of exquisite workmanship and finish. Styles both plaited and tucked. Very smart and serviceable.

SENSATIONAL SALE OF EVENING COSTUMES AND THEATER GOWNS.
Beautiful Gowns, 120 to 125, values, in crepe de chine, estamine, velvins, albatross, laces, Henriettas, fancy net, spangled gowns all-over lace, etc., in all the wanted dainty fashionable shadings and colorings, all the newest of a later season's ideas. Blacks, whites, tints and colorings—reduced as printed—

30 Gowns at.....**14.85** 15 Gowns at.....**26.25**
25 Gowns at.....**18.75** 10 Gowns at.....**37.50**
25 Gowns at.....**26.25** 10 Gowns at.....**51.25**
48 Gowns at.....**33.75** 10 Gowns at.....**112.25**
50 Gowns at.....**42.00** 10 Gowns at.....**137.50**
And 18 in between values at prices proportionately reduced.

ADDITIONAL STORE-CROWDING BARGAINS GO IN THE CLEARING SALE FROM THE GREAT SECOND-FLOOR AP-PAREL SHOPS.

REGAL VELVET STREET SUITS AND CALLING GOWNS

Radically Reduced for Quick Riddance

Every velvet street suit and calling gown in the house, shirtwaist and jacket styles; suits from the famous Paquin—Parisian—models, blouse, tourist and tight-fitting coats, 30 to 38-inch lengths. Among them are a number of the superb, magnificent Schroeder creations, as well as the products of other celebrated makers of highest repute in the fashion world. In blacks and the colors so much in present vogue, blues, browns, greens, tans and rich wines. Trimming effects embrace the fancy braids, buttons, pipings, straps, etc., of material. Reductions are as follows:

18.50 Suits for.....**\$13.87** 68.50 Suits for.....**\$51.35**
20.00 Suits for.....**\$14.85** 75.00 Suits for.....**\$56.25**
22.50 Suits for.....**\$16.85** 80.00 Suits for.....**\$60.00**
25.00 Suits for.....**\$18.75** 85.00 Suits for.....**\$63.75**
30.00 Suits for.....**\$22.50** 90.00 Suits for.....**\$67.50**
35.00 Suits for.....**\$26.25** 95.00 Suits for.....**\$71.25**
40.00 Suits for.....**\$30.00** 100.00 Suits for.....**\$75.00**
45.00 Suits for.....**\$33.75** 125.00 Suits for.....**\$83.75**
55.00 Suits for.....**\$41.25** 150.00 Suits for.....**\$112.50**
60.00 Suits for.....**\$45.00** 250.00 Suits for.....**\$187.50**

Even the Entire Great Stock of Walking Skirts Are Smartly Reduced

Skilfully tailored in the new, stylish, round-length styles, in materials of broadcloth, Venetian, chevrot and Panama cloths; colorings are blues, blacks, browns, grays, tans and all the popular fancy mixtures. Reduced in this trend—

All \$3.50 values.....**\$2.18** All \$10.00 values.....**\$ 7.15**
All \$5.00 values.....**\$3.57** All \$12.50 values.....**\$ 8.95**
All \$6.50 values.....**\$4.95** All \$15.00 values.....**\$10.65**
All \$8.50 values.....**\$5.95** All \$20.00 values.....**\$14.98**
All \$25.00 values.....**\$18.95**

And Every Raincoat in the House is Reduced in Price
The Raincoats are in Cravenettes, some Priestleys, and smart cravenetted fancy manish mixtures. Plain tailored and others attractively trimmed in strappings and velvets. The traveling coats are in kerseys and coverts, smartly tailored. Take your choice of the entire stock on Tuesday or Wednesday at one-fourth off regular price. First pickers always get the big, dark-red cherries, you know. Be early.

Here and There 'Mong the Xmas Shops

Kid Gloves

The "Monarch" the best real Kid Glove made, is absolutely perfect in fit and finish. We are sole Portland agents. Comes in a color and style. Price, the pair.....**\$2.00**
In case you wish to gladden the heart of a friend by presenting her with a pair of the "Monarch" Gloves, and are uncertain as to the style, color or size, buy a glove order and allow her to make her own selection. Our Pine Mocha Gloves in black, mode or navy, pearl clasp, are excelled by none at near the same price.....**\$1.50**

"THE DERBY" full plique stitched, fancy Paris point embroidery on back and 3-clasp, at beautifully, wear splendidly and are the best at or near the price that money will buy; all colors and black or white. Price, the pair.....**\$1.50**
Real Kid Gloves, 3-clasp, overseas sewed, very dressy, in all colors, also black, white.....**\$1.50**
The "Magnet" Kid Glove, 2-clasp, overseas sewed, in all colors. Black and white.....**\$1.00**
GOLF GLOVES for ladies in all colors and black and white. Priced at, the pair.....**35c, 50c, 60c and 75c**
Golf Gloves for misses and children at, the pair.....**35c and 50c**
Kid Gloves for the Miss in white and colors at, pair.....**61c and 83.5c**

Daintiest of Handkerchiefs

ALL STYLES AND PRICES AT THE HANDKERCHIEF COUNTER, FIRST FLOOR.
Ladies' fine Handkerchiefs, made of Richardson's pure linen, with hems 3/4 and 1/2 in wide, at.....**15c, 12 1/2c, 10c, 8c, 5c, 3c, 2c, 1c**
Handkerchiefs the same as above but in sheer linen. Priced at, each.....**15c, 20c, 25c, and 35c**
Ladies' pure Linen Initial Handkerchiefs, 4 in box, the box.....**\$ 1.25**
Ladies' pure Linen Initial Handkerchiefs, 3 in box, the box.....**\$ 1.15**
Ladies' pure Linen Initial Handkerchiefs, 2 in box, the box.....**\$ 1.00**
Ladies' pure Linen Initial Handkerchiefs, 1 in box, the box.....**\$.85**
Ladies' pure Linen Initial Handkerchiefs, 4 in box, the box.....**\$2.00**
Ladies' pure Linen Initial Handkerchiefs, 3 in box, the box.....**\$1.75**
Swell new Swiss embroidered Handkerchiefs—Some with scalloped edges—Others hemstitched.....**\$1.75, \$2.00, \$2.50 and \$3.50**

Lace, Chiffon and Spangled Robes

Perfect dreams of beauty.
Lace Robes, priced from.....**\$14.00 to \$80.00**
Chiffon Robes, priced from.....**\$12.50 to \$30.00**
Spangled Robes, priced from.....**\$15.00 to \$125.00**

Handsome Lace Collars

New Point Venice Lace Collars in white and cream, in very beautiful designs. Prices are, each **\$1.50, \$1.75, \$2.50, \$4.50 up to \$75.00** for the real lace.
HANDSOME NEW LACE BERTHAS, just the fashionable thing for swell women. In all prices from, each.....**\$1.75 up to \$5.00**
NEW PRINC. 88 BERTHAS—All prices up to.....**\$4.00 and \$5.00**
NEW ROSE POINT BERTHAS—In all prices up to.....**\$18.00**
LOVELY PRINCIPLES LACES by the yd. In all prices up to yd.....**\$5.00**
FEATHER BOAS—There could hardly be anything more acceptable to the sister, wife or sweetheart for a Christmas gift than one of these handsome ostrich Feather Boas. They come in black, white, brown and in combinations of colors. Priced from, each.....**\$15.00 to \$20.00**
SMART NECKWEAR—Lace in white or cream. Priced from.....**\$3.50 to \$5.00**
Chic Linen Embroidered Collars, with buttonhole fronts, colors embroidered on white. Very neat and dainty. Priced each, 25c, 35c up to.....**\$1.25**
Everything that's new and down-to-date at our Neckwear Counter.

Children's Sweaters

EXTRA SPECIAL FOR TODAY.
Second Floor—Thoroughfare Aisle.
A useful and pretty article for Christmas-giving to some little relative or friend. These values should attract attention. In the Thoroughfare Aisle—Baby-to-Miss Shop.
Children's Sweaters of all-wool yarn, made in many styles of fancy stitching, trimmed with large pearl and metal buttons and belt. Colors—red, blue and white or combination of colors. Ages from 1 to 14 years.
Regular price.....**\$1.25** \$1.50 \$2.50 \$3.50
Special.....**at 94c at \$1.00 at \$1.97 at \$2.35**

Monster Sale Stoves, Ranges

Such Bargains in Stoves and Ranges were never before offered in this city. All are greatly reduced in price for this big sale. Below we mention a few specialties.
Quick Bake Steel Range, with high warming closet. Value \$12—Special for this sale at.....**\$8.00**
King Quality Steel Range, with high closet. Value \$14.95—Special sale price, at.....**\$11.25**
Our Famous **Quick Meal Ranges**—The very best made—At special sale prices.
Oil Heaters, handsome and reliable, at special sale prices.....**\$5.00 up**
Wood Heaters—Over 25 different kinds to select from. All at special sale prices.
Oil Heaters, handsome and reliable, at special sale prices.....**\$5.00 up**
Regular \$5 value—Special at.....**\$4.25**

Great Special Xmas Sale of Fancy Linens

At the Linen Counter—First Floor.
SHARP REDUCTIONS ON HANDSOME CENTER PIECES, TEA AND LUNCH CLOTHS, SCARFS, DOLLIES, ETC., in fancy drawn work, Venetian, Biederberg, Cluny lace and rennaissance. Nothing could be found which would be so appreciated by the dainty housewife for a Christmas gift as one of these beautiful pieces.
HEMSTITCHED AND FANCY DRAWN WORK PIECES.
Size 19x20 in. Value \$2.50—Special, each.....**\$1.95**
Size 20x20 in. Value \$3.00—Special, each.....**\$2.15**
Size 24x24 in. Value \$4.25—Special, each.....**\$3.20**
Size 28x28 in. Value \$5.50—Special, each.....**\$4.25**
Size 32x32 in. Value \$7.00—Special, each.....**\$5.25**
Size 36x36 in. Value \$8.50—Special, each.....**\$6.25**
SCARFS.
Size 20x45 in. Value \$3.00—Special, each.....**\$2.10**
Size 20x54 in. Value \$3.25—Special, each.....**\$2.30**
RENAISSANCE.
Size 24x24 in. Value \$1.50—Special, each.....**\$1.20**
Size 28x28 in. Value \$1.75—Special, each.....**\$1.35**
Size 32x32 in. Value \$2.00—Special, each.....**\$1.50**
REAL CLUNY LACE.
Size 6x 4 in. Value \$1.00—Special at, each.....**\$.47**
Size 9x 9 in. Value \$1.00—Special at, each.....**\$.75**
Size 12x12 in. Value \$1.50—Special at, each.....**\$1.20**
Size 16x16 in. Value \$2.00—Special at, each.....**\$1.50**
Size 18x18 in. Value \$2.50—Special at, each.....**\$1.95**
Size 20x20 in. Value \$3.00—Special at, each.....**\$2.25**
Size 24x24 in. Value \$4.00—Special at, each.....**\$3.00**
Size 28x28 in. Value \$5.00—Special at, each.....**\$3.75**
SPECIAL SALE OF BEST SHEETS.
Domestic Aisle, First Floor.
Best reinforced sheet, made specially heavy through the middle, which greatly increases their wearing qualities. For durability and economy these sheets have no equal. As in many other good things, we are sole agents in Portland for these sheets:
Size 3 1/2 yd. by 7 1/2 yd. Value \$1.00—Special at, each.....**55c**
Size 5 1/2 yd. by 7 1/2 yd. Value \$1.50—Special at, each.....**85c**
Size 7 1/2 yd. by 7 1/2 yd. Value \$2.00—Special at, each.....**1.15**
FOR PILLOW CASES WORTH \$1.00—Heavy round thread Pillow Cases, the kind that wear so well, size 36x45 inches. Value \$1.00—Special at, each.....**65c**
HANDKERCHIEF LINENS.
We show the largest and finest stock of Handkerchief Linens in Portland. Now is the time to prepare for your holiday wants, when the line is complete, and before Christmas is less than five weeks away. Linens, the yard.....**46c to 61c**