





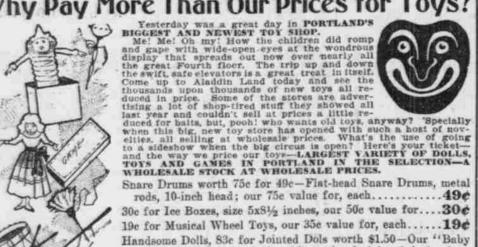
THE "DIFFERENT STORE"-THE PIVOT AROUND WHICH PORTLAND'S GREATEST BUSINESS REVOLVES. AN EVERYDAY "BEST" STORE, A RELIABLE STORE WITH DEPENDABLE MERCHANDISE, THE "OLD HOMESTEAD" SHOP, IS SURE TO BE THE CITY'S BEST CHRISTMAS SHOPPING MART.

A Half-Million Dollars' Worth of Christmas and Staple Merchandise in a Gigantic Slaughter Sale! Just what the "Store Managers' Sale" means—All store earnings for the busy month of December tossed to the four winds of Heaven! Profits on new,

"CRAZY STOREKEEPING," say the old-school merchants, who, had they \$500,000 worth of surplus stock at this season would carry it over into a new season and clog the wheels of 1905 business. But this is a "Different Store," an unusual store that does things the unusual way. This is the people's buying time. The time when folk want to buy is the time for us to sell. A week's phenomenal business now-such as we are doing-is worth-as a stock shrinker-a month, later on when people don't need the goods. So we hand over to the department managers, each his own stock, too large by far at this season-through no fault of his own as we could none of us foresee the delay in getting into the new building-to get rid of as best he can. have hammered it into the mind of every one of them that we don't want a penny of profit this month. We are even willing to sacrifice a part of the costs, but goods MUST be sold AS NEVER BEFORE, and the cleanest-cut clearance made ever attempted

fashionable Winter goods wiped clear off the books. COSTS CUT INTO AND IN TWO by any store on the American continent. We have transferred the store to our department managers until Xmas, when we take back lightened of its load, ready for Spring merchandise. We add, as a still further incentive, three cash prizes, amounting to \$100, in gold to the three managers who increase their business over the corresponding period of last year in the greatest ratio. We pledge ourselves not to count the cost in any instance, but, on the contrary, instruct every man and woman to sell at, or less, than wholesale prices to accomplish the object in view. A WONDERFUL BOON THIS TO CHRISTMAS BUYERS! HOLIDAY AND WINTER GOODS AT WHOLESALE PRICES OR LESS! Run through the printed page below—the special items are for today. Hundreds-yea thousands-do not appear for lack of space. Green price tickets mark their location through

Why Pay More Than Our Prices for Toys?



Alice" Dolls, with moving bisque head, jointed body, long early hair, sleeping eyes and lace trimmed chemise; our \$1.50 29e for Dressed Dolls worth 50e-Dolls with bisque head and jointed body, dressed daintily in gown trimmed with lace and braid, lace-trimmed hat; our 50c value at, each......29¢ The Girl in Red-39c for Doll worth 75c-These dolls have papier mache bodies, bisque heads, sleeping eyes and are dressed from head to feet in red-red gown, red bonnet, red slippers and red

Doll has kid body, riveted joints at hip and knee, bisque head, sleeping eyes with eyelashes, sewed curly hair, both blonde and brunette types; wear shoes and stockings; \$1.25 value 74¢ apestry Portieres for \$2.63-Silk-finished Persian-striped Tapestry Portieres, fringed both top and bottom; our \$4.00 value at, th. pair\$2.63

Doll Furniture



Solid Oak Bedroom Suit, three chairs and dressing table; value 35c, special.... 21¢ Cannon, nickel barrel, red wheels; regular 25e Shetland Ponies on wheels for the little folks, colors brown or black, with saddle, bridle and martingale; regular 45c, special 22¢ Metal Soldier Set, consisting of 11 privates, four officers and two tents; value 10c, special

DOLLS Kid body, riveted, jointed arms and hips, cut joint knee, sleeping eyes, sewed wigs, blonds and brunettes; value \$1.60, special 896 About 100 nice dressed dolls, odd lines, only one or two alike; value from 75e to \$8.00 at HALF PRICE The American Girl, beautifully gowned in

white, with white and black bonnets, sleeping eyes, long, curly hair, jointed papier mache body; value Piano Stools, finished in cherry, 9 inches high with

3-inch extension screws; value 60c, spec. 38¢ New York, Chicago and Boston limited heavy irou Train, consisting of locomotive, tender and Roman Chariot with three spirited horses, handsomely finished in red enamel and gold; value



Second Floor Suit and Wrap Salons, All Portland Turns to the Style Store for Wondrous Values

Miss Bernard, our expert lady manager and buyer, has a most excellent command of the English language, but in all her vocabulary there exists no such word ha "FAIL." She has arched her bow and almed the arrow straight at the bullseye of first place in this competitive contest among the managers. Just keep your eve on the 150 spot the arrow may strike. AMONG THE MATCHLESS ATTRACTIONS FOR TODAY IS A REMARK-ABLE SALE OF NEW WINTER SHITS.

\$32.50 to \$38.50 Women's Tailored Suits

THE GREATEST SUIT SPECIAL THIS YEAR.

The Great Sale of Women's Coats Continues Until Tonight

EVERY WOMAN'S COAT DRASTICALLY REDUCED—NOT ONE RE-SERVED OR SPARED. EVERY ONE IN THE HOUSE GOES INTO THE SALE.

ALL OPERA OR EVENING COATS AND CAPES UP FROM \$40.00 AT HALF PRICE. In the newest conceptions; biggest line in Portland for selections, among them several of the famous Schroeder models.

Women's and Misses' Golf Vests and Sweaters All Reduced

EVERY ONE IN THE HOUSE ON SPECIAL SALE. The sweaters are in both blouse and Norfolk styles, soft but firm, pretty wools, plain red, white and fancies:

\$2.50 and \$2.50 values at.
\$2.30 and \$5.50 values at.
\$3.18

\$6.50 and \$7.50 values at.
\$4.65
Golf vests in handsome wools, white, red and fancy mixtures. Our regular \$2, \$2.50, \$3.50 and \$4.50 values for.
\$1.50
Our regular \$5.00 and \$6.00 values for.
\$3.18

SPECIAL TODAY IN THE APPAREL STORES.

Women's Handsome New \$1.75 to \$3 House Wrappers for

====83 Cents≡

The surplus of an Eastern manufacturer's stock turned over to us at a ridiculously low price for spot cash. Flannelettes and percales. Floral dotted and striped patterns, in every late and pretty coloring and design. In flounced styles, yoke trimmings, bishop sleeves, ruffles and beadings. Sailor or narrow collars. Every wanted style. Greatest wrapper bargain ever offered in Portland. \$1.75 to \$2 values.

Half Price Today for Dress Skirts

Every Dress Skirt in the House Included,
All in the senson's most advanced styles, every late idea embraced. Most fashionable materials: etamines, broadcloths, Venetians, cheviots and cames cloths, in black, brown and navy. Plain tailored or flounce and plaited, or with fancy yoke. Taffets, braid or self-strapped trimming effects. All today at EXACTLY HALF PRICE.

Christmas Furs Recklessly Reduced

Fur weather and Xmas coming. Miss Bernard doesn't care a rap whether these choice furs want to be driven out in the cold or not—they've got to go; and these reductions should sweep them out quickly. Our regular prices on furs are the lowest in the city. The furs are the first and best selections of a prominent St. Paul manufacturer—the finest **Beautiful Neckpieces**

black martens; lined with cords, tassels and talls. Va	able and Isabella 'possum and rich Siberian squirrel, silken lues from \$3,50 to \$58,50, and
reduced this way:	Control of the contro
\$3.50 Neckpieces 82.15	\$20.00 Neckpieces \$13.33
\$4.50 Neckpieces \$3.00	\$22.50 Neckpieces\$15.75
\$6.00 Neckpleces 84.15	\$25.00 Neckpieces \$16.65
*a'aa recombined access	\$27.50 Neckpieces \$18.35
\$7.50 Neckpieces \$5.15	end on Machines But on



TODAY'S WONDERFUL MILLINERY OFFERING!

99 Cents For Handsome \$3.00 Beaver Hats

(Shapes) AND EVERY ONE WILL BE TRIMMED ABSOLUTELY

FREE ! The past two days have witnessed such crowds as never before were known in any Portland Millinery store, and the bargains offered have been nothing short of phenomenal. Today's special offer o'ertops 'em all. Mind you! Our quoted values are netual ones-no chicanery here. A spade's a spade, and a \$3.60 value is absolutely worth three great round American dollars. Today we will sell-

500 Regular \$3 Beaver Shapes for 99c ea

Four styles in the choosing; all the very newest, latest dress shapes, with fashionable high crowns. In black, blue, brown and red. Providing trimmings are bought of us, we will trim any of

256 Superb Oriental Rugs Sacrificed



AN EXTRAORDINARY SALE OF RARE OLD BEAUTIES

Mr. Lil burn has determined not to be outdone in this monster ompetitive sale and has gone into his choicest stocks, reducing them without mercy to increase his department business. This last will surely prove a memorable achievement and offers excellent opportunity of making a magnificent Christmas present to someone at comparatively small cost. These rugs were delayed in transit and came a little late for the Fall trade. They were delayed in crossing the Mediterranean and further delayed between there and here. They go out at slashing reductions this week. In the grand collection are Khivas, Kazaks, Mossouls, Bokharas, Shinaus, Daghestans, Anitolian mats and small size Kis-

\$10 Rugs-special at \$6.67	\$30 Rugs-special at\$20.00
\$12 Rugs-special at \$8.00	\$35 Rugs-special at \$23.35
\$15 Rugs-special at\$10.00	\$40 Rugs-special at\$26.65
\$18 Ruga-special at \$12.00	\$75 Rugs-special at \$50.00
\$25 Rugs-special at\$16.65	\$100 Rugs-special at \$08.75
And others at similar reduct	ions.

SPLENDID CHRISTMAS GIFTS

at Factory Prices and Less

In Mr. Allen's Holiday Bazaar-First Floor Thousands of wonderful bargains are scattered thro' the "Fair Way." It's a pleasant walk thro'—and mighty profitable. Take the stroll—"Do it now."

STATIONERY SETS

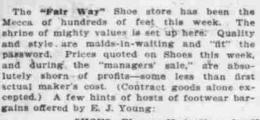
Very handsome hand-painted, satin-covered, slik-lined Glove and Handkerchief Boxes—Value \$4.49 and \$4.79—special......\$2.00

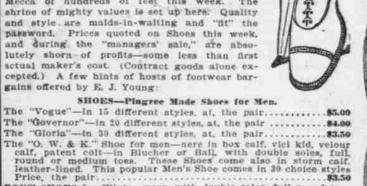
JEWELRY DEPARTMENT ON THE FAIR WAY

Real ebony hand-rolling Blotters, sterling silver mounted-Value Fancy cutglass Pomade Jars, Puff Jars, Ink Wells, Salts, Bottles, sterling silver, gold plated—Value \$2.50 to \$5.00—special, each, 98e

Fashionable At Factory Prices Footwear

Xmas Slippers Slaughtered!





BOYS SHOES for Winter wear, with double soles, full round toes —of good, solid material throughout and built for good, bard House Comforts for Women

same as above in Children's sizes-at, the pair....\$1.00 and \$1.25 MISSES' AND CHILDREN'S SHOES—here in box calf or vici kid, with double soles—Best school Shoes—

Rare Bargain-Finds in "Book- Another Grist of lovers' Lane"

Yesterday's list is added to.
Never sold so many books in any
one day previous to Xmas week
as yesterday. And no wonder,
when one may buy Christmas
books and stock libraries at
these prices. Mr. Evans indeed
bids strong for the book trade
this holiday season. We hope
you'll win a prize "Phil."

SPECIAL TODAY

the for Leather Bound Classics worth 60c—A series of neat little volumes, bound in leather, with gilt top and marker, neatly boxed. The list of titles includes some of the best and most popular works of the world by the most popular and famous authors. Our 60c values, each 43c

Half price on Children's Books-A lot of high-grade children's books Included in this list are A Round Robin, a series of short stories by popular children's authors. The Goosenbury Fligrims, with gilt top and deckle edge. Regular prices on these wooks are 90c, 95c and 11 Special coonomy sale price.

Sunday School Teachers' Bibles worth \$1.00 for 89c—These Bibles have Florentine Seal divinity circuit binding, red under gold edges, with band and marker, with helps, references, concordance, etc. complete; also 17 plates, 12 colored maps and \$2 pages of illustrations. The regular price is \$1.00. Special economy sale price, each.

"Jezebel," by Lafayette McLaws; "When the Land Was Young," by LaFayette McLaws; "The Rogues March," by Horning; "The Islander," by Harrison Roberts, and many others. Special, ea. 436 SPECIAL ON BIBLES-Sunday school teachers' Bibles, seal, divinity circuit binding, red under gold edge, with maps, concord and plates. Regular price \$1.00. Special.....

Bibles, seal, divinity circuit binding, kid lined, under gold edga, maps, plates, concordance, etc. Regular price \$2.25. Special. \$1.59 WEBSTER'S DICTIONARY, UNABRIDGED, LEATHER BOUND, 1903 EDITION—5909 words added, useful appendix tables, population, statistics, 2000 illustrations. Reg. price \$4. Special. \$2.79 WEBSTER'S NEW CENSUS DICTIONARY—1500 illustrations, appendix of 10,000 words. Full sheep binding. Regular price \$2.75.

Special

Special on Copyright Books, each 43:
Following is a partial list: "With Edged Tools," by Henry Seton Merriman: "The Sowers," by Henry Seton Merriman: "Saracenesca," by Marion Crawford, "For the Freedom of the Sea," by Cyrus Townsend Brady: "John March, Southerner," by George W. Cable: "Pastime Stories," by Thomas Nelson Page.

SPECIAL SALE ON BOOKS OF BIOGRAPHY—Large 5 vo. cioth bound, with nicely ornamented covers Life of Washington, Life of Lincoln, Life of McKiniey, Life of W. T. Sherman, Life of Barnum. All with illustrations Rog. price 50c. Special. 30c.

Knitwear and **Hosiery Bargains** Comes from the mill

today Mr. Zollers worked overtime getting this list ready to go to press today in time for Wednesday buyers to profit by. He's cut and slashed prices mercilessly—forgotten profits, even ignored costs. And the weather man is in league with him, too. These specials, and many others, in the

Women's Knit Underw'r and Hosiery Shops

(First Floor.) CHILDREN'S UNDERWEAR. Children's flat woven natural wool vests and pants—Sizes 18, 20, 22, 24, 26, 28, 30, 32 and 34. Our 40c, 45c, 50c, 55c, 60c, 65c, 70c, 75c and 80c values
For 23c, 28c, 33c, 38c, 43c, 48c, 53e, 58c and 63c es.

INFANTS' WOOL LEGGINS.

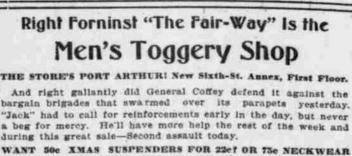
Infants' white, black and red crocheted wool leggins, full length: MISSES' UNDERWEAR.

WOMEN'S UNDERWEAR, \$2.29 for Women's Union Suits Worth \$3.00.

\$2.75 for Wemen's Wool Union Suits Worth \$3.50.

WOMEN'S HOSE. Women's high-grade fancy lisle and silk hosiery-all at special sale prices-as follows:

THE PERSON AND PROPERTY.	
Lisle hose, our 75c and 85c values, for	pr
Lisle hose, our \$1.00 and \$1.25 values, for	pr
Lisle hose, our \$1.50 value	DP
Lisle hose, our \$1.75 and \$2.09 values, for	
Silk hose, our \$1.50 value, for	
Silk hose, our \$1.75 value, for	
Silk hose, our \$2.00 value, for	
Silk hose, our \$2.50 value, for	
ATTER A COLOR DESIGNATION AND ADDRESS OF THE PARTY OF THE	100.00
Slik hose, our \$2.75 value, for	500.00
Silk hose, our \$3.00 value, for	
Silk hose, our \$3.50 value, for	pr
Silk hose, our \$4.00 value for	pr
Silk hose, our \$4.50 value for	pr
Silk hose, our \$5.00 value for	pr



79c for Men's Shirts worth \$1.25 and \$1.50-Men's fancy Shirts, soft bosom style, separate cuffs, in materials of Oxfords and Madras, in very choice patterns; our best \$1.25 and \$1.50 values for ... 79c 22c for Men's Suspenders worth 50c-Christmas Suspenders, packed one pair in fancy box, white kid ends; our best 50c value, pair. 22c Men's Nightshirts, worth 75c, for 45c-Men's Flannelette Nightshirts, soft, fleecy garments; a guarantee of good, refreshing sleep for these chilly nights; our standard 75c value, for, each. 45c Only 98c for Men's Wallking Gloves worth \$1.50-Men's Glace Kid Walking Gloves, full plaue sewed, best and most desirable

(WALTON'S BEST) FOR 35ef

92c for Men's Underwear worth \$1.50-Men's fine natural wool Undershirts and Drawers, in silver gray, Winter weight, very fine stock; our \$1.50 value, for, each 60c for Men's Handkerchiefs worth \$1,00-Men's Christmas Handkerchiefs with initials, put up onc-half dozen in box; our \$1.00

Men's Neckties worth 75c for 35c-Men's Christmas Neckwear-English Squares and Four-in-Hands, the richest silks and newest patterns ever offered at the price; our 75c value, for, each 35c 15c instead of 25c for men's Hose-Men's Cashmere Hose, in natural, silver gray or solid black, medium weight; our best 25c value

UMBRELLAS

Taffeta-covered Umbrellas, steel rods, paragon frames, natural wood or fancy handles, horn, silver and pearl trimmed; our \$2.25 value for, ca.\$1.35 \$2.05 FOR UMBRELLAS WORTH \$5.00, Fine, all-silk covered Umbrellas, suitable for either ladies or men, some with natura! wood handles, some with gua-metal handles, others with gold, silver or pearl handles; men's umbrellas with fine horn handles or bexwood handles, silver mounted; every one of these umbrellas is new and all are the famous Colonial brand. Our \$4.59 and \$5 value at, \$2.85

\$1.35 FOR UMBRELLAS WORTH \$2.25.

48e FOR COLLARS AND STOCKS WORTH \$1.50.

Ladies' fine white embroidered collars, some stocks, some in turnover effects, embroidered on fine white lawn; also some venise lace stocks with front tabs-many different styles-every one a beauty; our 75c, 85c, \$1.00, \$1.25 and \$1.50 values, special at 48c







