



PORTLAND'S LARGEST, FOREMOST STORE



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!

"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. We 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

by any store on the American continent. We have transferred the store to our department managers until Xmas, when we take it 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—yes thousands—do not appear for lack of space. Green price tickets mark their location through the store.

Why Pay More Than Our Prices for Toys?

Yesterday was a great day in PORTLAND'S BIGGEST AND NEWEST TOY SHOP. Me! Me! Oh my! How the children did romp and gape with wide-open eyes at the wondrous display that spreads out now over nearly all the great Fourth floor. The trip up and down the stairs, with the elevators as a great treat in itself. Come up to Aladdin Land today and see the thousands upon thousands of new toys all reduced in price. Some of the stores are advertising a lot of shop-tired stuff they showed all last year and couldn't sell at prices a little reduced for this year, but, what's the use of that when this big, new toy store has opened with such a host of novelties, all selling at wholesale prices. What's the use of going to a store when the big circus is open. Here's your ticket—and the way we price our toys—LARGEST VARIETY OF DOLLS, TOYS AND GAMES IN PORTLAND IN THE SELECTION—A WHOLESALE STOCK AT WHOLESALE PRICES.

- Snare Drums worth 75c for 49c—Flat-head Snare Drums, metal rods, 10-inch head; our 75c value for, each.....49c
 - 30c for Ice Boxes, size 6x3 1/2 inches, our 50c value for.....30c
 - 19c for Musical Wheel Toys, our 35c value for, each.....19c
 - Handsome Dolls, 8c for Jointed Dolls worth \$1.50—Our "Baby Alice" Dolls, with moving bisque head, jointed body, long curly hair, sleeping eyes and lace trimmed chemise; our \$1.50 value for, each.....83c
 - 29c for Dressed Dolls worth 50c—Dolls with bisque head and jointed body, dressed daintily in gown trimmed with lace and braid, lace-trimmed hat; our 50c value at, each.....29c
 - 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 hose; our 75c value at, each.....39c
 - The American Girl—74c for Beautiful Dolls worth \$1.25—This 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 74c
 - Esperity 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.....21c
 - Cannon, nickel barrel, red wheels; regular 25c size, special.....10c
 - Shetland Ponies on wheels for the little folks, colors brown or black, with saddle, bridle and martingale; regular 45c, special 22c
 - Metal Soldier Set, consisting of 11 privates, four officers and two tents; value 10c, special.....5c
 - Accordion, with bass and treble keys; value 30c, special.....17c
- DOLLS**
- Kid body, riveted, jointed arms and hips, entire joint knee, sleeping eyes, sewed wigs, blonde and brunette; value \$1.50, special.....89c
 - About 100 nice dressed dolls, odd lines, only one or two alike; value from 75c 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 85c, special.....45c
 - Piano Stools, finished in cherry, 9 inches high with 3-inch extension screws; value 60c, spec. 38c
 - New York, Chicago and Boston limited heavy iron Train, consisting of locomotive, tender and Pullman; value 65c, special.....35c
 - Roman Chariot with three spirited horses, handsomely finished in red enamel and gold; value 65c, special.....35c
 - Boys' Garden Wheelbarrows, with 6-inch wheels, handles 30 inches long; value 25c, special.....19c



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 as "FAIL." She has arched her bow and aimed the arrow straight at the bullseye of first place in this competitive contest among the managers. Just keep your eye on the 25c spot the arrow may strike. AMONG THE MATCHLESS ATTRACTIONS FOR TODAY IS A REMARKABLE SALE OF NEW WINTER SUITS.

\$32.50 to \$38.50 Women's Tailored Suits
\$16.85
THE GREATEST SUIT SPECIAL THIS YEAR.

The Great Sale of Women's Coats Continues Until Tonight

EVERY WOMAN'S COAT DRAMATICALLY REDUCED—NOT ONE RESERVED 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:

- \$3.50 and \$3.75 values at.....\$2.30
- \$4.50 and \$5.00 values at.....\$3.18
- \$5.50 and \$7.50 values at.....\$4.63
- 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.....\$3.19

Women's 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 headings. Sailor or narrow collars. Every wanted style. Greatest wrapper bargain ever offered in Portland. \$1.75 to \$3 values. 83c today only for

Half Price Today for Dress Skirts

Every Dress skirt in the House Included.

All in the season's most advanced styles, every late idea embraced. Most fashionable materials; etamined, broadcloths, Venetians, chevrons and camas cloths, in black, brown and navy. Plain tailored or flounce and plaited, or with fancy yokes. Taffeta, braid or self-strapped trimming effects. All today at EXACTLY HALF PRICE.

Christmas Furs Recklessly Reduced

For 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 in America.

Beautiful Neckpieces

Electric seals, black cammy, sable and Isabella possum and black martens; lined with rich Siberian squirrel, silken cords, tassels and tails. Values from \$3.50 to \$18.50, and reduced this way:

- \$2.00 Neckpieces.....\$1.15
- \$2.50 Neckpieces.....\$1.30
- \$3.00 Neckpieces.....\$1.65
- \$3.50 Neckpieces.....\$1.90
- \$4.00 Neckpieces.....\$2.20
- \$4.50 Neckpieces.....\$2.50
- \$5.00 Neckpieces.....\$2.75
- \$5.50 Neckpieces.....\$3.00
- \$6.00 Neckpieces.....\$3.30
- \$6.50 Neckpieces.....\$3.60
- \$7.00 Neckpieces.....\$3.85
- \$7.50 Neckpieces.....\$4.10
- \$8.00 Neckpieces.....\$4.35
- \$8.50 Neckpieces.....\$4.60
- \$9.00 Neckpieces.....\$4.85
- \$9.50 Neckpieces.....\$5.10
- \$10.00 Neckpieces.....\$5.35
- \$10.50 Neckpieces.....\$5.60
- \$11.00 Neckpieces.....\$5.85
- \$11.50 Neckpieces.....\$6.10
- \$12.00 Neckpieces.....\$6.35
- \$12.50 Neckpieces.....\$6.60
- \$13.00 Neckpieces.....\$6.85
- \$13.50 Neckpieces.....\$7.10
- \$14.00 Neckpieces.....\$7.35
- \$14.50 Neckpieces.....\$7.60
- \$15.00 Neckpieces.....\$7.85
- \$15.50 Neckpieces.....\$8.10
- \$16.00 Neckpieces.....\$8.35
- \$16.50 Neckpieces.....\$8.60
- \$17.00 Neckpieces.....\$8.85
- \$17.50 Neckpieces.....\$9.10
- \$18.00 Neckpieces.....\$9.35
- \$18.50 Neckpieces.....\$9.60



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 of 99c's 'em all. Mind you! Our quoted values are actual ones—no chicanery here. A spade's a spade, and a \$3.00 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 the above absolutely FREE—today.

256 Superb Oriental Rugs Sacrificed

Fourth Floor.

AN EXTRAORDINARY SALE OF RARE OLD BEAUTIES

Mr. Lilburn has determined not to be outdone in this monster competitive sale and has gone into his choicest stocks, reducing them without mercy to increase his department business. This list 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, Mossoula, Bokhara, Shinnas, Daghestans, Antolian mats and small size Kilims—

- 110 Rugs—special at.....\$6.67
- 120 Rugs—special at.....\$20.00
- 115 Rugs—special at.....\$5.00
- 135 Rugs—special at.....\$23.33
- 110 Rugs—special at.....\$10.00
- 140 Rugs—special at.....\$26.65
- 118 Rugs—special at.....\$12.00
- 145 Rugs—special at.....\$30.00
- 125 Rugs—special at.....\$16.65
- 150 Rugs—special at.....\$33.75

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."

PHOTO CASES

Fancy embossed celluloid Photo Box, satin-lined, large size—Value \$1.50 and \$1.75—special.....85c

STATIONERY SETS

Real ebony fittings, with blotter, seal, paperknife and eraser, in black ebony case—Value \$2.75—special.....\$1.50

Very handsome hand-painted, satin-covered, silk-lined Glove and Handkerchief Boxes—Value \$4.49 and \$4.75—special.....\$2.00

Fine hand-painted, satin Glove and Handkerchief Boxes, satin-lined, large size—Value \$2.95—special.....\$1.50

Fancy hand-painted, satin Handkerchief Boxes, square shapes, assorted colors—Value 65c—special.....35c

Children's fancy celluloid-finish Workboxes, fancy decorated—Value 30c—special, each.....17c

Fancy Medallion Pictures, in round and square shapes, assorted subjects, gilt edge frames and chains—Value 5c and 25c—special.....19c

Fancy embossed celluloid Photo Albums, decorated covers—Value \$1.35 and \$1.40—special.....75c

JEWELRY DEPARTMENT ON THE FAIR WAY

Real ebony hand-rolling Blotters, sterling silver mounted—Value 35c—special.....20c

Fancy cutglass, gold plated—Value \$2.50 to \$5.00—special, each, 95c

Fashionable At Factory Prices

Xmas Slippers Slaughtered!

Rare Bargain-Finds in "Book-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 first-class books and stock libraries at these prices. Mr. Evans indeed bids strong for the books of this holiday season. We hope you'll win a prize "Phil."

SPECIAL TODAY

48c for Leather Bound Classics worth \$1.00—A series of neat little volumes, bound in leather, with gilt top and maroon, neatly bound. The list includes some of the best and most popular works of the world by the most popular and famous authors. Our 60c values, each.....48c

Syndicate Copyrights and Sunday School Library Books—4c for Books worth 10c—The syndicate copyrights are books that have first appeared in newspapers and magazines, written by such authors as Howard Pyle, E. W. Horning, Charles Clark Munn, John Oliver Hobbes and others, and are well known. The Sunday School Library is a series of special books by authors of merit. They are suitable for Christian homes and Sunday school libraries. Our 25c values at, each.....11c

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 Gooseberry Pilgrims, with gilt top and deckle edge. Regular prices on these books are 80c, 85c and \$1. Special economy sale price.....40c

Webster's Self-Pronecencing Pocket Dictionary—This dictionary is cloth bound, indexed, contains the correct spelling and definition of nearly 50,000 words and manual of useful information. Publisher's price is 25c. Our special price 14c, each.....11c

Sunday School Teachers' Bibles worth \$1.00 for 85c—These Bibles have Florence Seal divinity circuit binding, red under gold edges, with band and marker, with helps, references and concordance, etc., complete; also 17 plates, 12 colored maps and 32 pages of illustrations. The regular price is \$1.00. Special economy sale price, each.....80c

"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. 45c

SPECIAL ON BIBLES—Sunday school teachers' Bibles, seal, divinity circuit binding, red under gold edges, with maps, concordance and plates. Regular price \$1.00, Special.....80c

Smaller size Bibles, without concordance, \$1.00 grade.....80c

Bibles, seal, divinity circuit binding, kid lined, under gold edges, maps, plates, concordance, etc. Regular price \$2.25, Special.....\$1.50

WESTER'S DICTIONARY, UNABRIDGED, LEATHER BOUND, 1903 EDITION—3000 words added, useful appendix tables, population, statistics, 3000 illustrations. Reg. price \$4. Special.....\$2.75

WESTER'S NEW CENTURY DICTIONARY—1500 illustrations, appendix of 10,000 words. Full sheep binding. Regular price \$2.75, Special.....\$1.90

Special on Copyright Books, each.....45c

Following is a partial list: "With Edged Tools," by Henry Seton Merriman; "The Sowers," by Henry Seton Merriman; "Saracens," by Marion Crawford; "For the Freedom of the Sea," by Cyrus Townsend Brady; "John March, Southerner," by George W. Cable; "Fastime Stories," by Thomas Nelson Page.

SPECIAL SALE ON BOOKS OF BIOGRAPHY—Large 8 vo. cloth bound, with nicely ornamented covers. Life of Washington, Life of Lincoln, Life of McKinley, Life of W. T. Sherman, Life of Barrum. All with illustrations. Reg. price 60c. Special.....30c

Another Grist of 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 special prices, 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 11, 13, 20, 22, 24, 26, 28, 30, 32 and 34. Our 45c, 45c, 50c, 55c, 60c, 65c, 70c, 75c and 80c values.

For 25c, 28c, 30c, 35c, 40c, 45c, 50c, 55c and 60c ea.

INFANTS' WOOL LEGGINS.

Infants' white, black and red crocheted wool leggins, full length: Our 75c value for.....50c pair

Our 1.00 value for.....75c pair

Our \$1.25 value for.....95c pair

MISSER'S UNDERWEAR.

Misses' white cotton fleeced lined "Merode" vests and pants, sizes 5 and 6. Our 60c value for.....35c each

WOMEN'S UNDERWEAR.

Women's Vega silk union suits, in blue, pink and cream. Our \$3.00 value for.....\$2.20 the suit

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

Women's silk and wool swiss-ribbed union suits. Our \$2.50 value for.....\$2.75 the suit

Right Forninst "The Fair-Way" Is the Men's Toggery Shop

THE STORE'S PORT ARTHUR! New Sixth-St. Annex, First Floor.

And right gallantly did General Coffey defend it against the bargain brigades that swarmed over its parapets yesterday. "Jack" had to call for reinforcements early in the day, but never a beg for mercy. He'll have more help the rest of the week and during this great sale—Second assault today.

WANT 50c XMAS SUSPENDERS FOR 25c OR 75c NECKWEAR (WALTON'S BEST) FOR 35c!

Read this list—

75c 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.....75c

25c for Men's Suspenders worth 50c—Christmas Suspenders, packed 1 one pair in fancy box, white kid ends; our best 50c value, pair.....25c

Men's Nightshirts, worth 75c, for 45c—Men's Flannelette Night-shirts, soft, fleecy garments; a guarantee of good, refreshing sleep for these chilly nights; our standard 75c value, for, each.....45c

Only 95c for Men's Walking Gloves worth \$1.50—Men's Glace Kid Walking Gloves, full plume sewed, best and most desirable street coats; our \$1.50 value, for, pair.....95c

95c 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.....95c

65c for Men's Handkerchiefs worth \$1.00—Men's Christmas Handkerchiefs with initials, put up one-half dozen in box; our \$1.00 value, for, box.....60c

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 for, pair.....15c

UMBRELLAS

\$1.35 FOR UMBRELLAS WORTH \$2.25.

Taffeta-covered Umbrellas, steel rods, paragon frames, natural wood or fancy handles, silver and pearl trimmed; our \$2.25 value for, ea. \$1.35

\$2.95 FOR UMBRELLAS WORTH \$5.00.

Fine, all-silk covered Umbrellas, suitable for either ladies or men, some with natural wood handles, some with gun-metal handles, others with gold, silver or pearl handles; men's umbrellas with the horn handles or boxwood handles, silver mounted; every one of these umbrellas is new and all are the famous Colonial brand. Our \$4.50 and \$5 value at, ea. \$2.95

45c FOR COLLARS AND STOCKS WORTH \$1.00.

Ladies' fine white embroidered collars, some stocks, some in turn-over 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, 45c

