

ARGEST, 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.

GRAND FRIDAY **ECONOMY SALE**

A MILLION-DOLLAR STOCK AT THE MERCY # SHOPPING MULTITUDES

The Newest Christmas Novelties and Latest Winter Goods All Included in the Carnage! The Loss Is Awful! The Slaughter Complete! \$500,000 of Surplus

FRIDAY **ECONOMY SALE**

Merchandise, Piled High in the Warehouses, Moved to the Store and Placed Under the Guillotine! Heads May Fall, Profits Tumble and Topple on Every Side, Costs are Ripped Open, Dismembered, Severed Limb From Limb!

THE GRANDEST MERCHANDISE EVENT EVER KNOWN TO ANY WESTERN CITY!

A PUBLIC BOON—THE PEOPLE'S SAVING CHANCE! Such mercantile achievement has never happened before. The man who fills the breach when a crisis comes is the man of the hour. The "STORE MANAGERS' SALE" steps quickly to the front on the call for volunteers to eject a half-million dollars' worth of surplus stock from this store ere New Year's. 'Tis the sale of the hour! The store managers are making their own prices—the firm is backing them up. The public is buying its Christ-mas goods for less than manufacturers made them for. No wonder competing stores are desperate and deserted. No wonder our enlarged stores are packed to the doors. TODAY'S SALE WILL MARK A DISTINCT MERCANTILE TRIUMPH far away and ahead even of last Monday's—the fame of which resounded over four states. NEW CHRISTMAS GOODS HERE TODAY AT LESS THAN WHOLESALE PRICES! The greatest merchandising event ever held in the West! And remember, that distinction in other and splendid quality of material is not sacrificed. tion in style and splendid quality of material is not sacrificed.



THE LIMIT REACHED IN PRICE PROFITS GONE TO THE LAND OF "PAST." COSTS ROUTED AND DEMORALIZED

THE MOST SENSATIONAL SUIT SALE EVER CONDUCTED BY A PORTLAND STORE

A HALF-COST SALE.

HALF-PRICE SALE, BUT

MISS L. BERNARD. WOMEN'S

\$22 to \$28.50 TAILORED SUITS

GRAND SALONS.

THE MOST RADICALLY RIDICULOUS SLAUGHTER OF VALUES EVER PERPETRATED IN THE ANNALS OF WESTERN MERCHANDIZING.

Miss Bernard, the woman manager and buyer of the Apparel Stores, is going to the extreme in her accorded privilege of pricemaking during this great sale. She is laying her department open to the greatest bargain rush the store ever knew—and it has some phenomenal records to break—in her remarkable, unprecedented offering for today and tomorrow. The suits composing this splendid collection are from our own regular stock of elegantly tailored garments, of superb workmanship and authoritative style. A generous choosing of the season's best styles, embracing blouse. Eton, Norfolk, tourist and jacket effects; the popular long-coated models. All popular materials: chevlots, broadcloths, Venetians and fancy tweedish, mannish tailor suitings. In every wanted color, embracing black, brown, navy and novelty mixtures. Plain tailored, in the severely plain styles, or prestilly trimmed with fancy braids, buttons, strappings and velvets. The best actual \$22 to \$28.56 values ever offered at regular sale. For today and tomorrow only, your choice at

Extra salespeople and fitters have been engaged to serve the hosts that will gather here. All possible will be done to aid the fitters, but we urge an early call today from home folk, as tomorrow will bring crowds from neighboring cities and towns to this great sale. \$22 to \$28.56 Suits for two days, \$0.88.



A STIRRING SALE OF

GIRLS' COATS at One-third Off

FOR TODAY AND TOMORROW, GIRLS OF 6 TO 14 YEARS-THIS INTERESTS YOU.

The coats are just the newest, smartest little models you ever saw. All the season's latest ideas embodied. "Peter Thompsons," Norfolks, Box Coats and Sacque styles, with capes, Materials are cheviots, coverts, kerseys and the swell mannish mixtures so popular in tallored garments this season. A wide color range: also black, reds, greens, blues, browns, tans, Scotch and English fancy mixtures. Some with velvet collars. Funcy braids and butten effects mostly form the trimmings. Prices range up from \$3.50 (today and tomorrow only at \$2.35) to \$55 (today and tomorrow only at \$23.35)—ALI, ONE-THIRD OFF.



Determined Assault Upon the Strongholds of

Silks and **Dress Stuffs**

Fifth-Street Annex-First Ploor.

Prices go tumbling like a house of cards in a cyclone. These sensational values for today only. Manager Sale advances a notch nearer the grand prize for December selling. SWELL BLACK DRESS GOODS—All this season's fabrics, including novoity Turkish mohair, new silk and wool crepon, novelty etamine, waterproof worsted and panne and broadtail sibeline. Regular \$4.25, \$2.50 and \$3.00 values. Special for today.....\$1.50

NEW SWELL SUIT SILKS—In a grand assortment of colors and designs; unequaled at \$1.25 per yard. Special......58c per yard



F. M. HAMBURGER.

UNPRECEDENTED VALUES IN THE MILLINERY SALONS

Stylish \$3 Hat Shapes for 25c

crowd the Millinery store to its utmost capacity today. Another move toward the golden prize of \$50. Mr. Hamburger is

We have inaugurated for

Friday Economy Sale. A grand Clearance of Untrimmed Shapes

ONLY 25c FOR HATS WORTH 75c TO \$3.00.

FANCY FEATHERS 10c FOR PEATHER TRIMMINGS WORTH TO 75c. 50 dozen pompons, wings, breasts, quills, birds, etc.; in every color. Values up to 75c. For Economy Sale 25C



A Crowd-bringer to the Christmas Teaspor **Book Shops**

"Book-Lovers' Lane" runs from 5th-St. Annex to the "Fair-Way" -nearly front of the mammoth new elevators.

Largest stock of new down-to-date books in all the Northwest. The holiday book shops are the brightest and best by far in the city. Visitors wire shop round 'mong all the city stores tell us so, and then we've found it out and satisfied ourselves. For today the book stores offer these special inducements.

14c for Children's Toy Books, worth 25c These pretty books have board covers, with colored picture on front. Each has four colored plates and numerous other illustra-tions. The list of titles is as follows:

LITTLE BO PEEP AND LITTLE BOY BLUE; THE OLD WOMAN THAT LIVED IN A SHOE; CINDERELLA; LITTLE RED RIDING HOOD; OLD MOTHER HUBBARD; PUSS IN BOOTS; HEY DIDDLE DIDDLE; JACK AND THE BEAN STALK. Our 25c value for 14c ca.

Comic Books for the Children only 41c. THE KATZENJAMMER KIDS: MR. JACK: PORE LIL MOSE: HAPPY HOOLIGAN; LULU AND LEANDER; ALPHONSE AND GASTON; TIGERS. For Economy Sale only at 41c each. Standard Works of Poets—69c for Poems

worth \$1.50



Store Managers' Sale TODAY.

From 2d-Floor Annex Shops. Mr. Hansen offers an attractive list of very special values, selected from the Christmas Art Shop. The "Baby-to-Miss Store" and "Petticoat Lane" —all 2d floor shops.



Spanish and Mexican Drawn Work

at Half Price SPANISH AND MEXICAN DRAWN WORK, in all sizes of doylles, centerpleces, scarfs, tray and tea cloths; hemsittched or with Taora wheel edging. They were slightly solled in using them for displays, but one washing will make them white and fresh. Prices

Grand Opening of the New Public

Tea-Room on Second Ploor, under the management and auspices of the Y. W. C. A., occurs tomorrow at 11 A. M. Ted, Chocolate, Sandwiches, Cakes, Wafers, Gingerbread, Scones, and Hot Rolls will be served, the menu varying each day. The public is cordially urged to attend the opening.



gain Days For Housekeepers Hotel and Restaurant Men Are Profiting, Too!

These Are

Mighty Bar-

We are in the midst of the busiest sale this store ever held—on 3d floor—in the housefurnishing shops.

ECONOMY SALE PRICES ON ODD PIECES OF HAVILAND DECORATED CHINA.

Haviland decorated china dinner plates, value \$4.80, spc. \$3.00 dox Austrian decorated china breakfast plates, value \$5, spc. \$4.00 dox Austrian decorated china breakfast plates, value \$9, spc. \$6.50 dox Austrian decorated china breakfast plates, value \$12.50, spc. \$9.50 dox

Many Bargains in Cups and Saucers Choice Decorated China Cups and Saucers at Half Price.
Our \$1.25 value at. 63c c
Our \$1.00 value at 50c c
Our 75c value at 38c c
Our 60c value at 30c c
25c for Decorated China Sugars and Creams Worth 50c.
38c for Child's Bread and Milk Sets Worth 75c.

Haviland China at Half Price

Decorated Lamps with Shades to Match

Some Great Economy Specials

in Silverware

Rogers Bros'. "1847" A-No. I Silverware Teaspoons, set of 6, special at....... Dessert spoons, set of 6, special at... Table spoons, set of 6, special at...

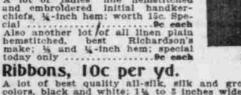
Economy Sale of Steel Ranges
These ranges are quick bakers and perfect in every way.
Value \$32.00, special at, each \$28.00
Value \$38.00, special at, each \$28.00
Value \$38.00, special at, each \$31.75



Hat Drapes, 50c.

Ladies' Handkerchiefs

A lot of ladies' fine hemstitched and embroldered initial handker-chiefs, is inch hem; worth 15c. Special Inen plain hemstitched. Dest Richardson's make; is and is inch hem; special today only Special Speci



Ladies' Pancy Belts, 48c each

Ladies' Golf Gloves, 50c per pair



Special Today in the Homeftting Stores Fourth Floor.

DOLLS FOR THE YOUNG FOLK-CURTAINS AND BLANKETS TO IN-

TEREST THE ELDERS-ALL AT PRICES TO INTEREST ALL.

LACE CURTAINS

1000 pairs lace curtains. Renaissance effect, 3½ yards long and 55 inches wide; value, \$2.75; special. \$1.68 pair 78 pairs lace curtains. Brussels effect, very dainty, 3½ yards long and 52 inches wide; value, \$3.75; special. \$2.45

\$7.00 Blankets, \$4.75
Extra large white wool blankets, pink and white borders; value \$1.00; special \$4.75

Bisque moveable heads, jointed bodies, dressed in chemise, trimmed in lace, length 24 inches; value, \$2.50; special. \$1.29 Same dolls, with shoes and stockings; value, \$2.75; special. \$1.65 Dolls' Wardrobes at Half Price.

An Aggressive Array

Knitwear and Hosiery Bargains

Will attract hundreds of prudent women to the store Today



W. W. ZOLLERS.

Cuts are cut deeper and reductions reduced. Mr. Zollers is bound to forge ahead in his race for leadership in the Managers' Sale. The proofs are abundant. Read a few:

WOMEN'S UNDERWEAR

24c for women's medium-weight cotton long-sleeve Vests. Our 50c value, each ... 24c

WOMEN'S HOSE

.\$1.25 dozen 29c for women's imported black cotton full-finished Hose, double white sole. Our 50c value, for, the pair. 26c for women's black, fine ribbed cashmere Hose, seamless. Our 45c value for, the pair 26c for women's black O. K. cotton Hose, spliced heel, double sole. Our 35c value for, the pair 19c 18c for children's fine and double-ribbed black cashmere Hose, sizes 6 to 10. Our 25c, 30c, 35c and 40c values for, the pair 18c

25c for Women's Tights, worth 50c. Women's white Winter weight closed Tights. Our 50c value for 25c the pair

28c for Women's Cotton Hose, worth 50c

Greatest Sale of **CHRISTMAS FOOTWEAR** Ever Held in the

West!



Shoe Store in New Annex-First Floor. Shoes for all the family here, but only good shoes. We have built every pair of these shoes to meet climatic conditions in Oregon. We exclude everything detrimental to wear. The array of Christmas slippers is matchless—and these are bargain days. The greatest bargains are here we ever offered or you ever knew. You save Xmas money by spending it here.

Shoes SHIP FOR MEN'S NULLIFIERS OR ROMEOS FIERS OR ROMEOS WORTH \$2.00 Men's Romeos, in either tan or black leather, with turn soles, good broad toes, choice kid uppers. Our \$2.00 value for \$1.10 the pair.



NURSES' HOSPITAL SHOES FOR \$1.25. Shoes for house or nurses' hospital wear, with rubber heels, full round toes, patent or stock ti5s, heavy flexible soles and soft kid uppers. For Economy Sale, our \$2.00 value for, the pair \$1.25 CHILDREN'S SHOES-For Winter, here in box calf, with heavy soles, full round toes, extra plump uppers:

OLD LADIES' COMFORT SHOES, WORTH \$1.75, FOR \$1.15. Common-sense comfort shoes, just the shoes that will suit "grand-ma"—in either lace or congress style, hand-turned soles, full broad toes, and common-sense heels. Our \$1.75 value for ... \$1.15 the pair

WOMEN'S SHOES-THE "EMPRESS" SHOES, WORTH \$3.50, FOR Women's shoes, in all styles, with matt tops and patent tips, welt or turn soles, military, Cuban or opera heels. The popular "Empress" shoe for women, at one-half price for Economy Sale only, Our \$3.50 value at.

WOMEN'S \$3.00 SHOES FOR \$1.60.

SEE OLDS, WORTMAN & KING

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