

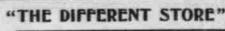


Dessert Cakes.

FOREMOST STORE







FIFTH, SIXTH AND WASHINGTON STREETS

THE HOME OF CHRISTMAS

THE SANTA CLAUS POSTOFFICE Santa Claus has placed mailboxes at the entrances to all the elevators on each floor for the reception of letters from his little friends. Write and he'll try hard to get it for you. Place your letter in any of the boxes.

A REAL LIVE SANTA CLAUS IN HIS SNOW-CLAD COTTAGE. Up in that wonderful Toyland on our hig Fourth Floor— in the greatest Toy Store Portland ever saw—the genial old Saint is personally receiving the youngsters. This is the best thing yet—a real Santa Claus whom the children can see and talk to.

THIS IS THE "PIVOT STORE" AROUND WHICH HOLIDAY BUYING CENTERS—AND WHY NOT?

PURCHASES STORED TILL ORDERED SENT OR CALLED FOR Patrons wishing goods kept and sent out later may select now. We will pack the purchase securely, mark it plainly and store until notified, when it will be sent promptly in time for Christmas Patrons are invited to use the rest rooms on second floor. This is YOUR store—make it "Liberty Hall" while doing the Christmas shopping. Free phones, lavatories, tollet and dressing-rooms all at your service. The art room, on third floor, opens this week, and, if possible to arrange, the new day nursery on fifth floor of annex.

Patrons will find our second floor Tes Room (in which quick lunches are served), a great convenience during the holiday season. Under the auspices of the Y. W. C. A., "Grandma" Munra in charge.

Today's Menu in the Public Tearoom-Second

Tes, Coffee, Chocolate.

Ham Sandwiches. Bread and Butter.

Bouillon. Milk in Bottles. Parker-House Rolls.

STIRRING CHRISTMAS SELLING IN THE

Suit and Wrap Salons

Walking Skirts on Special Sale Today and Tomorrow Only \$6.50 TO \$8.50 SKIRTS FOR \$3.98

Skirts for Walking-You can hardly get along without one or more with the long rainy weather season ahead. 'Tis a long span from Christmas to June days, and even then you will need one for Summer tramping. Great skirts for shopping wear-Christmas shopping. Splendid for the office, the schoolroom or the shop, for going marketing, traveling-in fact all 'round utility skirts, and these in today's and tomorrow's special sale are from the season's newest, and best styles. Cheviots, homespuns, kerseys and mannish mixtures in worsted and tweedish fabrics; navys, blacks, browns and mixed goods. In popular round lengths, severely tailored and trimmed styles, the latter enhanced by trappings, plaited effects and buttons. The best regular regular \$6.50, \$7.50 and \$8.50 values, for these two days only—choice...\$3.98

A Fitting Gift to Any Woman Friend at Christmas

The Mayor of Toyland Is Santa Himself



We've turned everything over to him on the big Fourth Fleor. He's running things to suit himself and the children. And my'l how the population is increasing up there! Young America fairly runs wild. Santa suits everybody, young and old. His enthusiasm is infectious. Everyone has caught it. Thousands throng the great Toy and Doil Stores daily and go away reluctantly. There's such a jolly sort o' feel there, and such a mammoth stock of Toys, Doils and Games. No other Portland store could possibly equal it—or these prices. They merely hint of the way this great Christmas store is gaining fame and friends every day. "Working for fun" say other stores—well, we enjoy it, and so does our public. Come in and get the generous Christmas spirit, neighbors. Special for today:

DOLLS WORTH \$2.00 FOR \$1.05. Beautiful dressed dolls, with jointed body, bisque head, sleeping eyes, long curly hair, dress of white brilliantine or colored wool challie, trimmed with ribbon and lace; wears shoes and stockings. Our \$2.00 value for, each

65C FOR DRESSED DOLLS WORTH \$1.00. Dressed Dolls with jointed body, moving bisque head, sleeping eyes, colored satin dresses, lace bodice. Our \$1.00 value, for, each 45C FOR DRESSED DOLLS WORTH 75C. TEN PINS WORTH \$2.00 FOR \$75C. 15C FOR ENGINES WORTH 28C. 75C FOR TOY WORTH \$1.48. MECHANICAL TRAIN WITH DOUBLE TRACK. Our 25c value, for, each15e 23C CANNON WORTH SOC. Cannon, movable, nickel finish or black enamel barrel, red enamel wheels.

78C FOR ELEPHANT WORTH \$1.35. Elephants with fine red and gold saddle and headgear, stands 10 inches high, 13 inches long, a beauty. Our \$1.35 value for, each 78c \$1.30 FOR SHOW WORTH \$2.00. NUMERICAL OR COUNTING FRAMES. Our \$6c value for, each

50C FOR DOLL CARRIAGE WORTH \$1.35. Tandem Doll Carriage, all metal. Our \$1.35 value for, each ... 50e

Iron Toys \$1.35 FOR FIRE PATROL WORTH \$2.25.

95C FOR WAGON WORTH \$1.50.

> **Shoe Values** HANDSOME CHRISTMAS SLIPPERS GO DIRECT The FROM THE CASES TO

THE BARGAIN TABLE.

Remarkable

Hosiery at Prices Lower let Floor-Sixth-St. Anne: Than Ever Before gift to any woman than dainty hoslery -what more acceptable-unless the

donor? These prices are matchless. Great Special Sale of Women's Silk Hose

A Stirring Xmas

Hosiery Sale

in Manager Zoller's offering for today-

Women's Handsome

Black Silk Hose. Our \$1.25 value for, pair ... See
Black and colored Hose. Our \$1.50 value for, pair ... \$1.10
Black Silk Hose. Our \$1.75 value for, pair ... \$1.10
Black Silk Hose. Our \$2.00 value for, pair ... \$1.25
Black Silk Hose. Our \$2.00 value for, pair ... \$1.25
Black Silk Hose. Our \$2.50 value for, pair ... \$1.25
Black and Colored Silk Hose. Our \$2.75 value for, pair ... \$1.28
Black and Colored Silk Hose. Our \$2.50 value for, pair ... \$2.25
Black and Colored Silk Hose. Our \$3.50 value for, pair ... \$2.73

A GREAT SALE OF WOMEN'S HIGH-GRADE FANCY HOSE. Profit and even cost thrown to the winds. the for Women's Linke Hose, worth \$1.25 and \$2.00. An immense lot of Women's Fancy Hose, too many to describe, consisting of

The famous "Empress" Shoes for women, in patent or plain kid, with turn or welt soles. Our \$3.5) value at just half price, or, the pair \$1.73 Women's Linie Hose, High-grade Stock, all at Special Prices Our 15c and 85c values for, pair
Our \$1.00 and \$1.25 values for, pair
Our \$1.50 values for, pair
Our \$1.75 and \$2.00 values for, pair
Our \$2.50 values for, pair

WOMEN'S PANCY ROUND GARTERS. With fancy metal clasps, all colors of elastic-

Our 25c value for, pair
Our 75c value for, pair
Our 50c value for, pair
Our 51.55 value for, pair
Our 51.56 value for, pair FANCY GARTERS WITH STERLING SILVER BUCKLES.

Our \$2.00 value for, pair.....

It's a case of buying Shoes and Slippers direct from the factory and at the factory prices—or less—if you buy here this week; and we pay the freight. Good Shoes were never sold for so little before. 50C FOR WOMEN'S HOUSE SLIPPERS WORTH \$1.00. BOYS' BOX CALF SHOES,
With good, comfortable lasts and extra good plump uppers—
Sizes ii to 13. Our \$1.50 value for, pair
Sizes 13½ to 2. Our \$1.75 value for, pair
Sizes 2½ to 5½. Our \$2.00 value for, the pair Men's Opera-House Silppers, with turn soles. Our \$1.50 value fo Boys' leather House Slippers, of black kid, with hand-turned soles.
Our \$1.50 value; special today at, pair.
\$1.25 FOR NURSES' SLIPPERS WORTH \$2.00.
House, Hospital or Nurses' Slippers, with rubber heels, good, comfortable lasts and turn soles. Our \$2.00 value; special today at, the pair \$1.25 at, the pair

WOMEN'S \$5.00 SHOES FOR \$2.50.

Women's fine Shoes, in patent or vici kid, with turn or welt soles
Louis or military heels. Regular \$5.00 value, special at just hall
price, or, the pair

\$2.50 WOMEN'S \$4.00 SHOES FOR \$2.00. Women's kid Shoes, matt or dull kid tops, welt or turn soles, neat, dressy toes, and military hoels. Our \$4.00 value at, the pair. \$2.00 WOMEN'S \$3.50 SHOES FOR \$1.75.



The Art Shop is on the Qui Vive for Christmas

If you don't know where to find the prettiest Christmas things, then you haven't been to our new daylight art needlework store. We've laid two snares for bargain feet today-better be caught.

OUR ENTIRE LINE OF STAMPED CUSHION TOPS AT 29C.

WITH A MILLION DOLLAR STOCK OF THE WORLD'S NEWEST MERCHANDISE, CHRISTMAS GOODS AND STAPLE LINES INCLUDED, WE'RE CONDUCTING A SLAUGHTER CLEARING SALE TEN DAYS BEFORE CHRISTMAS, UNPRECE-DENTED FOR VALUES, EVEN ON THE FAG END OF A SEASON! We're making one grand, determined effort to cut this splendid, monster stock in two. The "MANAGERS' SALE" is the mighty broadsword we're wielding so powerfully to accomplish the end-and values are falling on every side like wheat after the scythe. We are excelling last year's records by thousands of dollars a day-yet our service is in no wise taxed-and we handle the great business with punctuality and accuracy. No store anywhere works so hard to simplify and amplify service. Vast buildings of modern planning make the work e sier and more fruitful—and in no other store are people so safe and comfortable. This comfort embraces bodily freedom from annovarces and purse protection thro' our proverbially small prices that have made the store famous. People have learned that mere "price-cutting" stores are not necessarily "fair-price" stores; and that to depend on "bar in stores" is not much safer than to depend on winning money from the county fair faker who operates with three shells and something like a pea. The real economist comes to this biggest, finest, most RELIABLE store in town-and chooses, with safety, goods of qualities befitting the particular use in view. So now, when these splendid, matchless stocks are laid bare-at your mercyshorn of profits and pared of part of cost, you'll surely profit by the chance to stock up for months ahead; particularly to fill all Christnas needs. Most of the news is of bargain happenings today—and we've picked the newsiest nuggets to print. Read all detail that follows -it hints of SAFE savings that you might as well share.



The Christmas Work Is in Full Swing!

LAST DAY, TODAY, OF THE

Biggest Values of All the Year in Women's

Suits, Wraps and Furs

Every Velvet Street Suit in the House at Half-Price \$18.50 to \$125 Reg. Values at \$9.25 to \$62.50 SPECIAL

Above are in Shirtwaist, Jacket, Blouse and Eton Styles. Blacks, Navies, Cadets, Browns, Tans, Grays, Greens and "Dregs o' Wine" Colorings. Plain and crushed effects. Among them several of the famous Schroeder creations.

Every Walking Skirt in the House at Extra Special Values

All in the new round lengths. Materials of Cheviot, Venetian, Broadcloths, Mannish Worsteds and Tweedish Mixtures. Plain tailored or in various trimmed effects. In Chiffons, Peau de Soies, Crepe de Chines, All-Over Nets, etc., hand-made and trimmed with elaborate embroidery and laces, the handwork of European needlewomen. All these beautiful Walsts, splendid for Christmas gifts, at HALF PRICE.

\$3.50 Wool Waists \$1.29

Less than half price. These spiendid Waists are adapted for every-day wear in every vocation of life. Special today at about ac-tual cost of materials.

All the Christmas Neck Furs Reduced BEAUTIFUL NECKPIECES.

Electric Seals, Black Coney, Sable and Isabella 'Possum and Black Martens, lined with rich Siberian Squirrel, silken tassels, cords and tails. Values from \$3.50 to \$38.50, and reduced this way: \$ 3.50 Neckpieces \$ 2.18 | \$20.00 Neckpieces \$13.35 \$ 4.50 Neckpieces \$ 3.00 | \$22.50 Neckpieces \$15.75 \$ 6.00 Neckpieces\$ 4.15 \$25.00 Neckpieces\$16.65 \$ 7.50 Neckpieces \$ 5.15 | \$27.50 Neckpieces \$18.35 \$10.03 Neckpieces \$ 6.65 | \$30.00 Neckpieces \$21.20 | \$12.50 Neckpieces \$ 8.35 | \$32.50 Neckpieces \$22.85 \$35.00 Neckpieces \$24.65 \$15.00 Neckpieces \$10.50 \$18.50 Neckpieces \$12.35 | \$38.50 Neckpieces AND OTHER IN-BETWEEN PRICES PROPORTIONATELY RE-

DUCED. All above Specials for today only.

Every Raincoat in the House Reduced A SPECIAL LINE OF NEWMARKET COATS RADICALLY RE-

DUCED. Raincoats in Cravenettes and Waterproofed Materials, Newmarkets in Coverts and English and Scotch Tweedish, Mannish Mixtures. In plain, tailored and trimmed effects. Values from \$12.50 to \$55.00, reduced this way: \$12.50 value for...... \$ 9.35 | \$25.00 value for................................ IN-BETWEEN QUALITIES REDUCED SIMILARLY.

Every Suit and Costume in the House

(Wool and Silk Shirtwaist Suits Alone Excepted.) ALL SWEEPINGLY REDUCED.

Values from \$20 to \$250 reduced to \$14.85 to \$187.50

All between values reduced proportionately.
ALL THE BEAUTIFUL HAND-MADE FANCY EVENING WAISTS REDUCED TO HALF PRICE.

\$3.19 For the \$5.00 Cambric Petticoats



An Exceptional Petticoat

Bargain for Today

Second Floor—Annex.

When it comes to buying Petticoats the question arises: Where can one find the greatest variety in correct styles, right makes and the fluest for the money? Thousands have found the answer here. We want, you to look through today—here's a temptation. A manager's "special"—and a hummer: Ladies' fine cambric Petticoats, 22-linch lawn flounce, two rows of 1½-inch embroidery insertion between two clusters of eight tucks each; finished with 8-inch cembroidery ruffle with cluster of 4 fine tucks; or Petticoat of same material with 22-inch lawn flounce, 1½-inch embroidery insertion between 2 rows of 2½-inch-wide val.-lace insertion; 2 clusters of 5 fine tucks finished with a 7-inch val.-lace ruffle and under ruffle finished with 2½-inch-val.-lace. Regular price \$.319

Question of What to Buv "Him?"

is coming up every day. Thousands are having Thousands are having the question answered here in the Christmas "man's shop." Answers are here "thicker'n hops." Hosts of the smartest creations for men's wear lie spread out before the gaze of the onlooker—and the prices please. To choose is easy. SPECIAL TODAY.

First Floor-6th-Street

MEN'S HANDKERCHIEFS WORTH 25c FOR TWO FOR 25c. line of men's colored bordered handkerchiefs, in dots and

stripes, made of fine mercerized cloth. Our 25c value; special A lire of very handsome Mufflers, just what he needs-a happy Xmas thought-in black, white and pretty fancy colorings, all at one-third reductions.

MEN'S \$1.50 UNDERWEAR FOR \$1.05.

Men's extra fine worsted Shirts and Drawers, in medium weight, silver gray in color, sold at the clothing stores at \$2.00 'Our MEN'S UNDERWEAR WORTH \$1.00 FOR 60c.

15c FOR MEN'S SOCKS WORTH 25c.

A line of very swell men's cotton fancy Half-Hose, in a generous and smart line of patterns and newest colorings: Highland plaids, neat checks and stripes and plain colors—the clothier's regular 50c value. Our usual 25c grade; special today at pair

That Glorious December Millinery Store

Daylight Salons—2d Flow Never before in the store's history has business been so brisk in the Millinery Section. In fact, the increase is nothing short of wonderful. This millinery business of ours is an all-year-round one now. We don't allow the stocks to run too low. New creations are coming in daily, some from the work-rooms of the store and others from their Eastern style creators. No need to take the left-over of the old-tims milliners when such charming new Hats are here, fresh as the dawn, and the prices are but a fraction of what other stores ask—even now. Last week Mr. Hamburger increased his business over 300 per cent—corresponding week of 1962. He is in line for first place in the managers' race, and will make a spurt today by selling velvet snapes, on wire and buckram frames, suited for wear of young, middle-aged or elderly women—a very exceptional value at Daylight Salons-2d Floor Annex.



value at Any of these shapes will be trimmed by us FREE today.

A Massing of the Bargain Hosts Today 'long the "Fair-Way"

Christmas suggestions that fairly bubble with wonderful value. The grandest list of holiday bargains ever offered at this season by any Portland sters. Compare the prices with those of other Christmas shops 'round town. No wonder that business centers here. PHOTO ALBUMS WORTH \$3.00 AND \$4.00 FOR \$1.50.

size, fancy decorated, easel back Photo Albums, fine gilt-e finish, celluloid covered. Our \$3.00 and \$4.00 values for PHOTO ALBUMS WORTH 75C FOR 25C.

7C FOR SCRAP ALBUMS WORTH 12C.

ONLY 11C FOR SCRAP ALBUMS WORTH 19C. Children's Scrap Albums, medium size, asserted colored covers and designs. Our 19c value, special at, each11e 35C FOR PHOTO FRAMES WORTH 98C.

ONLY 35C FOR PHOTO FRAMES with head design, worth \$89c. 40c FOR BURNT WOOD PHOTO FRAMES, Assorted designs, large sizes. Our \$1.49 value for, each.......49c 95C FOR CLOTH BRUSHES WORTH \$1.50.

Fins extra quality men's Cloth Brushes, very fine imported French Brushes, black or white bristles. Our \$1.50 value for95e 25C FOR WRITING PAPER.

75C FOR PERFUME WORTH \$1.10.

35C FOR PERFUNE WORTH 75C.

LADIES' SHOPPING BAGS, Shopping Bags, finer quality, in black velvet, with real seal ends and handles-

COMBINATION PURSES, For children, in black, brown or tan leather-GRAY SUEDE LEATHER MUSIC ROLLS, 85C FOR HAIR BRUSHES WORTH \$1.49. Ebonoid Hair Brushes, sterling zilver mounted. Our \$1.49 value