SEE SUPPLEMENT TO THIS AD. ON PAGE 3





PORTLAND'S LARGEST FOREMOST STORE







PUBLIC TEAROOMS Second

Under the auspices of the Y. W. C. A. Grandma Munra in charge. Open 11 A.M. to 5 P. M.

Tea, Coffee, Chocolate, Hot Rolls, Chicken Sandwiches, Bouillon, Brown Bread Sandwiches, Bread and Butter, Apple and Nut Salad, Dessert Cakes.

PORTLAND'S QUALITY SHOP

FIFTH, SIXTH AND WASHINGTON STREETS

THE HOME OF CHRISTMAS

THE CHRISTMAS POSTOFFICE

Santa Claus has placed mailboxes at the entrances to all the clevators 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.

certised prices. Leading Mail-Order House on the Pacific Slope. Phone "Exchange 12." All orders filled by experienced shoppers.

A REAL LIVE SANTA CLAUS IN HIS SNOW-CLAD COTTAGE. Up in that wonderful Toyland on our big 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.

Purveyors from Toyland to their Majesties, the Children

"The Different Store"

Shopkeepers to Santa Claus

Starting this Week, Tomorrow, This Store Will Remain Open Evenings Until Christmas

TODAY the 85th GRAND FRIDAY ECONOMY SALE

A Million Dollar Stock of Staple and Christmas Things in a Whirling Vortex of Bargain Selling! Profits Relinquished-Even Costs Cut Into

the 11th Day of the Great "Store Manager's Sale"

To insure the enormous selling necessary to absolute Clearance before the lights are dipped on Christmas Eve. Only 8 more days in which to sell what remains of a surplus stock of \$500,000 New Goods! Christmas Goods! Winter Goods! Staple Goods! The only store ever known to slaughter prices before Christmas. . Merchandise for less now than in the January Clearance

Friday "Economy Sale" Offerings

FOR TODAY ONLY (Unless marked for Tomorrow)

HOLIDAY FOOTWEAR At Bargain Day Prices The "Shoe-Store-on-the-"Fnir-Way." First Floor.

What pleased you more, as a child, than to receive a pair of new boots for Christmas? Do you remember the little copper toe-lips that added to their looks(?) and wear? No toe-lips these Christmases, but shoes are sturdier. There's children, too—and grown-ups. Nothing but "Good Shoes" here, though the prices hint of cheaper sort. These values special for today.

MEN'S SHOES.

Shoes, here in box calf, enamel kid, patent colt and velour either Ball or Blucher, with either extra heavy or medium and full round toes, 20 choice styles from which to select.

\$2.50 value for, the pair.

\$1.25 INSTEAD OF \$2.00 FOR WOMEN'S JULIETTES. en's Juliettes, with rubber heels, hand-turned soles, and pat-tips. Regular \$2.00 value, Economy Sale price, the pair \$1.25

Xmas Tree Decorations That Serve a Double Purpose

First-Floor "Toggery Shops" for Women.

Dainty "fixin's" that might brighten the Christmas trees without losing any of their loveliness or utility as garniture to women's dress. We open a treasure box today; better get your

ALLOVER LACES—At the Lace Counter, First Floor, Pretty Allover Laces, in black, cream and white, priced as fol-

DAINTY FANS.

SMART LACE TURNOVERS. 18e FOR TURNOVERS WORTH 35c. -

Be FOR TURNOVERS WORTH 25c.

GAILY FLUTTERING RIBBONS FOR XMAS NEEDS.

HANDSOME NEW VEILINGS. Swell Veilings by the yard, black tuxedo, plain or dotted Russian net, plain or dotted Brussels net, and plain or dotted chiffon nets, some black, some white, brown, blue, black and white combined—an assortment so varied that almost any one should be suited. Specially priced as follows for the Economy Sale:

Regular 25c, 35c, 40c, 50c, 50c, 75c, \$1.00, \$1.25, \$1.50, \$1.75, \$2.00 and \$2.50 values for 15c, 18c, 20c, 25c, 30c, 38c, 50c, 63c, 75c, 88c, \$1.00 and \$1.25 the yard.

LINEN HANDKERCHIEFS,

DRESS GOODS AND SILKS FOR XMAS

Fifth-Street Annex-First Ploor. What's better than a gown pattern for a holiday gift? "Nothing, says the bold Briton that rules the waves of silken sheen and the bolts of splendid dress goods in our fabric stores—and he backs his opinion with a SENSATIONAL HALF-PRICE SALE that will cause hundreds of prudent women to look into the marter today and tomorrow. COLORED AND BLACK DRESS GOODS REMNANTS FOR TODAY AND TOMORROW AT

EXACTLY HALF PRICE

Remnants of Craveneties, Broadcloths, Venetians, Serges, Cheviots, Etamines, Volles, Panama and Canvas Cloths, Cashmeres, Prunellas, Henriettas, Alpacas, Brilliantines, Sicilians, Albatross, Lamodowns, Challies—in fact, a tremendous assortment of all the best-selling fabrics, left from the greates; selling season we have ever had. You will find all lengths from waist to dress patterns and all colors, and all go on bargain tables for today and tomorrow at HALF PRICE!

This will be a grand opportunity to buy a dress, skirt or waist pattern for a welcome Xmas gift.

wilk Remanuts for Today and Tomorrow all go at Half Price! Plain Taffetas, in colors and black; Satina, Peau de Soles, Peau Cygnes, Chiffon Taffetas, Messalines, Princess Crepe, Crepe de lines, Plaid Silks, Sutting Slik, Waist Silk, Dolly Varden Silks fancy work—in fact, remnants of all kinds of down-to-date, pendable silks, all at HALF PRICE! "YOUNGSTERS' ACRE"

THAT WONDERFUL PLAYLAND PARK

Three Great, Swift Elevators running constantly. Vast throngs of bright-eved, tosy-cheeked lads and lassies, and hosts of grown ups surge thro' the avenues of Toyland every hour of the day, from the first "run" up of the big passenger elevators until the dellies' eyes grow sleepy and the great store gong clangs the hour of closing at 6 P. M. Santa Claus has endeared himself to thousands of little friends who have come to meet him in his snow-covered home this week. Come and bring the children today. TP LARGEST STOCK OF DOLLS, TOYS AND GAMES IN THE CITY AT THE LOWEST PRICES ON THE COAST.

SPECIAL TODAY AND TOMORROW. DRAWING SLATES WORTH 25c FOR 16c. Drawing States, with a good variety of copy. Our 25c value for, each GRANITE IRON KITCHEN SETS OF EIGHT PIECES.

Our 35c value, Economy Sale price, the set18c GARDEN SETS WORTH 45c FOR 23c. For Little Gardeners, cunning Garden Sets of four pieces, Pump, Sprinkler, Wheelbarrow and Shovel, attractively enameled in red, with gold trimmings. Our 45c value, Economy Sale price, 23c

METALLOPHONE, WITH 12 KEYS, Our 25c value, special at, each

BIG BARGAINS IN TOYS FOR TODAY AND TOMORROW, BUGLE TROMBONES—SIX NOTES.

BUGLE TROMBONES-FOUR NOTES. Our 75c value, for, each

35c DRUMS WORTH 60c.

Musical Rattle Drums, plays without sticks. Our 60c value, spe-WAGONS WORTH \$4.50 FOR \$3.65.

Cyclone Pedal Wagons, complete with steering gear in front or on side, for boys or girls. Our \$4.50 value, special at, each \$3.65



The Great Half-Price Sale of Women's Suits Continues

Second-Floor Salons.

Hundreds came yesterday, and hundreds more will be here for these unmatchable bargains today.

Every Tailored Cloth Suit and Every Tailored Velvet Suit in the House at Exactly

Silk and Cloth Shirtwaist Suits Alone Excepted

Values range up from \$15.00 to \$250.00. A number of the famous Schroeder models are included in the collection. Description would be useless, so varied are the styles. Every Tailored Suit is included-AT ONE-HALF PRICE.

\$15,00 SUITS FOR \$7.50, and every value at half, up to the magnificent \$250.00 Gowns for \$125.00. Sale continues today and tomorrow-HALF PRICE!

Every Woman's Cont Drastically Reduced-Not One Reserved or Spared. Every One in the House Goes Into the Sale.

Expertly tailored Coats of beautiful workmanship, in very new-est, latest modes. Materials are broadcloths, kerseys, handsome tan coverts and popular mannish mixtures in tweedian goods. Tourist styles, three-fourths length and 27-inch box shape. Also the form-fitting Coats, blacks, navys, tams, browns, blues and fancy mixtures. Reductions like this until tomorrow night:

6.50	values :	for \$.4.95	\$20.00	values	for 814.85
\$ 8.50	values	for \$ 6.95	\$25.00	values	for \$18.75
\$12.50	values	for \$ 9.35	\$30.00	values	for 822.50
\$15.60	values	for \$11.25	\$35.00	values	for \$26.25

Another Monster Sale of a Manufacturer's Millinery Stock

New Wint'r Hats at 25c on the Dollar -and Less

A Gigantic Quarter-Price Sale of over 1880 of the season's advanced creations. \$2 to \$3 Hats

Today for 49c



The Easiern milliner's season is over—we speak of the manufacturing milliner. It has been a failure from a standpoint of predits, but a monumental auccess as a rank loser. That indefinable something that regulates millinery seasons has dished out the worst trade in years; its a universal tale. Manufacturers are business sick and looking for aid to those few retailers who are in a position to aid them in selling their stocks. This house has had the best season ever—increased over its best previous millinery year by nearly 300 per cent—tribled. And buyers keep coming. So when a big Eastern manufacturer offered us his stock two weeks ago, of over 1500 late-made Hats at less than one-fourth their cost, we said "yes' mighty quick! And the Hats has here filling the department and the stockrooms to the running-over point. The season's very newest, best styles in LADIEN AND CHILDREN'S READY-TO-WEAR, STREET and DRESS HATS—Turbans, Sallors and charming fancy shapes, in every fashionable coloring and pretty combination. Not a Hat in the lot that wouldn't be a surpassing bargain at \$200 many of them worth up to \$3.00—at the absurdly low price, for today only, of, each.

Extra Special Today

Handsome Silk Evening Waists Half Price Second Floor.

Second Floor.

A spiendid lot of beautiful Walsts. An offer unsurpassed! A galaxy of dainty beauty unrivaled by any similar gathering at one-half the regular fair prices. Walsts in every way worthy this "Style Store." Peau de cygnes, peau de soies, taffetas, crepe de chines and handsome Ince creations. Some silk lined. A full color line, embracting reds, blues, browns, royals, greens, creams, pinks, navys, paie blues, lavenders, helios, etc. Plain blacks, strikingly pretty plaids, neat checks and dainty stripes. Regular values from 55 to \$15-special for today only AT HALF PRICE:



The Useful and Sensible for Christmas Giving

SUGGESTIONS OF SAVINGS FROM 4TH FLOOR "HOME-FIND-ING SHOPS. COMPORTS AND BLANKETS—BIG VALUES AT LITTLE PRICES COMPORTERS WORTH \$3.50 FOR \$2.08.

Very finest and best strictly all-wool Blankers worth \$15.00.

Very finest and best strictly all-wool Blankers in white, extra large size. Regular \$15.09 value, special at, the pair...... \$10.75

BLOD FOR WOOL AND COTTON BLANKERS WORTH \$2.50

RECOURTER STATE OF THE PROPERTY \$15.00

STATE OF THE PROPERTY \$15.00

Plain gray wood and cotton mixed Elankets, full size, Regular \$2.50 value for, the pair \$1.69 Extra large size cotton fleece Blankets, plain gray, with pink or blue borders. Our \$1.75 value, for. \$1.18 pair OUR "ECONOMY" SPECIAL IN RUGS—RUGS WORTH \$2.50 FOR \$1.60.

All-wool double-faced Smyrna Rugs, 30x50 inches in size, fringed ands. Our \$2.50 value for. \$1.65 each

i-wool double-laced Smyrna Rugs, sexed inches in size, fringed ands. Our \$1.50 value for. \$1.65 cach
LACE CURTAINS.

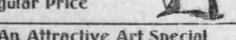
Very handsome Lace Curtains, Renaissance and Arabian; all and made, full lengths and widths. About 50 styles from which

Children's Coats for the Children's Christmas

Just half usual price today. You may buy two for the money laid by with plane for one. Baby-to-Miss Alsle-Second Floor.

Children's Coats in a large assortment of materials and styles, colors plain navy, cardinal, green, cadet, brown, tan and mixed materials; ages from 1 to 5 years; prices from \$3.00 to \$40.00; special at... \$1.56 to \$20.00

Or All Coats for Today Onty at One-Half Off Regular Price



An Attractive Art Special POR TODAY'S "ECONOMY SALE."

Second Floor Annex—Art Shop.

Hungarian and Slovak hand embroidered plecos, in round or

square Doylks, Centerpieces, Lunch Cloths and Scarfs; materials,

old blue and cream linen. Prices from 25c to \$7.00; precial from

17c to \$4.67

Gift Things for the Christmas , Morning Stockings

At prices that allow buying two when you've only thought of one. First Floor Shops that parallel the "Fair-Way."

Fancy boxes of Perfumery, all odors. Our 25e value for, each 15e

POUKETBOOKS WORTH \$1.65 TO \$2.50 FOR 98c.

FRAMED PICTURES WORTH 75e FOR 40c,
Large-size Framed Pictures, hard wood, 3%-inch oak veneer
frames, round shape, 15-inch size, ovals 15x18 inches, assorted,
subjects; "Pharaoh's Horses," "St. Cecella," The Young Mother," etc. Our 75c value, for, each

AUTOGRAPH ALBUMS WORTH 75c FOR 39c.

HANDKERCHIEF BOXES WORTH \$2.19 FOR \$1.10. arge size, satin side. Handkerchief Boxes, hand-painted celluloid top, silk lined. Our \$2.15 value, special for, each\$1.19 Brush and Comb Sets, ebonoid, sterling sliver mounted. Our \$2.85 value for, set 95e INSTEAD OF \$1.50 FOR READING GLASSES.

GRIP TAGS WORTH 40c FOR 25c. Sterling silver grip tage, with leather strap. Our 40c value for

17e FOR CALENDARS WORTH 25e. French gilt Calendars, in small stands. Our 25c value for, each 17c

The Eldorado of the Christmas Shopper the Great Third Floor Shops

That fairly flash and scintillate with beauty, bulge with generous, overflowing stocks and bristle with savings. See the Art Chambers that glisten with radiant richness and gleam of marvelous Cut Glass. Explore further into the China and Bronze Grotto, where beautiful Statuary and handsome Brica-Brac form an exhibit worth coming miles to see. Don't miss this rare treat even if buying be furthest from your thoughts. These

EXTRA SPECIAL ECONOMY SALE PRICES ON SILVERWARE AND DECORATED CHINA. Third Floor. TEA SETS, FRENCH GRAY CINISH, LATEST DESIGN IN RAISED FLOWERS.

Our \$1.20 value, special at the pair
Our \$1.25 value, special at the pair
Our \$1.25 value, special at the pair

TABLES FILLED WITH BARGAINS IN BANDSOME DECORATED CHINA.

ODD PIECES OF EVERY DESCRIPTION AT HALF PRICE.

AUSTRIAN DECORATED CHINA DINNER SETS.

100-piece Sets. Our \$22,00 value, for \$12,00 va BEAUTIFUL HAVILAND CHINA DINNER SETS. 100-piece sets. Our \$37.50 value, for.

BOOKLOVER'S COLUMN

"Booklovers' Laue" is strewn with thousands of splendid Christmas Books suited, for reading by all ages from the prattier who mixes her big "Bs" with the big "Bs" along thro' the stages of life up to the gray and austere professor who craves the deeper 'closgys' and 'isms." Today's book news smacks of bargains.



gates.

Artistic Booklets, suitable for Christmas remembrances, including those of a religious nature and selections from the poets, all beautifully illustrated in colors. Regular 5c, Sc, 10c, 12c, 15c, 20c, 25c, 30c and 40c values, for Ecohomy Sale only at exactly HALP PRICE.

THE GREEN LIBRARY BOOKS WORTH 22c AND 25c FOR 18c. These books are well bound in green cloth, good paper, printe in large, clear type; the list of titles includes the standard work of the best authors. Our 22e and 25c values, special for toda

Children's books, board bound, four-colored pictures and many others in black and waits, all the hading enlidten's classics in the lot, such as "Little Bo Peep" and "Little Boy Slue," "Old Mother Hubbard," "Jack and the Beanstalk," "There was an old Woman Who Lived in a Shoe," "Little Red Riding Hood," "Puss in Boots," "Cinderella" and "Hey Diddle Diddle." Our 25c value for, each CHILDREN'S TOY BOOKS WORTH 25e FOR 14c.