

OPEN EVENINGS UNTIL CHRISTMAS.



PORTLAND'S LARGEST FOREMOST STORE



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THE "DIFFERENT STORE"

FIFTH, SIXTH AND WASHINGTON STREETS

THE HOME OF CHRISTMAS

A MILLION DOLLAR CONVENTION OF UNRIVALLED CHRISTMAS BARGAINS AWAITS YOUR ONSLAUGHT TODAY—We enter this morning upon the last half of the last week of the GREATEST VALUE CREATING EVENT OF YEAR 1904.

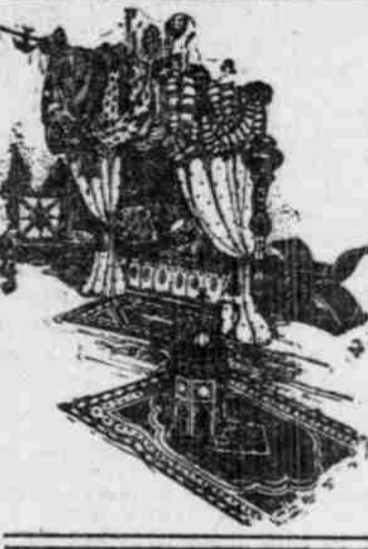
THE "STORE MANAGERS' SALE"

Three days more will end the most earnest struggle for supremacy ever known among our peerless organization of Store Managers and Buyers. The battle grows fiercer every hour—and prices suffer. We've been hard hit at times by the startling losses taken by the conductors of our over 40 separate and distinct specialty stores, which go to make up this great organization forming PORTLAND'S LARGEST STORE.



In Portland's Largest and Best Toy Shop and Doll Show—4th floor

Three big elevators running constantly. The only fireproof building in the city. A safe as well as economical Christmas shop. A real live, jolly Santa to talk to the children and the biggest values in Toys and Dolls offered by any store in America.



If an Oriental Rug is Wanted Buy It Here This Week

A SPECIAL XMAS SALE FOR FOUR DAYS AT SHARPLY REDUCED PRICES—Fourth Floor. If you are a gift buyer you can hardly go wrong in the Rug store on the spacious Fourth Floor.

Public Tea Rooms Open Evenings This Week. Second Floor. Auspices of Y. W. C. A. "Grandma" Munra, hostess.

Christmas Umbrellas Mercilessly Reduced

For Balance of Week. First Floor. Holiday Umbrellas—Ladies and Men's—28 and 28-inch. The fine all-silk kind; Taffeta, Laventine, Spitzfeld, Dent's and Twisted warps; some with plain wools, some with ivory, gun-metal, horn, pearl, gold, silver and fancy combinations, gun-metal and gold, pearl and gold, wood and silver, etc.

The Useful in Christmas Remembrances

Raincoats for Christmas. Every raincoat in the house at one-half price. For today, handsome Cravenettes, Priestleys and smart, fancy mixed waterproof materials, in a full line of colors, latest mixtures and smartest trimming effect—ONE-HALF PRICE.

A SENSATIONAL THREE-DAY SALE OF Handsome Silk Evening Waists at Half Price. Grand Salon of Women's Attire—Second Floor.

Another Sensational Waist Sale Tonight! EXTRA SPECIAL! 7 TO 9 THIS EVENING, EXTRA SPECIAL! THIS SALE POSITIVELY LASTS BUT TWO HOURS, AS ADVERTISED.

THIS MORNING'S EXTRA SPECIALS—8 TO 12 A. M. ONLY

"In Ye Book Shoppe" BOOKS FOR CHRISTMAS GIFTS—Especially Appropriate—First Floor. HUMOROUS SERIES—44c FOR BOOKS WORTH 60c.

There'll Be a Rush to Millinery's Salons Today THE GREATEST OF MILLINERY VALUES ARE HERE FOR TODAY'S MORNING SALE.

In the Holiday Shops First Floor. A SCORE OF SUGGESTIONS TO SEEKERS OF SATISFACTORY XMAS GIFTS—Remarkable values that make gift money do double work.

Two Splendid Half-Day Specials From the Fourth Floor Stores. Dainty Ruffled Lace Curtains—Our \$2.25 value—special for half day at, pair...\$2.00.

The Useful and Ornamental, Unusually Economical. Special all day today. PRETTY GIFTS FROM THE HOLIDAY BAZAAR.

Remarkable Hosiery and Knitwear Values. In Women's Underwear and Hosiery Aisles—1st Floor. Seasonable and Sensible Xmas Gifts.

Another Exceptional Dress Goods Bargain. In the Annex Store—First Floor—Today. Regular \$1.25 value, 52-inch camel hair novelty Scotch suitings and covert cloths, good color assortment—Special 8 to 12 A. M., per yard...62c.

A Trio of Rousing Values FROM "THE WARDROBE" AND ART SHOP. Mexican and Spanish hand drawnwork or hand-made cluny lace pieces in doilies, centerpieces, tray cloths, tea cloths, scarfs and dinner sets, round or square.

Rare Bargains in the Man's Shop. First Floor, Sixth Street Annex. We solve the problem here of what to buy for "him".

In the Men's Shop A GREAT THREE DAYS SPECIAL Smoking Coats, Lounging and Bath Robes at a Great Reduction.

New Lounging and Bath-Robes. Splendid chance, coming as it does, just now, with Christmas out a few days away. "He" will be very pleased with one of these comfortable Smoking Coats, Bath or Lounging Robes for his Christmas gift.