THE "DIFFERENT STORE"

PORTLAND'S LARGEST FOREMOST STORE

THE HOME OF CHRISTMAS

EVENINGS UNTIL 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.

FIFTH, SIXTH AND WASHINGTON STREETS

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 ever 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. But we gave our people carte blanche with prices, shutting our eyes to positive losses, and it goes on to the end, on Saturday night-this battle royal for first, second and third place in the showings of increase of business over the corresponding period of last year-And the winner must make a gain OF OVER 300 PER CENT-That is sure at this writing. 200 per cent gains are thick as mosquitos in Jersey. 'Tis a people's buying time. In order that the great crowds may be waited on to better advantage and enjoy better the shopping facilities of this great store, we urge shopping in the early morning hours, or during the evenings this week. As an incentive we offer, in addition to the host of wonderful values on sale all day, the following list of REMARKABLE MORNING AND EVENING EXTRA SPECIALS.



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

WHOLESALE REDUCTIONS IN TOYLAND. HUMPTY DUMPTY SHOW FOR 65c—Humpty Dumpty Show of 6 pleegs, 3 clowns, 2 ladders, 1 chair. Our \$1.25 value, special at, each 15c FOR JACKS-IN-THE-BOX WORTH 25c—Happy Hooligan. George Washington or policeman Jack-In-the-box. Regular 25c value for each

18e INSTEAD OF 35c FOR NICKEL | PLATED TOPS. MUSICAL WHEEL TOYS in beautiful col-orings. Our 35c value for, each 19c Binck Dogs and White Dogs, Large Dogs and Small ones—and a fine flock of Wooly White Sheep—the cut wool and merino

15c FOR WASH SET WORTH 25c-Wash Set, consisting of table, washboard, clothes rack, wringer, clothes basket and flat iron. All nearly packed. Our

23c FOR CANNON WORTH 53c—Cannon, movable, nickel finish or black enamel barrel, red enamel wheels. Our 59c value for, each, 23c; our 25c value for,

75c FIRE CHIEF IN HIS WAGON FOR 48c—He's scurrying along in answer to an alarm of fire. His wagon is brightly chameled in red and gold and a spirited se is running as only fire horses can Our 75c value for, complete... 48c



If an Oriental Rug Is Wanted

Buy It Here This Week

If you are a gift buyer you can hardly go wrong the Rug store on the spacious Fourth floor addining "Toyland." Whether your friend has a suse, a den, or even a single room! And you save big alice of your money by buying this week, too ost of these Rugs are worth really half more totally than these special selling prices—

HANDSOME ORIENTAL RUGS—Khivas, Bok-haras, Mossouls, Kazaks, Shirvans, Daghestans, An-atolias and small Kiskelines are included in the sale.

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Our	\$10.00	values	for.	each			56.65
		values					
Our	\$25.00	values	for.	eacl	1		.016.75
Our	\$30.00	values	for.	each			.820.00
Our	\$37.50	values	for	each			. 825.00
Our	\$45.00	values	for.	each			. \$30.00
		values	for	- eac	h		.\$40.00
Our	\$75.00	raines	for.	each			.\$20.00
		values					
Our	\$100.00	o values	for,	each			. 206.75

Public Tea Rooms

Open Evenings This Week. Second Floor.

Auspices of Y. W. C. A. "Grandma" Munra, hostess. Today's Menu. Tea-Coffee-Chocolate

> Bouillon Milk in Bottles Veal Salad Hot Rolls Sardine Sandwiches Bread and Butter Crumbrittles

Evening. Pineapple Water Ice Bread and Butter Dessert Cakes

Christmas Umbrellas For Balance of Week. Mercilessly

For Balance of Week.

First Floer.

Holiday Umbrellas—
Ladies' and Men's—26
and 28-inch. The fine
ail-silk kind; Taffeta,
Laventine, Spittlefield,
Dent's and Twist
warps; some with plain
wood, some with ivory,
gun-metal, horn, pearl. gun-metal, horn, pearl, gold, silver and fancy combinations, gun-met-al and gold, pearl and gold, wood and silver.

34.50 values for ... 83.75 \$5.50 values for ... 84.19 \$7.50 values for ... 86.25 \$9.00 values for ... \$7.50 \$12.00 values for \$10.25 \$14.00 values for \$11.50 \$17.50 values for \$13.50 \$25.00 values for \$19.75 \$5.00 values for ... \$4.95 \$6.00 values for ... \$4.85 \$8.00 values for ... \$6.75 \$10.00 values for ... \$8.50 \$12.50 values for \$10.85 \$15.00 values for \$12.00 \$18.00 values for \$14.00 \$30.00 values for \$24.00



The Useful in Christmas Remembrances

Raincoats for Christmas

til After 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

This Morning-8 to 12 A. M. Only.

EXTRA SPECIAL!

Another lot of these smartly tailored

\$5.00 Walking Skirts at \$1.98

splendid lot of beautiful Waists. An beautiful Waists. An offer unsurpassed, A galaxy of dainty beauty unrivaled by any similar gathering at one-half the regular fair prices. Waists in every way worthy this "Style Store." Peau de cygnes, peau de soles, taffetas, crepe de chines and handsome lace creations. some lace creations. Some silk-lined. A full color line, em-brazing reds, blues, brating reds, blues, browns, royals, greens, creams, pinks, navys, pale blues, lavenders, hellos, etc. Plain blacks, pretty pinds, neat checks and dainty stripes. Yelues from \$5 to \$16-special for \$3 days, today.

days, today, day and Satur HALF PRICE!



SPECIAL CHRIST-MAS SALES UNTIL SATURDAY NIGHT Fortland never knew such a December business as is being done here and you'll not wonder when you note the unprecedented values in the Yule-tide offerings. Read: Then come and be convinced with hundreds of other happy buyers who happy buyers who will be here today to share in these opportunities. A GREAT HALF PRICE SALE OF WOMEN'S SMART-LY Tailored Street Suits IS ON

Haif Price—14 Price! Haif Price! Every tailored Street Suit in the house, values from \$15 to \$259. Take your pick—a grand Xmas gift—and—14 price until Saturday at closing time. Also— EVERY WALKING AND DRESS SKIRT IN THE HOUSE HALF-PRICE.

ALL ½ PRICE. \$5.00 to \$50

il day today. Friday and Saturday—115.00 to \$20 values—high-grade Skirts or "Petticoats." Materinis of heavy fancy brocade silks and plain taffetas with rich lace and applique trimmings, accordion plaited ruffles and lace insertions. In a generous color line, embracing light dues, pinkt, reds, greens, helios, grays, brocades, browns, plain blacks, etc. Magnificent values at the regular prices of from \$15.00 to \$20—all go in for three days only, until closing time Saturday night, AT EXACTLY HALF-PRICE

Nothing better to buy for her than rich furs. Every Fur Piece, Coats and Neck Scarfs, merci-lessly reduced to rlose before Christmas, Largest and most selected stock of Fine Furs in the city.



each \$4.16

18c INSTEAD OF 25c FOR SELF-STEERING AUTO.

CHILD'S FLAT IRONS, with flat iron
stand. Our 19c value for, set. ... 7c

DOLL BEDS AND CRADLES in oak, or
cherry finish, with wire springs, in 4
sizes.

THE HORSE RACE—A double track with eight horses finely finished case—A very

exciting race. Our \$2.50 value for

Silk Skirts at Half Price

Christmas Furs



EXTRA SPECIAL! 7 TO 9 THIS EVENING, EXTRA SPECIAL! THIS SALE POSITIVELY LASTS BUT TWO HOURS, AS AD-VERTISED. A SENSATIONAL DEPARTMENT CROWD-ING EVENT. PRETTY \$3.50 TAILORED SHIRTWAISTS

For two hours only, very smart man-tailored Waists, in mohair, flannel and granite cloth materials; reds, tans, navys, browns, blacks and handsome plaids and stylish fancy mixtures; plain tailored, with fancy stocks and silk ties or silk collars with tie. Best values in the city up to \$5.00-from 7 to 9 P. M. tonight only, choice for 98¢

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

8 to 12 A. M.

"In Ye Book Shoppe"

propriate-First Floor. HUMOROUS SERIES-44¢ FOR BOOKS WORTH 40c -Large size Books, 400 to 600 pages, cloth-bound, profusely illustrated. The list of titles includes: "PECK'S BAD BOY AND HIS PA"; PECK'S UNCLE IRE"; "LIBRARY OF WIT AND HU-MOR"; "REMARKS OF BILL NYE"; "SHAMS, OR UNCLE BEN'S EXPERIENCE WITH HYPO-CRITES", etc.-Our 60c value, special from 8 to 12

A. M. for, each44e CHILDREN'SBOOK WORTH \$1.00 FOR 59c-"Life and Adventures of Santa Claus"- a high-grade book for children, illustrated profusely-Our \$1.03

Leather Bound Classics

BOOKS WORTH 60c FOR 30c-A series of standard classics, in neat little volumes bound in limp leather, with gilt top and marker, neatly boxed-Our 60c value, special for half day only, at,

CHILDREN'S BOOKS WORTH 25c FOR 13c-Children's Picture Books, with colored plates and many other illustrations in black and white. The list includes a large number of the children's classics-"RED RIDING HOOD", "CINDERELLA", JACK AND THE BEANSTALK", "MOTHER GOOSE JINGLES", "LITTLE BO PEEP" AND "LITTLE BOY BLUE",-Our the value, special at,

From 8 to 12 A. M.

There'll Be a Rush to Millinery's Salons Today

THE GREATEST OF MILLINERY VALUES ARE HERE FOR TODAY'S MORNING SALE. BLACK TURBANS WORTH \$2.00 FOR 49c-200 black velvet and silk-shirred Turbans, with velvet

crowns, both trimmed and untrimmed. A hat very suitable for a lady of middle age-An actual \$2.00 value, special from 8 to 12 A. M. only, at, each, 49c

8 to 12 A. M. Today.

In the Holiday Shops First Floor.

A SCORE OF SUGGESTIONS TO SEEKERS OF SAT-ISFACTORY XMAS GIFTS-Remarkable values that make gift money do double work. Don't

Fancy Baskets, Children's Perfumery, all odora-value 20c, special, basket

Children's Autograph Albums, with fancy celluloid covers—values 75c, special, each

Two Splendid Half-Day Specials BOOKS FOR CHRISTMAS GIFTS-Especially Ap- From the Fourth Floor Stores

Our \$2.50 value—special for half day at, pair. . \$2.15 TAPESTRY COUCH COVERS WORTH \$5.00 FOR \$3.85—Heavy Tapestry Couch Covers, 60 inches wide, Oriental design—Our \$5.00 value, special for half day at, each \$3.85

The Useful and Ornamental, Unusually Economical Special all day Today.

PRETTY GIFTS FROM THE HOLIDAY BAZAAR. First Floor Aisles that parallel the "Fair-Way."

Burnt Wood Picture Frames, 95c values 35c

Burnt Wood Picture Frames, \$1.49 values 75c

Burnt Wood Picture Frames, \$1.49 values 75c

Toilet Boxes in painted satin, 65c values 35c

Perfumery packages, 25c values 5c

Comb and Brush Box of burnt wood, \$3.79 value, \$1.80

\$6.09 Toilet Cases, special for \$3.00

Painted Kerchief Boxes, 35c values 20c

\$1.50 Decorated Toilet Cases for 85c

7ac Paper Weights, special at 39c

\$1.50 Cloth Brushes, special at 95c

\$5c Back Combs, in white or colored shell. 59c

49c Purses, special at 20c First Floor Aisles that parallel the "Fair-Way."

AN ALL-DAY SPECIAL IN

Dainty Dress Fabrics

For Today-Domestic Alsle-First Floor. CREPE DE SOIE WORTH 50c FOR 42c YARD-Crepe de Sole, in all the newest advance shades, just in and very new. Quite the thing for inexpensive evening waists and party dresses-Our 50c value, special for all day at, the yard 42e

8 to 12 A. M.

Remarkable Hosiery and Knitwear Values

In Women's Underwear and Hostery Aisles-1st Floor Seasonable and Sensible Xmas Gifts.

8 to 12 A. M.-First Floor, New Annex. Two Extra Special Pootwear Values for Today

INFANTS SHOES WORTH \$1.00 FOR 50c-Infants button and lace Shoes, in red or black, sizes 25 to 55, at just Half-Price!

at, the pair

WOMEN'S \$1.25 JULIETTES FOR 630—Women's
Juliettes, in velvet or felt, fur-trimmed—Our \$1.25

value, special at, the pair

.63e

8 to 12 A. M. 1 Another Exceptional Dress Goods Bargain

In the Annex Store-First Floor-Today. Regular \$1.25 value, 52-inch camels hair novelty Scotch suitings and covert cloths, good color as- gift. sortment-Special 8 to 12 A. M., per yard62e

Second Floor-New Annex-S to 12 A. M. Today. A Trio of Rousing Values

FROM "THE WARDROBE" AND ART SHOP. Mexican and Spanish hand drawnwork or hand-made cluny lace pieces in doylles, centerpieces, tray cloths, tea cloths, scarfs and dinner sets, round or Regular prices from 25c to \$100.00

About 1½ dozen of those fine hand-embroidered Sofa Cushions, all complete, are left—For rapid selling, to close AT ONE-HALF PRICE.

Ladles' blue and white checked gingham Aprons, full-length bib and shoulder straps—Regular price 40c, special at

Rare Bargains in the Man's Shop

First Ploor, Sixth Street Annex. We solve the prob-lem here of what to buy for "Him." 79c FOR MEN'S GOLF SHIRTS WORTH \$1.50-A line of Men's Golf Shirts, with plain and plaited bosoms, in plain or fancy patterns—Our \$1.50 value, special for today, each. 79e

22c FOR SUSPENDERS WORTH 50c-Another ship 22c FOR SUSPENDERS WORTH 50c—Another ment of Suspenders—put up in protypinney Our 50c value, special at, pate LOUNGING ROBES WORTH small line of blanket cloth brown and dark clive and 18.00 values—Special for tod SUIT CASES WORTH \$6.00 R
Leather Suit Cases, a very use friend of either sex, sizes 22, value, extra special at, each ONE-THIRD OFF ON MEN'S STORMED

ONE-THIRD OFF ON MEN'S SIS FREEKS-A line of Men's Silk Mufflers, in Brack white and fancy-while they last, special at ONE-THIRD OFF MARKED PRICE

S to 12 A. M. MEN'S HANDKERCHIEFS WORTH 75c FOR 38c-A line of men's fancy Silk and Linen Handkerchiefs in blues, pinks, tans, etc. Our 75c value; special from 8 to 12 A. M. at just half price or, each... 38c

In the Men's Shop



A GREAT THREE DAYS SPECIAL. Smoking Coats. Lounging and Bath Robes at a Great Reduction.

For Thursday, Friday and Saturday, we offer each and every one of our line of Smoking Coats, Blanket Cloth Lounging Robes and Terry Cloth Bath Robes at a reduction of 331-3 per cent discount off the regular price. A splen-

New Lounging and Bath-Robes

did chance, coming as it does, just now, with Christmas but a few days away. "He" will be very pleased with one of these comfortable Smoking Coats, Bath or Lounging Robes for his Christmas Remember your choice of any of them at 33 1-3 per cent off Regular Price.

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