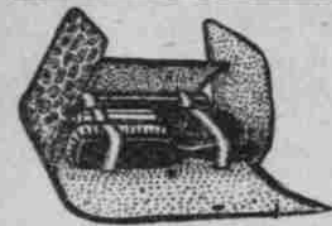


A TREASURE HOUSE OF CHRISTMAS GOODS

HOLIDAY LEATHER GIFTS



Our holiday line of leather goods will delight every one who is perplexed over what to give, and seeks something elegant, durable, stylish and economical.

The exclusive novelties displayed on our leather counters form an exhibit the like of which can be seen nowhere else in this part of the world. Latest importations, chic effects, triumphs of the leatherer's art, abound in attractive profusion at prices to suit every purse. Just scan the following list:

SUITABLE GIFTS FOR "HIM"

- CIGAR AND CIGARETTE CASES—
- WALLETS—
- NEW STYLES—
- BILL BOOKS—
- STRICTLY MODERN—
- CARD CASES—
- LIGHT AND CONVENIENT—
- POCKET FLASKS—
- SAFETY TOPS—
- TRAVELING BAGS—
- COAT HANGER SETS—
- SUITS CASES—
- NEW SHAPES—
- HAND BAGS—
- FITTED AND PLAIN—
- GLOVES—
- NEW CUT, PERFECT FINISH—
- CUFF BOXES—
- ROLLUPS—
- FITTED—
- OPERA GLASSES—
- COLLAPSIBLE COLLAR AND CUFF BOXES—
- GLOVE CERTIFICATES—
- COIN PURSES—
- NOVELTIES—
- MONEY BELTS—
- LIGHT AND SECURE—
- UMBRELLAS—
- EXCLUSIVE HANDLES—
- TRUNKS—
- THE "LILY" LINE—
- ALLIGATOR BAGS—
- MONOGRAMS—

SUITABLE GIFTS FOR "HER"

- PERSIAN TINSSEL BELTS—
- VANITY BAGS—
- LATEST IDEAS—
- ALLIGATOR BAGS—
- NEW, EXCLUSIVE SHAPES—
- PURSES—
- SILVER AND GOLD MESH—
- HARD CASES—
- MUSIC ROLLS—
- ORIGINAL SHAPES—
- TRAVELING CASES—
- EXCLUSIVELY Dainty—
- LONGNETT CERTIFICATES—
- SEWING SETS—
- FITTED COMPLETE—
- WORK BASKETS—
- DELIGHTFUL NOVELTIES—
- DIRECTOR BAGS—
- MEMORANDUM BOOKS AND DIARIES—
- BAGS—
- TO MATCH COSTUMES—
- UMBRELLAS—
- RICH SHADES TO MATCH COSTUMES—
- MONOGRAMS—
- EMBOSSED CALF BAGS—
- COAT HANGER SETS—
- UMBRELLAS—
- EXCLUSIVE HANDLES—
- JEWELRY BOXES—
- PHOTO FRAMES—
- FANCY LEATHERS—
- FULL LEATHERS—

FREE—Name engraved in gold leaf on all leathers.
FREE—Accident Insurance free. With every trunk, suitcase or traveling bag of value of \$5.00 or over, we issue a \$1000.00 Accident Insurance Policy free with our compliments.

OUR LACE NOVELTIES—Have you seen them? This is laced leather, the very latest thing. The edge is laced instead of stitched. See them on exhibit.

MARK CROSS CELEBRATED LONDON LEATHERS—We are sole agents. "Cross" leathers known the world over for exclusiveness, durability and good taste. This beautiful line includes everything that can be made from leather. "Cross" gloves shape to the hand and fit perfectly, with a style and elegance unapproachable.

For years this store has maintained a position of eminence among discriminating shoppers as the most satisfactory establishment in which to select Christmas presents—an enviable position, indeed, but justly earned because of merchandise of distinctive character and superior quality, sold at the smallest margin of profit—because of well-nigh illimitable variety in the various lines. Never were displays so elaborate, the variety so great, and the prices so tempting in consideration of values, as this year.

Remember---This Is Portland's Best Gift Store



Christmas Fountain Pens

Are immensely popular as Christmas gifts. But be sure you give a good one—the kind we carry are all good. If the pen you give or receive as a present is not what you want, it can be exchanged at any time, and until you are thoroughly satisfied. We have fountain pens in holly design boxes for gift purposes.

- Parker Fountain Pens..... \$2.00 and up
- Conklin's Self-filling Pens..... \$3.50 and up
- Waterman's Ideal Fountain Pens..... \$2.50 and up
- Woodlark Popular Fountain Pens..... \$1.50

Don't Fail to Talk With Our Fountain Pen Man.

WOODARD, CLARKE & CO.

FOURTH & WASHINGTON

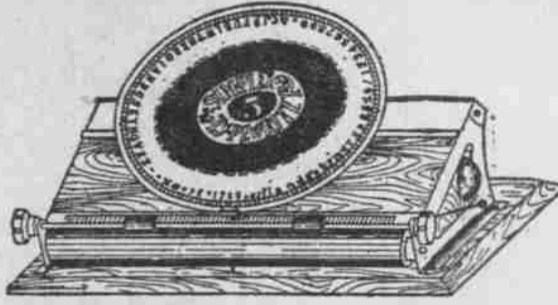
PICTURES FOR GIFTS



Pictures figure prominently in every one's Christmas buying, and our Picture Store solves the problem "What to Give" in a variety of ways. There are inexpensive Pictures that are artistic. There are costly productions from artists of repute. Taken all in all, you cannot find another Picture Store hereabouts that can match our showing in variety and value. Come to the fourth floor and see for yourself the grand display.

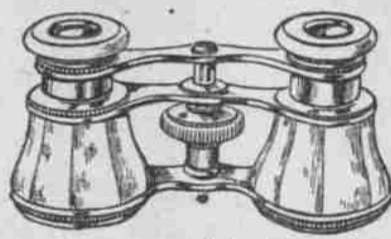
FOR CHRISTMAS—\$4.00 FRAMED PICTURES..... \$1.69
 WE FRAME PICTURES ARTISTICALLY

GIVE A SIMPLEX TYPEWRITER



A fine little Typewriter can be used by any one. We have them in three sizes and priced at \$1.00, \$2.50 and \$5.00.

OPERA GLASSES FOR "HER"



A nice pair of Opera Glasses is a gift that always pleases the women, especially so if she is a "matinee girl" or a "shopper." We have a splendid line, and priced most reasonable, from \$4.75 to \$28.00.

PRESENTS FOR THE BABY

It is usually very hard to find something for Baby—and we suggest our German Rubber Toys, Animals and Dolls—made of absolutely pure gum, and guaranteed never to make the baby's mouth sore.

Grown-Ups' Wardrobe Reproduced in Miniature

All Dainty Fancies of Mothers' and Big Sisters' Clothes, With All Accessories of Ribbons and Laces, Have Been Evolved for Tiny Tots.

SINCE the days of little Miss Muffet, devouring a piece of messy pie, or something in what would appear to be her very best "bib and tucker" (according to the "Mother Goose" pictures), there have been many variations in the fashions of the diminutive wardrobe, and the frequent changes of mode in little frocks, coats, hoods and hats for the tiny tots have assumed an importance not much overshadowed by that of smartly-gowned mamma or fashionably "iron-frouded" big sister.

To be sure, all the dainty frills of little Miss Muffet are with us still, and continue to be the pride and joy of little feminine hearts on occasions of juvenile parties and other "dress-up" times, but even in these frills there are changing modes, and the modern additions and accessories to the wardrobe of the up-to-date little girl are such as were never dreamed of by the fond elders of the tiny maid who fled from the spider.

The importance children's fashions have assumed is shown by the space and attention given diminutive articles of wearing apparel by the merchants, who now carry extensive stocks, carefully kept up, in departments especially set apart for the purpose—and these children's departments are among the most liberally patronized in every store.

A few of the latest touches noticeable in the costumes of smartly-attired little tots are shown in the accompanying pictures, sketched for The Oregonian, in the children's department of one of the local shops.

Three fanciful styles of the trimmed hood are shown in No. 1, No. 2, and No. 3. Ribbons and rosettes in daintily tinted silk, are features of the new hoods, and even the plainest little bonnet of bearcloth or velvet now has its modish bit of trimming, usually at the left side, or sometimes on both sides. No. 1 shows a hood of velvet and silk, through which a velvet ribbon, by running, the openings being bound in buttonhole stitch, and the ribbon drawing the fullness of the headpiece up sufficiently to form a saucy ruffle that frames the face. A silken rose nestles at the left side, and a big bow of ribbon under the chin secures the hood snugly.

A nifty little bonnet of fur is shown in No. 2. Russian squirrel with tiny animal heads being employed in the making. The animal heads peep out from a big silken rosette placed in the center of the front. The "grown-up" mode of fur touches finds reflection in this smart little fur bonnet.

One of the new "Teddy Bear" hoods is shown in No. 3, the hood being of soft, warm bearcloth, decorated with two silken roses, placed over the ears. A pretty and practical little frock design is shown in No. 4, and this sketch also suggests the fanciful use of ribbon and rosettes in decking the tresses of little maids.

An up-to-date little rainy-day maid is shown in No. 5. Capelets and coats of rubberized silk, in black and different colors, are now to be had in the shops, for the tiniest of little tots, and with these go little rain hats in various designs, diminutive rubbers and rain-proof leggings—everything to keep the little miss cozy, warm and dry, no mat-



ter how hard the raindrops pattered. The umbrella shops all handle "small umbrellas for small folk, too, with cute little carved handles of individual interest to the small possessor, and at the glove counter the very tiniest of dim-

pled hands may be fitted with kid gloves "just like mamma's."

As Jove Spake.

Jove, summoning the victors of the

Olympic games before him, spake superlatively, eschewing the positive and the comparative. Whereupon Aristotle saith unto Plato: May the gods who come after have more regard for the niceties of verbal truth.—Boston Herald.

A PIANO FOR XMAS

While we have such high-grade pianos as Steinway, A. B. Chase and Everett, still we can sell you others not quite so expensive that will last you many years and will be a continuous joy in your home. There are many, no doubt, who are thinking of buying a piano, but feel as if \$500 or more is beyond their means. However, this idea of not buying because you can't buy the highest priced is wrong, for you can't afford to neglect the education of your children, waiting until they are almost grown before you give them a piano. BUY NOW. If you can't afford the "highest grade," buy something less expensive, and in later years, should you feel disposed, exchange it for a better one. We can sell you such well-known makes as A. B. Chase, Everett, Packard, Ludwig, Kurtzmann, Estey Kingsbury, Emerson, Wellington and others. All of these instruments have been before the public many years, and are recognized as dependable. Should some parents think they could only afford a piano for \$250 and feel as if they could not get a piano for that price that would wear any length of time, they have the wrong idea. Visit our warehouses. We feel sure we can show you a piano that will please you.

Sherman, Clay & Co.

Open Evenings. Opp. Postoffice, Morrison St.