

Every Section of the Store Is Aglow With Holiday Offer

Oriental Rug Selling Breaking a Precedent

—It is the custom each year to reap a harvest in December by the sales of Oriental rugs at high prices, and then advertising them at reduced prices in January.
—We differ from the Oriental rug specialists in marking rugs at one price, **THE LOWEST PRICES**, all the year around.
—With hundreds of new rugs to select from, in all sizes and in all qualities, we open up a new field for the rug collector.
—Tomorrow we exhibit a complete stock. In large and unusual sizes. In every variety and in all color combinations, with every rug guaranteed as to character and quality. **AND WITH A GUARANTEE OF PRICE**, this store offers you every advantage in the selection of a holiday gift of a beautiful Oriental rug.

- Karabagh Rugs \$ 8.75 up
- Afghan Namazi \$12.50 up
- Belouchistans \$11.50 up
- Senna Mats \$14.50 up
- Shirvans \$22.50 up
- Daghestans \$35.00 up
- Bokhara Gatchins \$22.75 up
- Khiva Khatchlis \$37.50 up
- Kirmanshah \$35.00 up
- Kazack Rugs \$42.50 up
- Koramabad \$37.50 up
- Tabriz Namazi \$29.00 up

Fifth Floor.



The Fame of Our Jewelry Store Is Based Upon Reliability and Low Prices

VANITY CASE, SPECIAL \$10
—Of sterling silver with chain attached. Thin case, plain or engraved. Perfectly fitted with mirror, silver pencil, small coin purse and one pocket for powder puff, of a fine soft tan leather.

SILVER LA VALLIERES, SP'L \$2.00
—Artistically designed and perfectly wrought La Vallieres of sterling silver set with beautiful assorted stones.

IMPORTED LA VALLIERES, SP'L \$7.50
—Sterling silver imported La Vallieres in French designs, reproducing patterns such as are found only in the finest platinum jewelry. Set with pearls and other precious stones.

DINNER RINGS, SPECIAL \$4.50
—Sterling silver dinner rings in banquet and cluster styles, in platinum finish. Many assorted stones in settings identical with diamond-mounted goods.

\$10 GOLD LA VALLIERES \$7.50
—A beautiful La Valliere of solid gold and set with genuine pearls and one diamond. An exquisite graceful design.

\$22.50 LA VALLIERES \$15.00
—14-kt. solid gold La Valliere set with fine rose pink coral and genuine Baroque pearls.

GERMAN SILVER BAGS \$15
—Heavy silver-plated German silver mesh bags, which are absolutely guaranteed. Made of very fine soldered, reverse mesh with narrow frame and jewel catch. In sterling silver design.

MOUNTED HAIR ORNAMENTS
—Mounted combs, barrettes, hair pins and bandeaux, set with rhinestones, finely cut and very elaborately hand set, and decorated with practical gold inlay. Prices from50c to \$25.00

\$15.00 GOLD BRACELETS \$10.00
—Bracelets of solid gold set with diamonds in an effective style.

SILK WATCH FOBS, SPECIAL \$5.00.
—These fobs are made of a heavy grosgrain silk and mounted with a solid gold and novel charm.

GOLD NECK CHAINS, \$1.75
—Neck chains of solid gold in link design of a good weight.

FRIENDSHIP CIRCLES, SPECIAL \$3.00
—These friendship circles are of solid gold, engine turned, and effective engraved designs.

LA VALLIERES, SPECIAL \$3.75
—Of solid gold—very dainty and original. Set with genuine baroque pearls. Can be had in Roman gold finish or English finish, with plain or engraved pendants.

First Floor.

Complete Assortment of the Best American Watches
Lowest Prices

Smart New Silks for Xmas Gifts In Fancy and Plain Materials THE BEST \$1.00 QUALITY Special 50c

—Here is a purchase of silks that has been reserved especially for this sale. It embraces such dependable and fashionable fabrics as changeable chiffon taffetas, figured messalines, striped and figured Louisians and print warp taffetas.

The range of colors embraces all the dark and neutral shades in staple colorings, solid colors and light combinations.

—These silks make ideal Xmas gifts for the practical woman who sees service in these silks in dainty party dresses, suits and waists.

—One thing is certain, you will never purchase stylish, dependable silks any lower than those offered in this sale.

—It is an opportunity of presenting some one with an acceptable, serviceable and delightful Xmas gift at a modest cost.

Black Silks—Old Favorites Selling Regularly at \$1.25 and \$1.50 Yard Special \$1.00

—Black satin Duchesse—black messalines—black peau de soie—black moire—black plain and striped taffetas for dresses, waists and petticoats.

—These silks are made 27 to 36 inches wide, of qualities that we assure you will give the maximum of satisfaction.

—Year after year these black silks are in greatest favor as Xmas gifts for the matron who never counts her wardrobe complete without an elegant, rich, black silk costume.

Second Floor.

Stationery

Do You Know a Girl Who Owes You a Letter?

—Send her some stationery.

Do You Know a Girl Who Is Popular?

—She will have many gifts to acknowledge. Send her some stationery.

Do You Know a Girl Who Entertains a Great Deal?

—She has many invitations to write. Send her some stationery.

—Note paper and correspondence cards in finest white or tints, and having edges of a darker shade or of gold or silver.

Price 85c to \$1.25

Special for Three Days

—Imported linen writing paper stamped with monogram of two letters in gold, silver or colors, and packed in attractive Japanese boxes. Remember this is for three days only.

Special 49c.

Christmas Letters

10c apiece or box of 10 for 85c
—These messages written by such well-known and favorite authors as Ralph Connor, Elbert Hubbard, Ella Wheeler Wilcox, Kate Douglas Wiggin, Cardinal Gibbons, and Robert Burns, are done in steel die and lithographed in colors, in script and in old English. There are envelopes to match.

Xmas Tags and Stickers 7c
Basement

Xmas Notions

—Your Christmas shopping will be in no wise finished until the work basket, which you bought in the ART or BASKETRY departments, has been made complete with everything necessary to domestic art.

- Complete set for the work basket, .50c
- Fancy emeries, .5c to 50c
- German silver thimbles, .5c
- 1 1/2 to 3-inch scissors, .25c
- Wax in fruit and flower forms, .25c
- Tape measures with inset of looking-glass at only, .10c
- Fancy cubes of pins, .5c to 25c
- Bobbins and ribbon leaders, on sale at only, .5c to 25c
- Nickel spool holders for the machine or sewing table, .25c

First Floor.

Christmas Waists

Just Over From Paris
\$10.00 to \$15.00 Each
Passed Through the Portland Custom House Last Friday
—Direct from Paris came these lingerie blouses.

—They are hand-made and hand-embroidered in the exquisite fashion of the needleworkers of France.

—They are of the finest quality soft white lingerie, and combined with the hand embroidery is Irish lace insets—medallions and rows of insertion.
—Fashioned in styles that will be the vogue this coming Spring.

—These Paris waists were sent to us direct from our new French offices, and sound the last note in lingerie waists now worn by the fashionable Parisians.

—Nothing more acceptable for a Xmas gift can be imagined than one of these lingerie blouses.

Third Floor.



Buy Her a Hoover

Suction Sweeper
A Xmas Gift
\$5 Down
\$5 Month

Hoover Electric Sweeper

—The Hoover Suction Sweeper is new to Portland. We are sole agents for this city.

—We investigated the Hoover Sweeper thoroughly. We have written to stores that have sold Hoover Sweepers and have them in the homes of hundreds of people. Every answer to our inquiry has been in the highest terms. Every answer convinces us that the Hoover is the best sweeper in the world.

—So thoroughly are we convinced of this that we shall send Hoover Sweepers to any home upon request for trial.
—Hoover Sweepers are entirely different from any other sweeper on the market. It is an electric vacuum cleaner and carpet sweeper combined.
—To introduce these sweepers we shall sell them on the club plan.
—Here is a Christmas gift of a practical and satisfactory kind, that would gladden the heart of every house-keeper.

Fifth Floor.



At the Flash of the GREEN LIGHT

—Wherever you see the flash of the green light you know at once that it signals a special sale. It indicates at all times an unusual, advantageous and economical offering.
—It directs the attention of our patrons to important sales of often not advertised.
—It is your guide to the many special events constantly occurring throughout the store.
—In every instance it blazes the way to practical and substantial economy.

Basement

The Great Holiday Book Store

What We Have to Offer You and the Advantage of Buying Here

—Progressive book-selling—the biggest book-selling season is here. We are ready. The backbone of this great bookstore is its immense stock. Its thousands of books that cannot be found in any other book store in the city. Special editions, limited editions, library editions. Holiday gift books with illuminated and colored illustrations. Hand tooled books and elegant juvenile books.

—This book store appeals to sensible, refined people—the sort of people who appreciate the service of experienced book people who lend their book knowledge for the correct purchases of appropriate gifts.

—With the enlarged department our assortments are now so varied and complete that you are bound to find, in this great book store, many books that appeal to every member of the family.

—We direct special attention to our stock of French and German books, which are sold, in many instances, at the same price as in the countries from which they come.

The Little Leather Set

—The new Stevenson-Nelson edition. 6 volumes on India paper. Boxed in case. Price\$6.00

Pocket Editions

—By Hugo, Tolstoi, Bronte, Elliot, Dumas, Dickens, Scott, Thackeray. In the always popular all-leather binding, and printed on India paper.

The New Robert Service Book
"Rhymes of a Rolling Stone," \$1.00

Albert Bigelow Paines

Mark Twain in 3 volumes. Illustrated. Price\$6.00

Through South America

by Harry W. Vandyke. Illustrated. Price\$2.00

VERY SPECIAL BOOKS

To Suit the Special Person

The Essays of Maurice Maeterlinck
in 7 volumes, bound in limp leather. Price \$12.00 for the set.

Epochs of Chinese and Japanese Art
By Ernest Francisco Fenollosa. 184 full-page illustrations in colors and black and white. 2 vols. quarto, \$10.00

AUTOBIOGRAPHY

"Reminiscences of a Diplomatist's Wife"
by Mrs. Hugo Fensler. Illustrated. \$3.00

"The Life and Times of Rodrigo Borgia"
by Archbishop Matthews. Price...\$1.50

FOR THE GARDEN LOVER

"Royal Gardens," by Cyril Ward
Large full-page color plate. Price, \$5.00

"Japanese Gardens"
by Mrs. Basil Taylor. 24 mounted illustrations in color by Walter Tyndal. Price\$6.00

"Little Books About Old Furniture"
Hepplewhite, Sheraton, The Adams Brothers. All illustrated. Price...\$1.00

"The Period of Chippendale"
—The Period of Chippendale, illustrated. Price\$1.00

TRAVEL AND DESCRIPTION

"Egyptian Days"
by Philip S. Marden, illustrated. \$3.00

"Colonial Homesteads"
by Marion Harland, illustrated. \$3.50

"Tripoli the Imperious"
by Mabel Loomis Todd.....\$2.00

"South America, Observations and Impressions"
by James Brice\$2.50

"China, the Country and Its People"
by G. Waldo Browne, with profuse illustrations and maps\$2.50

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by G. Waldo Browne, with profuse illustrations and maps\$2.50

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by Francis Multorn, illustrated...\$2.58

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by Henry C. Shelley, over 50 illustrations\$3.00

"Riding and Driving for Women"
by Belle Beach, fully illustrated. An ideal gift for the woman who rides or drives\$4.00

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by Walter A. Dyer, illustrated. \$2.40

"By-Paths in Collecting"
by Virginia Robie, illustrated.....\$2.40

"The Collectors, Being Cases Mostly Under the Ninth and Tenth Commandments"
by Frank Jewett Mather, Jr.....\$1.25

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with pictures by Jessie Wilcox Smith\$1.00

"Plutarch's Lives for Boys and Girls"
with full page illustrations in color, at only\$2.50

CHILDREN'S BOOKS

"The Arabian Nights"
new edition, handsomely decorated with full page color plates by Rene Bull, at only\$3.50

"All the Tales From Shakespeare"
2 vols., boxed and illustrated in color, at only\$3.50

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illustrated by Jessie Wilcox Smith, net\$1.00

"The Kewpies and Dotty Darling"
illustrated on every page.....\$.98

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new edition, illustrated in most gorgeous colors, by Noel Pocock, only \$2.00

"The Peek-a-Boos at Play"
one of the novelties of the season, illustrated in color\$1.98

"Billy Poppin"
by Milo Winter, illustrated in color, at only\$2.00

"Robinson Crusoe"
the new edition, illustrated in color by Noel Pocock\$2.00

"The Seashore Book"
by E. Boyd Smith, illustrated in color\$1.50

"The Sleeping Beauty and Other Fairy Tales"
translated from the old French, full-page color plates by Dulce.....\$2.00

"Cecil Alden's Happy Family"
full-page illustrations in color....\$3.00

"Aesop's Fables"
illustrated in color by Arthur Rackham\$1.50

"This Year's Book for Boys"
full-page illustrations in color....\$1.39

"The Rocket Book"
by Peter Newell, fully illustrated, \$.98

"Ponto, Pages From the Diary of a Pet Dog"
full-page illustrations in color....\$1.00

"Live Dolls in Wonderland"
the new live doll story.....\$.98

Basement

Postscript

—"How do you manage to keep up these wonderful window displays?" inquired one of our women visitors the other day. "When the new store opened I was impressed, of course. Never before had I seen such fascinating show windows. But the wonder of it is that they should continue to be just as beautiful and as interesting as they were at the very first!"

—True, we have set a pace which we intend to keep. The reason that our displays are still as interesting as they were during our opening week is that we have an abundance of material to choose from. The showing on our counters and in our salesrooms is quite as interesting as that in the windows. We have nothing in stock that is not new, tasteful and worth while—nothing that would not be interesting or that we should hesitate to exhibit as representative of our goods. In fact, there is so much that fairly clamors for a chance to be shown that we have real difficulty in deciding what to put in our displays.

—And then, there is the never-ending stream of new things pouring into each department all the time. The trouble lies not in finding enough to display, but in finding space and time to display enough. Having established avenues for the constant incoming of every new thing which the market affords, we are always supplied with the latest and best. Our New York and European offices send us new merchandise every day. We have nothing in our stock which is not fresh, up-to-date and attractive.

—"The thing that I wish to commend," said a man whose opinion we value highly, "is the integrity of your store. Some days ago my wife and I stopped to admire a large display window full of laces. 'The best of the stock is here in the show-window,' I remarked, knowing the 'tricks of trade.' She smiled a superior kind of smile and induced me to step inside. At the lace counter we were shown any amount of the superior product—and in no way was it below the standard set by the show-window.

"I knew you were wrong," said my wife, complacently. "I never knew it to fail that you can find bigger bargains inside than those displayed."

—With a completely new stock culled from the world's best markets, milady's dictum could hardly fail to be true. We have nothing old—no "left-overs" or goods that are passe. The task of furnishing this immense store with a new stock was a great one. But then, it was a pleasant one, too. Each buyer carried out his ideals—he ransacked the Eastern market for the freshest, the newest and the best. It was like furnishing a new house. In fact, it was—furnishing our New Home.

Give a Merchandise Bond
Issued for Any Amount
Good throughout the Store
Special Booth, Main Floor

From the Furnishing BATH ROBE BLANKETS \$2.47 Each

—Fancy jacquard designs in floral and conventional patterns, with borders to match. In a full and complete assortment of colors, including grays, tans, browns, blues, reds and greens. Each blanket large enough to make a complete robe.

NAVAJO INDIAN RUGS

—Make ideal Xmas gifts, and you will find here the largest assortment of real Navajo Indian rugs in the city. The prices, too, will appeal to you, as we buy at the reservation and can thereby afford to sell them at these low prices.

—Small size rugs from 20 to 28 inches square can be had at \$2.00 and \$2.25

—Large size Navajos sell for \$4.50, \$6, \$7.50 up to \$45 Each