

THE BIGGEST STOCK OF DOLLS AND TOYS IN ALL THE NORTHWEST LIES SPREAD OUT IN PORTLAND'S NEW, PERMANENT TOY SHOP AND DOLL FAIR—Fourth Floor. Only steel, fireproof building in the city—three big commodious electric elevators. Have a care where the crowds gather, especially where the children are concerned, that the buildings are safe. Beware the fire-traps. OUR TOY AND DOLL STORES ARE SAFE AS THE HOME.

The "Different Store" logo for Toys, Novelties & Toys.

Kris Kringle's Christmas Shops Are Open 'Long the Fair-Way. Portland's Largest, Foremost Store.

Arbiters of Fashion and Standard Setters of Quality. Toys, Novelties & Toys logo.

Safety in Shopping

Our daily register of sales shows that more people decide day by day to do the major part of their shopping at this store. Others may be interested to know the reasons—REASONS OF ESPECIAL IMPORTANCE TO EVERYBODY DURING THE CRUSH OF CHRISTMAS SHOPPING.

During the next 29 days preceding Christmas, patrons of this great store will fully appreciate what our expansion has afforded them, especially in SAFETY. The two substantial buildings of the store are divided by solid fire walls.

Xmas Book Shops Open

A great chain of book stores this year. The stocks are bigger, better and brighter than ever before. Books starting in the Fifth Street Annex, near neighbors to the stika, and running along in a continuous line to the main Book Store in "Booklovers' Corner"—near the big new elevators, First Floor.

A Christmas Collection of Unusual and Splendid Books

- BOOK NEWS. Splendid Books. Book collectors or families accumulating a library of their own will be as much interested as those seeking holiday gifts.

More \$10 Hats for \$5

IN THE DAYLIGHT SALONS—SIXTH STREET ANNEX—SECOND FLOOR. Our millinery workrooms are veritable bargain and beauty mines.

A Great Special Xmas Sale of Fancy Linens

- AT THE LINEN COUNTER—FIRST FLOOR. SHARP REDUCTIONS ON HANDSOME CENTERPIECES, TEA AND LUNCH CLOTHS, SCARVES, DOLLIES, ETC.

ALL GOODS BOUGHT TODAY, OR WEDNESDAY, BY PATRONS HAVING AN ACCOUNT WITH THE HOUSE WILL BE CHARGED ON DECEMBER BILLS.

ELGNIRK SSIRK

Came to Portland last week and is quartered in Toyland on Fourth Floor. He's a jolly old fellow as you'll find ere Christmas dawns. Come up and get acquainted.

It's a wonderful world of toys we invite you to. Toys and Dolls and Games. Santa has made this his chief depot of supplies for the city.

- 75c Iron Passenger Trains for 48c. 75c Fire-Chief-in-His-Wagon 48c. A Mechanical Train for "Two-Bits". Dolls and Doll Furniture.



"Little Sweetheart" Dollies for Less. These handsome dolls, from the land of the tricolor, the "Josephines" and the "Napoleons" have curly locks in both blonde and brunette colors.

Bargain Brands Eagerly Snatched by Happy Buyers

The Suit and Wrap Stores Thronged by Enthusiastic Purchasers. Garments are going to new owners on the double quick.

Garments are going to new owners on the double quick. Our cry for help was heard and quickly responded to; crowds of economically minded women elbowed each other good-naturedly in search of best bargains and all were satisfied.

\$25.00 AND \$28.00 SUITS FOR \$14.85. All the newest materials, trimming effects and superb workmanship.



- SENSATIONAL SALE OF EVENING COSTUMES AND THEATRE GOWNS. Beautiful Gowns, \$20.00 to \$250.00 values, in Crepe de Chine, Etaminee, Veilings, Albatross, Lace, Henriettes, Fancy Nets, Spangled Gowns, All-Over Laces, etc.

Regal Velvet Street Suits and Calling Gowns

Radically Reduced for Quick Riddance! Every Velvet Street Suit and Calling Gown in the house, shirtwaist and jacket styles; suits from the famous Paquin Parisian models—blouse, tourist and tight-fitting coats, 30 to 28-inch lengths.

- COMPANION VALUES TO THE BEAUTIFUL VELVET GOWNS GO IN THE Sale of SUPERB EVENING WAISTS at Half-Price!

Even the Entire Stock of WALKING SKIRTS is Smartly Reduced! Skillfully tailored, in the new stylish round-length styles, in materials of Broadcloth, Venetian, Cheviot and Panama Cloths.

And Every RAINCOAT in the House Is Drastically Reduced in Price! The Raincoats are in Cravenettes, some Priestleys, and smart Cravenettes Fancy Mannish Mixtures.

A Monster Sale of a Manufacturer's Stock of Women's House Wrappers

FOR WEDNESDAY ONLY! \$1.75 to \$3 89c Values at 89c. One of the largest, leading makers of Women's House Wrappers approached our New York buyer about two weeks ago with a proposition to turn over his entire remaining stock for cash at just a fraction of the actual cost to him.



Handy Man

Has been at work among the First Floor Shops. There's Traces of His Handiwork Along All the Christmas Aisles. Few Clues Worth Following Up.



Xmas Thinks—Here's a Few of a Man's Many Needs!

It's like being at a big Elk's fair, shopping in our Man's Store—just jolly easy and comfortable. The grind is all taken out, leaving only the joys incident to Christmas shopping.

- KID GLOVES. The "Monarch," the best real kid glove made, is absolutely perfect in fit and finish. We are sole Portland agents for these gloves.



- GOLF GLOVES FOR MISSES AND CHILDREN at the pair... 35¢ and 50¢. KID GLOVES FOR THE MISS in white and colors at the pair... \$1.00 and \$1.25. BEAUTIFUL SWISS EMBROIDERED HANDKERCHIEFS, with either scalloped or hemstitched edges; prices each, 15¢, 25¢, 35¢, 50¢, 60¢, 75¢ up to \$1.75.