The "Different



Kris Kringle's Kristmas Shops Are Open 'Long the

Portland's Largest, Poremost Store



A Monster Sale of a Manufacturer's

Stock of Women's House Wrappers

FOR WEDNESDAY ONLY!

\$1.75 to \$3 89c

Arbiters o' Fashion and Standard Sette

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.

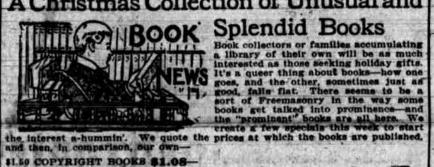
Others may be interested to know the reasons—REASONS OF
ESPECIAL IMPORTANCE TO EVERYBODY DURING
THE CRUSH OF CHRISTMAS SHOPPING. This is the SAFEST and most comfortable store in Portland. We have brought store service to a point nearer perfection than ever attained before by a Portland store. Our delivery system is the most efficient in the west. BUT OF MORE VITAL IMPORTANCE IS THE SAFETY OF SHOPPERS—ESPECIALLY THE CHILDREN, during the rush days of holiday buying,

During the next 28 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. In the event of an alarm of fire, it would be but the work of a single instant to empfy one building into the great fireproof steel and cement annex, press a button and close the heavy iron fire doors between, and the crowds could laugh at the fire fiend, while the mammoth overhead sprinklers that work automatically, controlled by heat, would throttle him and choke-him out of existtrolled by beat, would throttle him and choke-him out of existcuce in less than three minutes. A fire could not live in these buildings of ours long enough to get a start. The three big passenger elevators transfer 100 people every minute from fourth floor to terra-firma. Strong, wide fire-escapes just inspected surround the buildings on all sides. Great stand pipes with hose all connected are ready for service at a second's notice and a well drilled crew to man them. The entire store is arranged to prevent congestion at any point. We can handle the immense throngs this year without danger, annoyance, or even discom-fort. Aisles are broad and unclogged by tables at points where most visitors pass as is the custom of some stores for sake of EFFECT. There's easy access and egress to every part of the store. REMEMBER ALL THESE THINGS WHEN YOU ARE DOWN TOWN SHOPPING-REMEMBER THE CHILDREN ARE SAFEST HERE.

Xmas Book Shops Open

orighter than ever before. Books starting in the Fifth - Street "Annex, sear seighbors to the silks, and running along in a continuous line to the main look Store in "Booklovers' Corner"—near the big new elevators, First Floor.

A Christmas Collection of Unusual and



\$1.50 COPYRIGHT BOOKS \$1.08-

Our lines this season present an unusually large collection of Standard Works, both for reading of adult and young booklovers. They comprise the very cream of the best writings of the most famous writers of the present day, and those with the good health of MERIT that helped 'em to survive and wax strong after their first edition—the childhood of books.

"THE LIFE AND ADVENTURES OF SANTA CLAUS"-L. Frank Baum's famous children's classic, publisher's price \$1.00; special

CKET CLASSICS, 35c GRADE, AT 12 CENTS-

WEBSTER'S \$2.75 DICTIONARY \$2.19—THE NEW CENSUS EDITION— With 1,500 illustrations and a 10,000-word appendix, supplemented with new dictionaries of biography, synonyms and autonyms, nouns and nom de plumes, foreign phrases, abbreviations, etc.; bound in full sheep, regular \$2.75 pub-



More \$10 Hats for \$5

IN THE DAYLIGHT SALONS — SIXTH - STREET ANNEX—SECOND FLOOR—

A Great Special Xmas Sale of Fancy Linens

AT THE LINEN COUNTER-FIRST FLOOR.

SHARF REDUCTIONS ON HANDSOME CENTERPIECES,
TEA AND LUNCH CLOTHS,
BCARFS, DOILIES, ETC.,
BCARFS, DOILIES, ETC., In Fancy Drawn Work, Hemstitched, Battenberg, Cluny Lace and Renaissance. Nothing could be found which would be so appreciated by the dainty housewife for a Christmas gift as one of these beautiful pieces—

	HEMSTITCHED AND FANCI, DRAWN-WORK PIECES-
н	Size 20x20 inches, value \$2,50; special, each
	Size 30x30 inches, value \$4.00; special, each
	Size 36x36 Inches, value \$8.25; special, each
п	Size 45x45 inches, value \$7.50; special, each
	Size 45x40 inches, value 91.50, special each
	Size 54x54 inches, value \$8.50; special, each
	SCARPS—
	Size 20x45 inches, value \$3.90; special, each
н	Size 20x54 inches, value \$5.25; special, each
	RENAISSANCE—
	Size 24x26 inches, value \$1.50; special, each
	Size 30x30 inches, value \$2.25; special, each
	Size 36x36 inches, value \$3.90; special, each
	REAL CLUNY LACE—
	Size 6x 2 inches, value \$ 0.60; special at, each
	Size ox & inches, value & 0.00, special at, sact.
	Size 9x 9 inches, value \$ 1.00; special at, each
	Size 12x12 inches, value \$ 1.50; special at, each
	Size 24x24 inches, value \$ 5.00; special at, each
9	Size 28x28 inches, value \$ 7.50; special at, each
	Size 20x54 inches, value \$ 9.00; special at, each
	Size 45x45 inches, value \$15.00; special at, each
	Size 54x54 inches, value \$22.50; special at, each
	SPECIAL SALE OF BEST SHEETS-DOMESTIC AISLE - FIRST FLOOR-
	Best Reinforced Sheets, made specially heavy through the middle, which great

ALL GOODS BOUGHT TODAY, OR WEDNESDAY, BY PATRONS HAVING AN AC-COUNT 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. He brought the Christmas spirit along with him and it pervades Toyland from one end to the other. The dollies have caught it, and we invite all the boys and girls, as well as the adults, to come up and get their share. Oh, it's jolly up in Toyland-and SAFE-the only big toy store in the city that's really SAFE from fire and consequent panic. The children are as safe here as at home.

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. Come and see-come as often as you like and stay as long as you please. 'Tis as impossible to see in a day as the big St. Louis Fairand SAFE. Three elevators-two that hold fifty people each. Special this week-

75c Iron Passenger Trains for 48c Train consists of engine, tender and three coaches.

75c Fire-Chief-in-His-Wagon 48c He's skurrying along in answer to an alarm of fire. His wagon is brightly enameled in red and gold, and a spirited black horse is running as only fire horses can

A Mechanical Train for "Two-Bits"

Dolls and Doll Furniture

hree lines of Undressed Dolls, with bisque heads, kid bdies and jointed knees, pretty little "sleeping beau-es" with beautiful locks in both blonde and brunette

types. They wear re	al s	hoes and stockings
30c sizes Wednesday	for	
25c sizes Wednesday	for	
40c sizes Wednesday	for	
50c sizes Wednesday	for	
65c sizes Wednesday	for	

last till Wednesday night only.



Parlor Furniture for Dollies

EXTRA SPECIAL!

American-Made Mechanical Train, consisting of loco-motive and tender, sleeping-cars. 2 pieces of track, forming a double loop with crossing; other toy shops advertise these as their \$1.75 values—they're our reg-ular \$1.25 grade, but special this week for.....82¢

"Little Sweetheart" Dollies for Less

Handy Man

Has been at work among the First Floor Shops

There's Traces of His Handlwork Along All the Christmas Alsles. A Few Clews Worth Following Up:

LATEST NOVELTIES
IN MEN'S FANCY VESTS
An entirely new line of Men's Very
Handsome Fancy Vests, in browns,
tans and grays, in single or double
breasted style, at, each,
from \$2.50 to \$5.60

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

It's like being at a big Elks' fair, shopping in our Man's Store—just jolly easy and comfortable. The grind is all taken out, leaving only the joys indident to Christmas. We spread out a great array of just what men want; you stroll along and look it over, and every now and then your purse flies open of its own accord—the prices are so tempting. A few "think starters":

KID GLOVES



GOLF GLOVES FOR MISSES AND CHILDREN at, the pair.... 35¢ and 50¢ KID GLOVES FOR THE MISS in white and colors at, the

HANDSOME LACE COLLARS.

New Point Venise Lace Collars, in white and cream, in very beautiful designs; prices are, each, \$1.50, \$1.75, \$2.50, \$4.50 up to \$75.00 for the Reni Lace.

There could hardly be anything more acceptable to the sister, wife or a heart for a Christmetharit than one of these handsome Ostron No Boas. They come in black, white, brown and in combination priced from, each control of the combination of

Snatched by Happy Buyers The Suit and Wrap Stores Thronged by Enthusiastic Purchasers

Bargain Brands Eagerly

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. The carpenters and painters are pressing harder every hour and the garments must be gotten out of harm's way. It's a case of where we make money by losing it to you, instead of to the wreck and ruin that follows in the wake of the carpenters, movers and painters. These prices

\$25.00 AND \$28.00 SUITS FOR

All the newest materials, trimming effects and superb workmanship. The smartest of the holiday season's tailored suits, new arriva and best actual \$25.00 and \$28.50 values in the city, for . . \$14.85

CLEARING SALE OF TAILORED WAISTS-MUST BE GOTTEN OUT OF THE WORKMEN'S WAY,

SENSATIONAL SALE OF EVENING COSTUMES AND THEATRE GOWNS.

FURS ON THE BARGAIN TABLES-COATS AND NECK FURS. The Coats—Electric Scal, Nutria or Black Marten trimmed—
\$25.00 Coats......\$19.85 \$27.50 Coats......\$24.35 \$35.00 Coats......\$26.25

ADDITIONAL STORE-CROWDING BARGAINS GO IN THE GREAT CLEARING SALE FROM THE GREAT SEC-

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 38-inch lengths. Among them are a number of the superb, magnificent Schroeder creations, as well as the products of other celebrated makers of highest repute in the fashion world. In blacks and the colors so much in present vogue—blues, browns, greens, tans and rich wines. Trimming effects embrace the fancy braids, buttons, pipings, straps, etc., of material. Reductions are as follows:

\$18.50 Suits for \$13.87 \$45.00 Suits for \$33.75 \$10.00 Suits for \$67.50 Suits for \$15.00 Su AND TEN IN-BETWEEN GRADES AT REDUCTIONS PROPORTIONATE. COMPANION VALUES TO THE BEAUTIFUL VELVET GOWNS GO IN THE Sale of SUPERB EVENING WAISTS at Half-Price!

Rich, Matchess Hand-Made Waists, \$15.00 to \$75.00 Values, at 1/2 Price. \$15.00 Waists for, each....\$7.50 \$22.00 Waists for, each....\$11.00 \$12.00 Waists for, each....\$16.00 \$14.00 Waists for, each....\$16.00 Waists for, each....\$22.50 \$15.00 Waists for, each.....\$22.50 \$15.00 Waists for, each....\$14.00 And up to \$75 Waists for \$37.50 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. Colorings are blues, blacks, browns, grays, tans and all the popular fancy mixtures. Reduced in this trend—

And Every RAINCOAT in the House Is Drastically Reduced in Price!