

The "Different Store"



The Metropolis of Kringle-land. Portland's Largest, Foremost Store.



Quality Boosters.

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

ELGNIRK SSIRK PROCLAIMS THIS PORTLAND'S GREATEST AND BEST CHRISTMAS STORE!

A Safe Christmas Shop

In a local paper's "Note and Comment" column recently, reference was made to an immense water tank that shut off the view from the windows of their editorial rooms of the snow capped Mt. Hood. That big water tank forms the apex of our new five-story steel, fireproof store structure, known as the big Sixth Street Annex. It holds 15,000 gallons of water that could be poured thro' the automatic fire sprinklers that form a network on the ceilings over every floor thro'out the three great buildings that go to make up this—Portland's largest store. And an instant would suffice for extinguishing any incipient blaze that might ever get a start in these stores. Again: not only is our building of steel, but also of fireproof cement that you couldn't set on fire any more than you could the Pacific ocean. There's not an inflammable material in all its construction. Great fire doors of heavy iron close at the touch of a button shutting off one building from the other. And elevators of a hundred capacity run every minute from top to ground floors. Now you see why this building was so long in reaching completion. There's mighty detail in its construction—detail and construction that have made it the ONLY SAFE "Big Store" in Portland in which to shop during the congestion incident to Christmas shopping. The children are safer here than in the school rooms. And it's "Liberty Hall," too. Let them come as often and stay as long as they like, and drink in to its fullness the wonderful immensity of the surpassing holiday displays. Be SURE that HERE they're SAFE!

The Throngs Along the "Fair-Way"



LINGER AND GAZE WITH WIDE-OPEN EYES OF ADMIRATION UPON THE CHRISTMAS SHOE STOCKS—NEW ANNEX—FIRST FLOOR.

Special attractions for Holiday shoppers this week.

Slippers for Men, Boys and Youths in all leathers and patterns; priced from the pair.....50¢ to \$3.00

Women's House Slippers, warm and pretty, in felt leather or patent colt; priced from the pair.....85¢ to \$2.50

55¢ FOR WOMEN'S JULIETTES WORTH \$1.50—Women's warm felt Juliettes, in red or black, with hand-turned soles and flat heels, value \$1.50; special at, pair.....95¢

\$1.50 INSTEAD OF \$2.00 FOR JULIETTES—Hospital Juliettes, with rubber heels, full round toes and hand-turned soles, value \$2.00; special at, pair.....\$1.50

WOMEN'S JULIETTES WORTH \$2.50 FOR \$1.95—Dressy House Juliettes for women, with patent tips and opera heels, value \$2.50; special at, pair.....\$1.95

BOYS SHOES.

Winter Shoes for Boys, here in box calf, with double soles— Sizes 11 to 12, value \$1.50; special at, pair.....95¢ Same sizes, value \$1.75; special at, pair.....\$1.25

Sizes 13 1/2 to 2, value \$1.75; special at, pair.....\$1.05 Same sizes, value \$2.00; special at, pair.....\$1.35

Sizes 2 1/2 to 3 1/2, value \$2.00; special at, pair.....\$1.45 Same sizes, value \$2.50; special at, pair.....\$1.75

\$2.45 INSTEAD OF \$3.50 FOR WOMEN'S SHOES—Women's Street or Dress Shoes, come in patent colt or viol kid, with hand-turned or heavy welt soles, full round toe lasts, patent or stock tips, matt or bright kid tops, value \$3.50; special at, the pair.....\$2.45

MEN'S STYLISH WINTER SHOES.

Pingree Made Shoes— "The Vogue," at the pair.....\$5.00 "The Governor," at the pair.....\$4.00 "The Gloria," at the pair.....\$3.50

The popular "O. W. & K." guaranteed Shoes for Men, comes in all leathers, all styles of lasts, with heavy winter soles, positively the best shoe ever sold at the pair.....\$5.50

Holiday Lines of Caps and Tams

For BOYS and GIRLS

ARE READY IN THE XMAS MILLINERY SALONS—SIXTH STREET ANNEX—SECOND FLOOR.

The prettiest collection of headwear for the youngsters of both sexes we've ever been privileged to show. No wonder the boys and girls talk of this as "our store," for nowhere else are their wants so well looked to. No "old fog" stuff here, but bright, down-to-date goods that "talk." Caps and Tams full of newness and snappy with style; serges, flannels, velvets, plushes and leathers in blues, reds, browns, black, white, etc. Splendidly made and each with pretty emblem embroidered on fronts. For Thursday we offer a lot of special values in these at, each.....65¢

CLEARING-SALE PRICES ALL OVER THE WOMEN'S AND CHILDREN'S

Knitwear and Hosiery Shops

FIRST FLOOR.

These and Many Other Extra Special Values Rule Till Thursday at Closing Time. A Sweeping Clearing of the Season's Stocks.

Women's Finely Woven Cashmere Union Suits, medium weights, in white, blue and gray, \$2.50 value, at.....\$2.15

Women's Black Wool Open Tights, ankle length, \$1.50 value, at.....95¢

Women's Silver Gray Jersey Ribbed Wood Planted Union Suits, One-piece style, one-half open front, \$1.75 value, at, suit.....\$1.25

An assortment of Women's Part Wool Long Sleeved Natural Gray Vests, 75c and 50c values, at, each.....50¢

Women's Cream Tinted Cotton Vests and Pants, good winter weights, 50c values, at, each.....35¢

Women's Cream Tinted Union Suits, \$1.00 value, at, each.....65¢

Women's Ribbed Seamless Wool Hose, 25c values, at, pair.....15¢

Hosiery on the Bargain Counter Women's Black Cotton Hose, with embroidered heels, regular 25c values, at, pair.....15¢

A big assortment of Children's Worsted Hose, all sizes, prices ranging from 25c to 45c pair, at, pair.....15¢

Children's Black Cotton Hose, a big lot of oddments and remnants, seamless and finished foot, mostly 25c values, at, pair.....15¢

FORCED TO THE SACRIFICE OF Every Tailored Cloth Suit and Calling Gown in the House

Prices Cut in Two for a Mighty 3 Day Clearing!



No "ifs" or "ands." The orders have come from the man at the helm to

"CLEAR OUT THE DEPARTMENT AND GIVE IT TO THE WORKMAN STRIPPED OF EVERYTHING IN IT!"

While you're buying Christmas things the workmen will be busy tearing out old fixtures, taking up carpets, painting, building new fixtures, putting down new carpets, new curtains and draperies thro'out and—but what's the need of saying more. We've got to get out of here with the garments and no place to go to, for every inch of selling room is taken now—and we're crowded. We've closed our eyes to loss and will try to look cheerful while you wear away these magnificent suits and gowns at prices far less than their cost to us.

THE CLEARANCE MUST BE MADE IN THREE DAYS! SO THURSDAY, FRIDAY and SATURDAY, in Second Floor—Grand Salons—

WE OFFER FULL, FREE AND UNRESTRICTED CHOICE OF EVERY TAILORED CLOTH SUIT AND CALLING GOWN IN THE HOUSE

At Just One-Half Price

Values from \$15—that will sell for the next three days at \$7.50—up to the magnificent gowns at \$250, that you may own at any time before closing time of Saturday at \$125, and every in-between value goes in! Every suit as above, none reserved, your choice is full, free and unrestricted! We're going to sacrifice the complete stock of Women's Tailored Cloth Suits as above—for three days. Among them are some of Mlle. Schroeder's famous tailored gowns. The immensity of variety knocks description into a cocked hat. A line tells it—every late and new material, style and color, every smart effect in tailoring and beautiful workmanship. Be early in choosing and patient with the fitters. Such opportunity is not likely to knock at your door again, and we expect such an inpouring of buyers here tomorrow as no Portland store ever knew. That's all—HALF PRICE!

ELGNIRK SSIRK ELECTED GOVERNOR

OF THE PROVINCES OF TOYLAND and DOLLVILLE

HE ASSUMED OFFICE MONDAY— HIS TERM LASTS TILL CHRISTMAS ENDS.

He'll have some wonderful proclamations to make ere then. Governor Sirk came direct to us from the North Pole, where he has been engaged for years in fashioning toys, and games, and beautiful dolls and other things for all the children of Christendom over whom he rules beloved and supreme. He's a wonderful fellow this Sirk. He's awful busy just now, but later on he'll come out and talk to the children—and the grown folk, too. We like him so well we've decided to give him entire charge of the whole store until the doors close on Christmas eve, when he'll tie himself over the mountains and away—without leaving his address. Until then he'll have power of attorney, as it were, to conduct the firm's business. What to buy for the children is a matter he solves this way—"Get simple things." Remembering the story of the empress of Germany, who found one of her royal babies surrounded by costly toys, but not amused by them. "Take them away!" she commanded. "What does he want of such things? Bring me the cheapest playthings you can find, and he'll have a better time!" Often a 25c hockey stick will give more real pleasure than something costing \$25. These specials attract toward Toyland and Dolly Town this week.

DOLLS AND DOLL FURNITURE—Three lines of Undressed Dolls, with bisque heads, kid bodies and jointed knees, pretty little "sleeping beauties" with beautiful curly locks in both blonde and brunette types. They wear real shoes and stockings 35c sizes for.....22¢ 65c sizes for.....45¢ 50c sizes for.....33¢ 30c sizes for.....21¢ 40c sizes for.....31¢

"LITTLE SWEETHEART" DOLLIES FOR LESS—These handsome dolls from the land of the Tricolor, the "Josephines" and the "Napoléons" have curly locks in both blonde and brunette colors. They are of papier-mache with heads of bisque that turn as easily as yours, but never turn at flattery, else they'd be turned all the time; three special offerings in these famous "Little Sweetheart" Dolls for today— The \$1.29 size—special.....89¢ The \$2.18 size—special.....\$1.47 The \$2.69 size—special.....\$1.89

PARLOR FURNITURE FOR DOLLIES—Sets including table, chairs and settees or divans, enameled in black or red, with handsome coverings in blue or red colorings; regular 35c value. Special, at.....21¢



75c IRON PASSENGER TRAINS FOR 45c—Train consists of engine, tender and three coaches.

75c FIRE-CHIEF-IN-HIS-WAGON 45c—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 run.

A MECHANICAL TRAIN FOR "TWO BITS"—train has 4-piece track, locomotive and tender. Special.....25¢

EXTRA SPECIAL! American-made Mechanical Train, consisting of locomotive and tender, sleeping cars, 9 pieces of track forming a double loop with crossing. Other toy shops advertise these as their \$1.75 values—they're our regular \$1.25 grade, but special this week, for.....85¢

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 silks, and running along in a continuous line to the main Book Store in "Booklovers' Corner"—near the big new elevators, First Floor. Altogether, it's

A Christmas Collection of Unusual and Splendid Books

Book collectors or families accumulating a library of their own will be as much interested as those seeking holiday gifts. It's a queer thing about books—how one goes, and the other, sometimes just as good, falls flat. There seems to be a sort of Freemasonry in the way some books get talked into prominence—and the "prominent" books are all here. We create a few specials this week to start and then, in comparison, our own

150 COPYRIGHT BOOKS \$1.08—An immense assortment of the new copyrights, carefully selected from the writings of the most popular authors of today, publisher's price \$1.50; special at.....\$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.....60¢

POCKET CLASSICS, 12 CENTS—The best of the World's Classic Literature, in tastefully trimmed little volumes, prettily bound in ribbed cloth, with picture design on the front cover; special.....12¢

WEBSTER'S \$2.75 DICTIONARY \$2.10—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 noun de plumes, foreign phrases, abbreviations, etc.; bound in full sheep, regular \$2.75; publisher's price; special at.....\$2.10

CORSET SPECIAL



SIXTH-STREET ANNEX—SECOND FLOOR.

Special sale of Royal Worcester "Bon Ton" Corsets, including four different models, high and low busts and medium long and short over hips, made of black Italian cloth, white English coutil, and pink, blue or white figured broche silk, sizes from 18 to 30, regular prices to \$5.00; special at.....\$1.99

A Half-Price Sale of Pretty Xmas Things in the Art Shop

SIXTH-STREET ANNEX—SECOND FLOOR. Centerpieces of all the new colored art materials, stamped and tinted in Oriental, floral and conventional designs, sizes from 14 inches to 26 inches, prices from 35c to \$2.00. This week all at ONE HALF PRICE.

Christmas Lamps

That Shed a Bargain Glow All Over the Third Floor Shops SPECIAL SALE OF HANDSOME GAS, ELECTRIC AND OIL LAMPS.

Beautiful and Artistic Lamps, which will help to brighten your home—at prices which will not greatly lighten your pocketbook.

OIL LAMPS—LAMPS WORTH 90c FOR 45c—Very neat lamp, vase of solid color, with shade to match, value 90c; special at.....45¢

Lamp with decorated base and shades to match, value \$1.25; special at, each \$75

\$1.15 FOR LAMP WORTH \$1.60—Lamp with cast brass foot, vase and shade, with neat floral decorations, value \$1.60; special at, each.....\$1.15

\$1.35 FOR LAMP WORTH \$2.00—Lamp with heavy brass foot, 10-inch shade, vase and shade decorated to match, value \$2.00; special at each.....\$1.35

\$2.19 FOR LAMP WORTH \$3.00—Lamp with brass foot, center draft burner, 60-candle power light, and vase and shade decorated to match, value \$3.00; special at, each.....\$2.19

GAS LAMPS—We have a large assortment of Gas Reading Lamps, priced from \$2.55 to \$35.00. They are all included in this special sale. Below are quoted a few prices:

Our \$3.45 Lamps, special at, each.....\$2.55

Our \$3.70 Lamps, special at, each.....\$2.75

Our \$4.20 Lamps, special at, each.....\$3.15

Our \$7.95 Lamps, special at, each.....\$6.15

These lamps are complete, with decorated shade, burners, mantle and six feet of tubing.

ELECTRIC PORTABLES AND READING LAMPS—Complete! with decorated shades—

Our \$2.75 Lamps, special at, each.....\$2.70

Our \$5.50 Lamps, special at, each.....\$4.10

Prices on these lamps range from \$2.70 to \$40.00. A very choice line of figures, with one, two and three lights.

PAY \$1.69 FOR THE \$2.50 PETTICOATS THIS WEEK.

SIXTH-STREET ANNEX—SECOND FLOOR.

Ladies' Fine Cambric Petticoats, 23-inch lawn flounces, 7-inch embroidery insertion between 2 clusters of 12 tucks each, 7-inch wide embroidery edgings or 13-inch lawn flounces, 2 rows of fine hemstitching between 3 clusters of 4 fine tucks each, 6-inch Val lace edgings, regular price \$2.50; special at.....\$1.69

Special Christmas Sale of Warm Blankets and Thick Fleecy Comforts

A BARGAIN IN BUGS THAT ARE WANTED, TOO—FOURTH FLOOR—SIXTH-STREET ANNEX.

\$2.12 FOR BLANKETS WORTH \$4.00—All Wool Silver Gray Blankets, 11-4 size, soft and fine, with crocheted edge finish, best \$4.00 value, special at, pair.....\$2.12

ONLY \$4.55 FOR BLANKETS WORTH \$4.00—All Wool Blankets, Oregon make, Vicuna brown in color, 12-4 size, extra heavy close woven and silk bound; our \$4.00 grade; special, pair.....\$4.55