



PORTLAND'S LARGEST FOREMOST STORE



THE "DIFFERENT STORE"—THE PIVOT AROUND WHICH PORTLAND'S GREATEST BUSINESS REVOLVES.

AN EVERYDAY "BEST" STORE, A RELIABLE STORE WITH DEPENDABLE MERCHANDISE, THE "OLD HOMESTEAD" SHOP, IS SURE TO BE THE CITY'S BEST CHRISTMAS SHOPPING MART.

Half-Million Dollars' Worth of Christmas and Staple Merchandise

In a Gigantic Slaughter Sale! Just What the "Store Managers' Sale" Means—

ALL STORE EARNINGS FOR THE BUSY MONTH OF DECEMBER TOSSED TO THE FOUR WINDS OF HEAVEN! PROFITS ON NEW, FASHIONABLE WINTER GOODS WIPED CLEAN OFF THE BOOKS! COSTS CUT INTO AND IN TWO IN HUNDREDS OF CASES! "Crazy Storekeeping" say the old-school merchants, who, had they \$500,000.00 worth of surplus stock at this season would carry it over into a new season and clog the wheels of 1905 business. But this is a "Different Store," an unusual store that does things the unusual way. This is the people's buying time. The time when folk want to buy is the time for us to sell. A week's phenomenal business now—such as we are doing—is worth (as a stock shrinker) a month, later on when people don't need the goods. So we hand over to the department managers, each his own stock, too large by far at this season (thru' no fault of his own as we could none of us foresee the delay in getting into the new building) to get rid of as best he can. We have hammered it into the mind of every one of them that we don't want a penny of profit this month. We are even willing to sacrifice a part of the costs, but goods MUST be sold AS NEVER BEFORE, and the cleanest-cut clearance made ever attempted by any store on the American continent! We have transferred the store to our department managers until Xmas, when we take it back lightened of its load, ready for spring merchandise. We add, as a still further incentive, three cash prizes amounting to \$100.00 in gold to the three managers who increase their business over the corresponding period of last year in the greatest ratio. We pledge ourselves not to count the cost in any instance, but, on the contrary, instruct every man and woman to sell at or less than wholesale prices to accomplish the object in view.

A WONDERFUL BOON THIS TO CHRISTMAS BUYERS! HOLIDAY AND WINTER GOODS AT WHOLESALE PRICES OR LESS! Run thro' the printed page below—the special items are for Thursday. Hundreds—yea thousands—do not appear for lack of space. Green price tickets mark their location thro' the store.

More Sensational Values Thursday in the Ladies' Furnishing Shops

Never before has such an aggregation of really wonderful bargains been offered as this week in the sections devoted to the "fixins" for women, and tomorrow's special values are the best yet. Those advertised previously this week remain on sale unless sold out.

VALENCIENNES AND TORCHON EDGES AND INSERTIONS
 10c FOR VALENCIENNES LACES WORTH 20c—A lot of wide Valenciennes Edges and Insertions, 3 to 5 1/2 inches wide, values up to 35c, for the yard. **10c**
 Also a lot of TORCHON EDGES and INSERTIONS, our 15c value, for the yard. **5c**
RIPPLES AND WHIRLS OF GORGEOUS RIBBONS
 15c FOR TAFFETA RIBBONS WORTH 30c AND 25c—If you want some of these swell wide Taffeta Millines, in all colors or fancy shaded Cushion Ribbons, at this tiny price, you had better come early; our 30c and 25c values for the yard. **15c**
 Also a large and varied assortment of Silk, Satin and Gros-Grain Ribbons, just the thing for your holiday needs.
 Our 15c, 10c, 15c, 20c, 25c and 30c values for 6 1/2, 7 1/2, 10 1/2, 12 1/2, 14 1/2 and 18 1/2 yd. **Handsome Lace Collars.**
 Lace Counter—First Floor.
 Very handsome fine Lace Collars, made of Net Top Venise, Battenberg, Spangled or Irish Crochet Laces, very rich looking and stylish to wear with evening waists—make most acceptable Christmas gifts—all are greatly reduced in price for this sale—
 Our \$4.50 values for, each. **\$2.25**
 Our \$4.75 and \$5.00 values for, each. **\$2.50**
 Our \$4.00 and \$2.50 values for, each. **\$4.25**
 Our \$12.00, \$10.00 and \$15.00 values for, each. **\$7.00**

APPLIQUE TRIMMINGS
 Swell new Applique Trimmings, in Bands and Gallons, in white, black and colors.
 Our 25c, 35c, 50c, 75c and \$1.00, \$2.00 and \$3.00 values for **19c, 32c, 45c, 69c and \$1.45** the yd.

HANDKERCHIEFS—First Floor.
 12 1/2c FOR LINEN HANDKERCHIEFS WORTH 50c AND 25c—Pure Linen Hemstitched Handkerchiefs, in either sheer or cambric linen—a big lot of them—our 25c and 50c values for, each. **12 1/2c**

BEAUTIFUL EMBROIDERIES—First Floor.
 Thousands of yards of fine Swiss and Nainsook Embroideries, 4 inches to 14 inches wide, handsome patterns—all offered to you at just half their actual value—just the thing for trimming skirts and underwear—
 Our 25c value for. **12 1/2c**
 Our 30c and 35c value for. **15c**
 Our 40c value for. **20c**
 Our 50c value for. **25c**
 Our 75c value for. **35c**
 Our 85c and 90c values for. **45c**
 Our \$1.00 value for. **55c**
 Our \$1.50 value for. **75c**

VEILINGS—First Floor.
 ONLY 25c FOR VEILINGS WORTH 50c AND 60c—A lot of Two-Toned Veilings, in fancy designs—just what you need to protect the face these frosty days; our 50c and 60c values for, the yard. **25c**

A HALF-DAY SALE OF WOOL GOLF GLOVES.
 15c FOR GOLF GLOVES WORTH 35c—From 8 a. m. until 12 o'clock noon tomorrow we will sell fine of fancy and plain Wool Gloves, in black, white and colors, our 35c value, for the pair. **15c**
REMEMBER, TOMORROW—ONE HALF DAY ONLY.
FANCY UMBRELLAS.
 \$5.00 UMBRELLAS FOR \$2.95—A lot of Fancy Umbrellas, covered, in black, red, blue or green silk, with fancy handles of silver, gold or pearl, some with plain boxwood handles, very best quality and styles; our \$5.00 value for, each. **\$2.95**

The Mills and Factories Undersold Right Here in the Women's Knitwear and Hosiery Shops

A pretty strong statement, perhaps, you think the goods are here, with prices to back our statement. We'll be glad to submit it to expert judgment. Positively the greatest values ever offered in the history of the store.
WOMEN'S UNDERWEAR WORTH \$1.25 FOR 69c—Women's Medium Weight Silk and Cotton "Merode" Vests and Pants, all styles; our \$1.25 value for each. **69c**
\$1.19 FOR WOMEN'S UNION SUITS WORTH \$1.75—Women's Silk and Cotton "Merode" Union Suits; our \$1.75 value for, the suit. **\$1.19**
\$1.59 INSTEAD OF \$2.25 FOR WOMEN'S UNION SUITS—Women's Fine White Silk and Lisle Union Suits, light-weight "Merode" style; our \$2.25 value for, the suit. **\$1.59**
79c FOR WOMEN'S UNDERWEAR WORTH \$1.25—Women's Heavy-Weight Silk and Cotton Vests and Pants, "Merode" long-sleeve vests, ankle-length pants; our \$1.25 value for, each. **79c**
\$1.69 FOR WOMEN'S UNION SUITS WORTH \$2.50—Union Suits, medium weight silk and cotton, white and light colors; our \$2.50 value for, the suit. **\$1.69**
 All of our Heavy Winter-Weight STUTTGARTER VESTS, PANTS AND UNION SUITS go at extra special prices during this sale.
WOMEN'S HOSE
 55c FOR HOSE WORTH 75c—Women's Black Cashmere Hose, full finished; our 75c value for, pair. **55c**
 33c FOR WOMEN'S HOSE WORTH 50c—Black Cashmere Hose, full finished; our 50c value for, pair. **33c**
 22c FOR WOMEN'S HOSE WORTH 35c—Women's Black Fleeced-Lined Cotton Hose, white sole; our 35c value for, the pair. **22c**
CHILDREN'S HOSE—Children's Fine High-Grade Black Cashmere Hose, strictly first class in every particular—
 Sizes 6-6 1/2, our 50c value, for, pair. **35c**
 Sizes 7-7 1/2, our 55c value, for, pair. **39c**
 Sizes 8-8 1/2, our 60c value, for, pair. **43c**
 Sizes 9-9 1/2, our 70c value, for, pair. **49c**



By Special Request the Big Sale of Women's Suits Continues Thursday

Miss Bernard has received so many mail requests from out-of-town patrons who have been unable to get to the store yet this week, she has decided to continue the matchless Suit Sale for one more day—tomorrow, Thursday, however, will present the last opportunity to secure these splendid suits under price. A number of new ones will be added, making the collection unmatchable, even after three days of busy selling. Splendidly tailored, handsome

Suits \$32.50 and \$38.50 Values \$16.85
 LAST CHANCE AT THESE ON THURSDAY.

Opera and Evening Coats Half-Price
 ALL OPERA OR EVENING COATS AND CAPES UP FROM \$40.00 AT HALF PRICE
 In the newest conceptions; biggest line in Portland for selections, among them several of the famous Schroeder Models.

Women's and Misses' Golf Vests and Sweaters All Reduced
 EVERY ONE IN THE HOUSE ON SPECIAL SALE.
 The Sweaters are in both Blouse and Norfolk styles, soft but firm, pretty wools, plain red, white and fancies.
 \$2.50 and \$3.75 values at **\$2.39**
 \$4.00 and \$5.00 values at **\$3.18**
 \$6.50 and \$7.50 values at **\$4.65**
 Golf Vests in Handsome Wool—white, red and fancy mixtures, our regular \$2.00, \$2.50, \$3.50 and \$4.50 values for **\$1.56**
 Our regular \$5.00 and \$6.00 values for **\$3.19**

For the Balance of the Week are Christmas Furs Recklessly Reduced

Fur weather and Xmas coming, Miss Bernard doesn't care a rap whether these choice furs want to be driven out in the cold or not—they've got to go; and these reductions should sweep them out quickly. Our regular prices on furs are the lowest in the city. The furs are the first and best selections of a prominent St. Paul manufacturer—the finest in America.

BEAUTIFUL NECKPIECES
 Electric Seals, Black Coney, Sable and Isabella Possum and Black Martens, lined with rich Siberian Squirrel and silken cords, tassels and tails, values from \$2.50 to \$25.00, and reduced this way—
 \$ 2.50 Neckpieces **\$2.15** \$20.00 Neckpieces **\$13.35**
 \$ 4.50 Neckpieces **\$3.00** \$22.50 Neckpieces **\$15.75**
 \$ 6.00 Neckpieces **\$4.15** \$25.00 Neckpieces **\$17.35**
 \$ 7.50 Neckpieces **\$5.15** \$27.50 Neckpieces **\$18.35**
 \$10.00 Neckpieces **\$6.65** \$30.00 Neckpieces **\$21.20**
 \$12.50 Neckpieces **\$8.35** \$32.50 Neckpieces **\$22.85**
 \$15.00 Neckpieces **\$10.50** \$35.00 Neckpieces **\$24.65**
 \$18.00 Neckpieces **\$12.35** \$38.50 Neckpieces **\$27.95**
 AND OTHER IN-BETWEEN PRICES PROPORTIONATELY REDUCED.

Maybe You've Waited for a Special Sale of Raincoats HALF-PRICE!

ANY RAINCOAT IN THE HOUSE
 Too many and varied for detailed description. Cravenettes, some Priestleys; in tans, olives, Oxford grays, navies, blacks and handsome mannish mixtures. The largest stock to select from. More than any other three Portland stores combined. Plain tailored and mannish effects and all the latest in trimmings. Some with velvet collars. High-class tailored garments, at regular value \$12.50 to \$35.50, Thursday only, at HALF PRICE.



Take the Elevators to Toyland, Dollville and the Xmas Game Preserves

LARGEST VARIETY OF DOLLS, TOYS AND GAMES IN PORTLAND IN THE SELECTION—A WHOLESALE STOCK AT WHOLESALE PRICES.
SNARE DRUMS WORTH 75c FOR 49c—Flat-Head Snare Drums, metal rods, 10-inch head; our 75c value for, each. **49c**
30c FOR ICE BOXES—Size 5 1/2 x 1 1/2 inches, our 50c value, for. **30c**
12c FOR MUSICAL WHEEL TOYS—Our 35c value for, each. **12c**
HANDSOME DOLLS—50c FOR JOINTED DOLLS WORTH \$1.50—Our "Baby Alice" dolls, with moving bisque head, jointed body, long, curly hair, sleeping eyes and lace-trimmed chemise; our \$1.50 value for, each. **50c**
25c FOR DRESSED DOLLS WORTH 50c—Dolls with bisque head and jointed body, dressed daintily in gown trimmed with lace and braid, lace-trimmed hat; our 50c value at, each. **25c**
THE GIRL IN RED—25c FOR DOLL WORTH 75c—These dolls have papier-mache bodies, bisque heads, sleeping eyes, and are dressed from head to feet in red—red gown, red bonnet, red slippers and red hose; our 75c value at, each. **25c**
THE AMERICAN GIRL—74c FOR BEAUTIFUL DOLLS WORTH \$1.25—This doll has kid body, riveted joints at hip and knee, bisque head, sleeping eyes with eyelashes, sewed curly hair, both blonde and brunette types, wear shoes and stockings; \$1.25 value. **74c**
TAPESTRY PORTIERES FOR \$2.63—Silk-Finished Persian Tapestry Portieres, fringed both top and bottom; our \$4.00 value at, the pair. **\$2.63**
DOLL FURNITURE
SOLID OAK BEDROOM SUITE, three chairs and dressing-table, value 35c; special **21c**
CANNON, nickel barrel, red wheels, regular 25c size; special **10c**
SHEETLAND PONIES ON WHEELS, for the little folks, colors brown or black, with addie, bridle and martingale, regular 45c; special **22c**
METAL SOLDIER SET, consisting of 31 privates, 4 officers and 2 tents, value 10c; special **5c**
ACCORDION, with bass and treble keys, value 20c; special **17c**
DOLLS
Kid Body, riveted jointed arms and hips, cut-joint knees, sleeping eyes, sewed wigs, blondes and brunettes, value \$1.00; special **80c**
ABOUT 100 NICE DRESSED DOLLS, ODD LINES, ONLY ONE OR TWO ALIKE, VALUE FROM 75c TO \$3 AT HALF PRICE.
THE AMERICAN GIRL—Beautifully gowned in white, with white and black bonnets, sleeping eyes, long curly hair, jointed papier-mache body, value 50c; special **45c**
PIANO STOOL, finished in cherry, 2 inches high, with 3-inch cast-iron screws, value 60c; special **35c**
NEW YORK, CHICAGO & BOSTON LIMITED—Heavy Iron Train, consisting of locomotive, tender and Pullman, value 65c; special **35c**
ROMAN CHARIOT, with three spirited horses, handsomely finished in red enamel and gold, value 65c; special **35c**
BOYS' GARDEN WHEELBARROWS, with 4-inch wheels, handles 30 inches long, value 25c; special **15c**

Phenomenal December Millinery Selling

FEATURES THE PROGRESS OF THE "STORE MANAGERS' SALE" IN THE DAYLIGHT SALONS OF THE NEW ANNEX—SECOND FLOOR.
 The Millinery Store has never had so successful a season as this. In elegance of styles and worthiness of materials, combined with lowest prices consistent with quality, this store leads every other western house. And now comes the determination to "clean house" and get ready for a new season. The "Store Managers' Sale" is fruitful with saving opportunity. To the woman who needs a new hat for Christmas, or likes a change in headwear for the functions of everyday life, we offer numerous chances to economize. Few better than the one we print below for Thursday selling: 200 very smart new feather turbans, in black, white, castor, grey, light blue, etc. Hats appropriate for street, dress or evening wear—the best \$4.00 values in the city. Special for Thursday only at **\$2.49**



Two Remarkable Petticoat Specials for Thursday

"PETTICOAT LANE"—NEW ANNEX—SECOND FLOOR.
 Particularly good news from Mr. Hansen's departments. Hundreds of women will avail themselves of this day's special offerings to fill petticoat wants. Nothing nicer for a dainty Christmas gift than one of these—Ladies' fine Cambric Petticoats, 22-inch fine linen flounce, with two half-tucks between clusters of seven fine tucks each, 13-inch blind embroidery and hemstitched under-ruffle, regular price \$3.75; special at **\$2.29**
 Ladies' fine Nainsook Petticoats, 21-inch fine lawn flounce, two clusters of five fine tucks each, three rows of heading between three rows of three-inch Val lace insertion, and 3/4-inch Val lace edging and plain lawn under-ruffle, regular price \$4.50; special at **\$2.97**

WE OUGHT TO DO ALL THE CHRISTMAS SHOE BUSINESS IN PORTLAND.

Xmas Slippers Cost Less Here Than at the Factory!

At the "Shoestore-on-the-Fair-Way"

Our Shoe Store Manager is bound to do his share of gain on the month's business and secure for himself one of the cash prizes offered. The 150 looks about "Ernie's" size when one glances over these prices. Several of them are actually under cost to us; hardly any over. To buy winter footwear now is to save materially on price.
 Men's \$1.50 Black Opera House Slippers, hand trimmed soles, good broad toes, at, pair. **87c**
 Children's Red Felt Fur-trimmed Juliettes, turn soles, sizes 6 to 8, special 60c; 8-1-2 to 11, special 70c; 11-1-2 to 2, special **90c**
 Boys' House Slippers, in black vicci kid; regular \$1.50 values; sizes 11 to 2, special 77c; sizes 1-1-2 to 5-1-2, special **77c**
 Women's Dressy House Slippers, in patent colt or undressed kid, fur-trimmed, hand turned soles; regular price \$2.50; special **\$1.48**
 Men's Fancy House Slippers, in tan or black, leather lined, full round toe last; regular \$2.50 values at, pair. **\$1.45**
 Regular \$2.00 values at, pair. **\$1.28**
 Regular \$1.75 values at, pair. **\$1.09**
 Regular \$1.50 values at, pair. **87c**
 Men's Box Calf Velour, Vici or Patent Colt Winter Shoes, new goods; regular \$2.50 and \$4.00 values at **\$2.37**
 Boys' Box Calf Winter Shoes, good heavy soles, full round toes; sizes 11 to 13, pair. **\$1.00**
 Sizes 11-1-2 to 2, pair. **\$1.25**
 Sizes 2-1-2 to 6, **\$1.50**
 Men's Box Calf Winter Shoes, in double soles, full round toes and heavy, pliant uppers; sizes 6 to 8, regular \$1.50 values, at, pair. **\$1.00**
 Sizes 8-1-2 to 11, regular \$1.75 values, at, pair. **\$1.25**
 Sizes 11-1-2 to 2, regular \$3.00 values, at, pair. **\$1.50**
 Velvet or Felt Fur-trimmed Juliettes, in black or red, hand turned soles, full round toes, flat heels; regular \$1.25 values, at, pair. **65c**

They're Up and Doing in the Man's Shop—Bargains Galore

Hints of what to buy for "him" as an Xmas remembrance are here in plenty. To the list published earlier in the week we add this grand triumvirate of bargains for Thursday and remainder of week.
MEN'S \$5.50 LOUNGING ROBES \$3.50—Handsome plaided patterns in pretty, soft, fleecy grey and brown colorings of blanket cloths, with cord and tassels at waist—a "Sherlock Holmes"—best \$5.50 values—have ever been able to offer. Special at **\$3.50**
MEN'S \$1.50 MOCHA GLOVES, 75c
 A line of Men's Mocha Gloves, in fancy, full pique sewed, in sizes 7, 7-1-4, 7-1-2, 7-3-4 and 8. Special. **75c**
MEN'S \$2.50 FANCY VESTS, \$1.25
 Men's Fancy Vests, grey, with blue and brown stripes and plain white pique. Regular \$2.50 values. **\$1.25**
 75c for Men's Shirts worth \$1.25 and \$1.50—Men's fancy Shirts, soft bosom style, separate cuffs, in materials of Oxfords and Madras, in very choice patterns; our best \$1.25 and \$1.50 values for. **79c**
 25c for Men's Suspenders, worth 50c—Christmas Suspenders, packed one pair in fancy box, white kid ends; our best 50c value, pair. **25c**
 Men's Nightshirts, worth 75c, for 45c—Men's Flannel Nightshirts, soft, fleecy garments; a guarantee of good, refreshing sleep for these chilly nights; our standard 75c value, for, each. **45c**
 Only 95c for Men's Walking Gloves, worth \$1.50—Men's Glace Kid Walking Gloves, full pique sewed, best and most desirable street colors; our \$1.50 value, for, pair. **95c**
 95c for Men's Underwear, worth \$1.50—Men's fine natural wool Undershirts and Drawers, in silver gray, winter weight, very fine stock; our \$1.50 value, for, each. **95c**
 60c for Men's Handkerchiefs, worth \$1.00—Men's Christmas Handkerchiefs, with initials, put up one-half dozen in box; our \$1.00 value, for, box. **60c**
 Men's Neckties, worth 75c for 50c—Men's Christmas Squares and Four-in-Hands, the richest silks and wools ever offered at the price; our 75c value, for, each. **50c**
 15c for Men's Socks, worth 25c—Men's Christmas Socks, in black, white and colors; our 25c value, for, pair. **15c**