

The "QUALITY SHOP" Portland's Foremost Store with Largest Stocks on the Pacific Coast

The "Different Store" Olds, Wortman and King 5th, 6th & Washington Sts.

FLEISHER YARNS In the Art Shop Annex--2nd Floor. Every bundle and box of the "Fleisher" Yarns bears the trade-mark label, and every skein the trade-mark ticket.

THE NEW APRIL "DESIGNER" NOW AT THE LINING COUNTER, WEST ANNEX, FIRST FLOOR, 10c COPY, OR 90c A YEAR BY MAIL, POSTPAID. Grand Friday "Economy Sale"

THE NINETY-EIGHTH

Today

THE NINETY-EIGHTH

ANOTHER OF THOSE BRILLIANT BARGAIN-MAKING FRIDAY SPECIAL SALES THAT HAVE BECOME A PART OF THIS STORE'S BUSINESS--One to which the economically-minded look forward with anticipation and in which they are never disappointed.

Table with 2 columns: Item Name and Amount. Total: 385,708

THE GREAT SALE OF MOHAIRS THAT STARTED YESTERDAY In Dress Goods Salons--Second Floor THIS IS A MOHAIR SPRING

Plain mohairs, checked mohairs, melange mohairs, shadow mohairs are meager outlines of the new ones that keep coming into the Dress Goods Salons.

New \$1.50 Mohairs \$1.21 Yard

Our regular \$1.50 value in a large assortment of colors and patterns; special for, per yard \$1.21

Women's New and Smartly Tailored Spring Jackets Underpriced



Handsome and expertly-tailored Spring Coats, just received by a late express from one of the best makers of women's apparel in New York at a surprising reduction--an end of season price on new, seasonable garments that make their debut today.

WOMEN'S NEW \$10 SPRING JACKETS, \$7.35.

New and jaunty Spring Coats, in tan, covert cloths; 19-inch lengths; trimmed with crocheted buttons of same color; fly fronts, with fancy-stitched seams, lined with Skinner's best satin; leg o' mutton sleeves, with cuffs; regular value \$10. Special, each \$7.35

Pequot Sheetings a Little Lower Than the "Lowest"

One of the city's "Inflammatory Stores" let its imagination loose yesterday morning and told a weird tale of its buying capacity in the sheeting line, and incidentally quoted a list of prices on "Pequot Sheetings" just a half a cent a yard higher on every grade than we sold them all day.

Table listing Pequot Sheetings with prices for various grades and colors.

Women's Knitwear Aisles Offer



Their Quota of Inducements to Bargain-finders Today

WOMEN'S UNDERWEAR, WOMEN'S AND CHILDREN'S HOSIERY AND BOYS' WAISTS ARE SPECIALLY REDUCED FOR FRIDAY BUYERS.

Wish We Had Corsets Enough to Go 'Round Today



Fear we haven't, however, so better be early for a fitting. Long as these Corsets last--\$1.75 to \$10.00 values--you become their owners today at the pair--80 cents.

A Duel of Values of the Wanted Sort in the Women's Furnishings Store

Friday magnets that will draw throngs of buyers to the "Fancy Goods" aisles today.

Worth Your While to Take a Trip to Fourth Floor Today--The Home-fitting Stores Make it so

Black and tan bargains for women buyers in the boot shop today. \$2.49 instead of \$3.50 for New Shoes

The Spring Millinery Store Joins in the Bargain-Giving Spirit

Worth while values join in the grand style exposition that's taking form so rapidly in the pretty "Daylight Millinery Salons."

WOMEN'S \$2.00 BLACK CHIFFON AND BAND HATS \$1.05. These Hats are very practical for early wear, and come in a variety of good shapes and styles.

If You've a Notion to Save--Save on Buying of These Notions

In the Small Wares Aisles Today--First Floor. 8c SAFETY PINS 5c CARD. Best guarded spring, nickel-plated Safety Pins, all sizes, 1 dozen on card, regular value 10c--special, card, 8c

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EVERYTHING FOR THE KITCHEN The Kitchen, Dining Room and Garden



There are needs for each for prudent housekeepers to look to. You know them best. Have we hit upon a plan to make it easier for you to fill 'em? Glad if it if we have. These helpful prices for today--Third floor.

SPECIAL SPRING CLEAN-UP Sale of Jewelry

First Floor--West Annex.

CUT STEEL HEADED CHATELAINES PURSES. With Oxide Canin and Hooks--Our \$2.00 value--special for two days only at, each, 75c

A St. Patrick's Day Souvenir Sale of Genuine Irish Linens



We will celebrate St. Patrick's day by giving some Great Special Bargains in Irish Linens at prices which are far below any ever given before.

Friday in the Man's "Haberdasherie"

West Annex--First Floor. MEN'S \$1.50 OXFORD SHIRTS 50c. A line of men's new Oxford shirts in plain colors, tan, blue, gray, etc., with 15 small buttons on either side, our regular \$1.50 value--special, each, 50c