

Lunch Today in Our Beautiful Seventh-Floor Restaurant From 11:30 Till 2—Excellent Menu and Prompt Service—Express Elevators
Just Arrived: Spring Butterick Fashion Books—Free Butterick Fashion Sheets—April Delineator—Principal Agents Butterick Patterns

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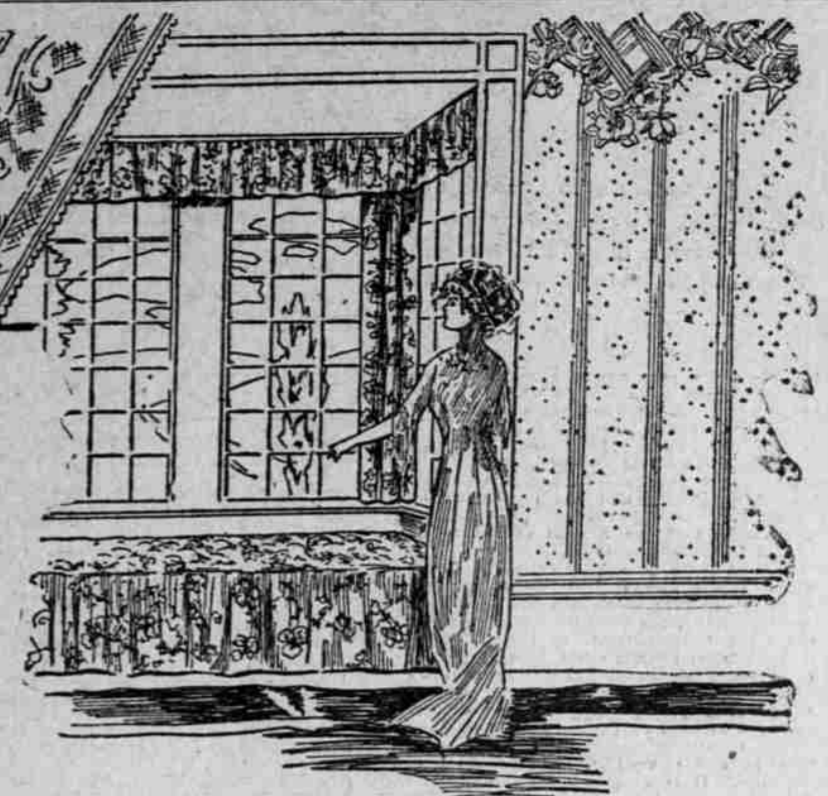
The Big Spring Opening Sale of Draperies!

Fine New Curtains, Cretonnes, Scrims, Wall Paper and Upholstery Goods

THE bright, warm sunshine of the last few days has directed thoughts to the necessity for cooler, brighter Spring and Summer hangings in the home, in the Summer cottage, the new launch!

Of compelling interest to the householder, the hotel-keeper—to any one with at least one room to make home-like and cheerful, is this splendid Opening Sale today with its great stocks and unmatched savings.

Thousands of yards of domestic and imported Cretonnes—the backbone of Summer drapery fabrics—have been reduced, besides special prices on a score of other drapery stuffs. Share in these savings while stocks are complete.



2000 Yards of Imported Cretonnes Nearly 1/2 Price

Handsome English and French Cretonnes in a beautiful choice of patterns. Floral, fruit, tapestry and nursery patterns, the latter including pictures of boys and girls, automobile subjects and a host of popular designs. Every possible light and dark color combination. Both corded and plain materials. Four big bargain lots for the Opening Sale today:

- Best 50c Imported Cretonnes, the yd. **29c**
- Best 75c Imported Cretonnes, the yd. **38c**
- BEST 25c DOMESTIC CRETONNES FOR 16c
- Best \$1 Imported Cretonnes, the yd. **57c**
- Best \$1.25 Imported Cretonnes, yard **68c**
- \$1 AND \$1.25 SUNDOUR SPECIAL, YARD, **79c**

Brussels Curtains 1/2 Price

A great special purchase of genuine Saxony Brussels Net Curtains in a beautiful array of patterns! Some with neat simple borders and plain centers, others with detached figured centers, still others in handsome all-over patterns with elaborate borders.

One to five pairs in one pattern, some with edges not exactly matched. Made to sell at \$12.50 to \$60. For Spring Opening Sale today **1/2 Price**

- \$5 LACE CURTAINS AT \$3.85
- \$4.50 COUCH COVERS \$2.85
- \$18 LACE CURTAINS \$11.85
- 25c AND 35c SCRIMS FOR 14c

A Wealth of Beautiful New 1911 Patterns in Wall Paper

Assortments include the much-wanted Leather Wall Papers in rich, deep browns, tans, bronze, olive greens, etc., both plain and decorative patterns. Also Japanese Grass Cloth Paper, rich two-tone and tapestry designs, besides the staple Wall Papers of every possible kind.

This season it is possible to match up the wall paper, the upholstery and the carpets in a degree never before attained. (Note sketch above.) See the Opening display today.

- 50c NEW WALL PAPER SPECIAL, THE YD. **29c**
- NEW IMPORTED AND DOMESTIC CRETONNES

Splendid Custom Decorative Dept.

FEW householders know how helpful is this section of the Big Store.

Suppose you have a new home you wish furnished. Just telephone and one of our master decorators will come and suggest the Wall Paper, the Hangings—even the Furniture. He will bring out samples from our assortments, make designs to suit your requirements, furnish estimates. And all absolutely free of charge—without obligation to purchase.

This service is extended to any one room as well as a home, hotel or apartment-house. No Decorating contract too small or too large for our splendid facilities.



Great Spring Opening Sale of Ribbons

PORTLAND never before has seen such unrestrained beauty and selection in Ribbons! Every inch of space in department and stock-rooms filled to overflowing with Ribbons of every conceivable weave, pattern and shade. And for this Great Spring Opening Sale today and tomorrow we offer sensational Ribbon bargains that women will remember for many a day. The whole center aisle in the Main Building given up to their display and sale. Read on! Come!

- The Wash Ribbons**
Women need Wash Ribbons by the bolt for new Summer lingerie and wash dresses. Plain and checked effects—all colors. Prices on 5-yard bolts:
10c Bolts No. 1 Wash Ribbons at only **6c**
12c Bolts No. 1 1/2 Wash Ribbon only **7 1/2c**
15c Bolts No. 2 Wash Ribbon for only **9c**
25c Bolts No. 3 Wash Ribbons at only **17c**
35c Bolts No. 5 Wash Ribbon at only **25c**
- 75c Silk Ribbons 35c**
Think of buying rich All-Silk Ribbons at less than half! Over 5000 yards of All-Silk Taffeta and Moire Ribbons, 7 1/2 inches wide, in pinks, white, blues, cream, black, etc. For sashes, etc. and millinery uses. Positive 75c grade, yd. **35c**
35c Moire Taffeta Ribbon—5 1/2 inch, with new corded edge. All new, staple colors (see picture). Opening Sale, yd., **18c**
- Satin Baby Ribbons**
Narrow Satin Baby Ribbons in all the staple colors at splendid savings. Bolts are 10-yard lengths:
12c Bolts No. 1 Baby Ribbons for only **8c**
20c Bolts No. 1 Baby Ribbon at only **12c**
25c Bolts No. 1 1/2 Baby Ribbon at only **15c**
30c Bolts No. 2 Baby Ribbon at only **19c**
35c Bolts No. 3 Baby Ribbons at only **27c**
- 25c Silk Ribbons 17c**
A tremendous lot of new 5-in. All-Silk plain and Moire Ribbons, all wanted shades. Also 25c Fancy Print Warp Taffeta Ribbon in floral designs—see sketch above. Real 25c Ribbons for Spring Opening Sale, special at low price, the yd., **17c**
35c Satin Ribbon, rich, lustrous quality, 5 inches wide, in all new and staple shades. Opening Sale, yd., **21c**.
50c Heavy Satin Ribbon—5 1/2 inch, specially for millinery purposes and sashes. Opening Sale, yard, **29c**.

2000 Rolls of New Mattings Underpriced

LITTLE wonder we've set a new high-water mark on Matting business this week when you consider how unmatchably low the prices are for this time of year. Over 2000 rolls of fresh, new Japan and China Mattings—our direct importations—at savings of practically a third.

- 25c New Jap Mattings, now yd. **17c**
- 30c New Jap Mattings, now yd. **21c**
- 40c New Jap Mattings, now yd. **29c**
- 60c New Jap Mattings, now yd. **47c**

Wednesday Is Notion Day
Willimantic Thread 6 for 25c
A WORTH-WHILE saving on anything so staple as our famous guaranteed Willimantic Thread! Best 6-cord quality in black and white—all numbers. Special for Wednesday Notion Day at this very low price **6 Spools 25c**
"Ever Ti Dee" Hair Nets—Extra large, 36 inches long, in sealed tubes. Only, 8 for **25c**.
35c Curly Mohair—Extra fine quality in all shades. Yard **15c**.
35c Sanitary Hair Rolls—Light and fluffy; all shades. Each **18c**.

Wednesday Grocery Specials
EVERY purchase in the newly enlarged Pure Food Grocery backed by the Big Store's guarantee of quality. We were pioneers in the campaign for good, wholesome food products, and only articles of the highest excellence are sold in our Grocery Section.
Instances of today's notable economies:
Butter, famous Butternut brand, sweet and wholesome. Made from pure, pasteurized cream. Special, 2-pound square **67c**.
Navel Oranges, "Robin Hood" brand of Washington Navels. Sweet, juicy, thin-skinned. Worth 45c the dozen. Special today, **29c**.
Lard, kettle-rendered, white and pure. Sold in 5-pound pails. Special, pail, **73c**.
Hams, genuine Eastern, sugar-cured, excellent flavor. Special, the pound, **16 1/2c**.
Ranch Eggs, strictly fresh Oregon Eggs, special, the dozen, **21c**.
Baker's Chocolate, in cakes. Regularly 25c. Special today, **21c**.
Rice, Japan style, special, 6 pounds for **27c**.
Rice, fancy Carolina Head Rice, special, 4 lbs. **25c**.

Opening Sale of Garden Tools

ALL needed Tools for the Spring Gardening this week at about 20 per cent reduction! Savings on articles taken directly from our big, new, complete Spring stocks.

- 25c Steel Rakes, 12-tooth, special **19c**
- 45c Wire Lawn Rakes, special at **34c**
- 75c Long Rakes, 14-tooth, special **59c**
- 25c Garden Hoe, specially priced **19c**
- 40c Garden Hoe, malleable steel, **32c**
- 50c Garden Hoe, malleable steel **42c**
- 75c Short-handled Shovel, special, **63c**
- 75c Long-handled Shovels, spec'l **63c**
- 75c Long-handled Spades, special **63c**
- 75c Short-handled Spades, spec'l **63c**
- 30c Weeding Hoe, special at only **24c**
- 10c Scythe Stone, special at only **8c**
- 85c Tree Pruner, 10-foot size, for **74c**
- 60c Turf Edger, malleable steel, **49c**



Basement Bargain Square Men's 75c Underwear 38c

A GREAT "run-of-the-mill" purchase of Men's new Spring Underwear—over 3000 regular 75c garments out on the Basement Bargain Square today at 38c each, or 75c a suit!
Shirts and Drawers of fine combed Egyptian yarn in white and brown colors, fancy silk stripes of pink and blue. Some have trivial imperfections, such as a drop stitch, which only an eagle-eyed factory inspector would notice. 75c garments, suit 75c, or each, **38c**



Continued Today

Formal Opening

of Spring 1911

Fashions

in Paris and New York

Millinery, Gowns, Suits, Wraps, Waists and Accessories