

Store Open Tonight Until 9:30—Last Day of Great Across-the-Sea Sales—Rousing Bargains—Do Your Easter Purchasing Today Select Your Kodak From Our Splendidly Complete Stocks—Developing and Printing Done in 24 Hours—Full Line Chemical Supplies

\$1 Saturday Night Dinner—Music

PLAN to dine with us tonight from 5:30 to 8, just before the theater hours. Musical programme by Rosebrook's Heilig Theater Orchestra. MENU. Take Point Oysters on Half Shell. Tomato Gumbo Louisianaise. Consomme Riche. Sautéed Peasants. Secret Gherkins. Green Onions. Royal Chicken Salade, Victoria Sauce. Pommes a l'Anglaise. Spring Lamb Chops a la Nelson. Maraschino Punch. Roast Stuffed Milk-Ped Chicken. Currant Jelly. Prime Ribs of Beef, au Jus, Yorkshire Pudding. Mashed Potatoes. New Asparagus on Toast. Head Lettuce With Egg. French Dressing. English Plum Pudding. Hard and Brandy Sauce. Vanilla Ice Cream. Assorted Cakes. Cheese and Toasted Crackers. Demi Tasse.



New Popular Novels The Prodigal Judge \$1.25

FIFTH FLOOR, NEW BUILDING. JUST received—"The Prodigal Judge," new novel by Vaughn Kester, for \$1.25 "The Broad Highway," by J. Farnol, \$1.35 "One Way Out," by William Carleton \$1.20 "When a Man Marries," Rhinhart, at 50c "The Music Master," Charles Klein, at 50c

THE PRODIGAL JUDGE

Vaughn Kester

Radiant Display of Misses' and Juniors' Easter Garments



AS DOES no other concern in the Northwest, The Big Store specializes on garments for Juniors, Misses and Small Women! And this year's Easter assemblage is more comprehensive, more varied than any ever before displayed! Suits, Dresses, Skirts, Coats—a host of charming models embodying the year's best style features in their most pleasing aspect ready today for Easter selection. Buy your costume today and avoid the rush of Easter week!

New Tailored Suits

A remarkably varied choice for Misses; in newest plain and diagonal Serges, Tweeds and fancy Worsteds, comprising the prettiest of 1911 tans, grays, blue and mannish mixtures! All are Made with the same attention to detail, same cut, lines and finish that distinguish our man-tailored garments for the Grown-up! You'll notice this. Coats in short, semi-fitting style or box effect, effectively finished with the Paul Pointet Sailor Collar (as illustrated), or neat small reverses with notch collar (also illustrated). Skirts are plain gored in flounce effect or with wide band at bottom. Prices range in easy steps from

\$12.50 to \$55

Misses' Silk Foulard Dresses

Rich, lustrous Satin Foulards in beautiful coronation blue, Copenhagen blue, browns, tans, etc., both plain colors and typical Foulard patterns. Made Empire style (as illustrated), effectively trimmed with self-colored and contrasting satins, laces, buttons and embroidery. All made with short kimono sleeve. These Dresses are priced from..... \$11.85 to \$60

Misses' Marquissette Dresses

In pink, blue, tan and white. Some tucked over hips, more elaborately trimmed in the new Bulgarian (colored) Embroidery and finished with charming Cluny laces. The prices \$15 to \$45 range all the way from

Special--Childs' White Coats at Half Price!

Sturdy, tubable Pique and Linen White Coats for Children, in the season's best styles. Made with large collars, some hand-embroidered, others lace-trimmed. Sizes 2 to 6 years. Some slightly soiled. Prices range from \$3.50 to \$6. Extra special today at 1/2 Price

New Middy Blouses—That sturdy, sensible garment for the Summer girl—just arrived. White with blue collars and cuffs, in sizes 4 years to 40 bust measure. Prices \$1.50, \$2.25 \$1.75 and on up to as high as \$2.25

Misses' Spring Skirts—Ready in a wide choice of 1911 styles—plain flare and flounce effect; some plaited and many button trimmed. Panamas, Serges and fancy Worsteds in large assortment of wanted colors. Prices for these great values range from \$3.50 to \$6.50

35c and 50c Easter Ribbons, 25c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL. FULLY 20,000 yards beautiful, All-Silk Ribbons for Easter at this splendid Saturday saving! Widths, 5 and 6-inch, in plain, moire, fancy warp Dresden and Persian designs, for hair bows, fancy work and millinery purposes. Worth 35c to 50c the yard. They are on sale for Saturday's selling for the low price 25c

Women's 25c Handkerchiefs 15c— Large assortment of women's Initial Handkerchiefs, made on sheer Swiss and linen, neatly finished with lovely Amriswyle embroidery in white and colored effects. 25c grades, today for only 15c New Rabats, Cascades, Trouville Collars and Chemisette Collars, neatly finished with dainty hand-made Cluny and Armenian Laces, also Valenciennes edges and insertions. Worth 75c to \$1, each 53c

Look at This Phenomenal Bargain! \$3.50 Silk Parasols at \$1.69

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL. A NEW YORK jobber's surplus of beautiful Silk Taffeta and Pongee Parasols, here right in time to complete your Easter costume, at less than half price! Over 500 of them, 22-inch size, in all the new and staple shades, also a large assortment of colored borders with plain tops. Long hardwood handles. Every one a \$3.50 Parasol, today we are selling these great values for low price of \$1.69

Big Hosiery Sale Ends Tonight Women's \$1 Silk Hose 67c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL. TONIGHT ends the Biggest Hosiery event of the year with its scores of specials on Hosiery for men, women and children! Are you going to miss them? Note this economy—saving of more than one-fourth the regular price on pure thread Silk Hose for Easter wear in fast fadeless black and wide range of wanted colors. Reinforced throughout. \$1.00 grades now selling, the pair, 67c

Women's 50c to \$1 Spring Hosiery—Plain and silk lises in lace and embroidered brook effects, all lace, etc. Black and all wanted shades. Special to-day at the pair 39c Children's 20c Hose—Of cotton, in sturdy, comfortable weight. Black and tan only, all sizes. 12 1/2c Today, the pair 25c and 35c Hosiery of heavy thread, medium weight lise, in black only. Also silk lise in black, colors. Pair 19c

Women's 50c Hose—Plain lises, full fashioned throughout, with 4-in. lise garter-proof tops. Black and wide choice of Spring shades. Blacks in-clude outsize. Pr. 29c Men's 15c Socks, new, medium weight Half Hose, with double spliced heel and toes. Black and tan, 9c in all sizes. The pair 15c Women's 35c Fine Lise Hose, with double garter-proof tops and reinforced soles; black and all colors. Special, pair 21c



Women's \$1.25 Silk Hosiery—Pure thread ingrain silk, in black only. Lise tops and split soles. 85c Today, sale at, pair 67c Women's 20c Hose, fine light weight, seamless, with reinforced heels and toes. Black and tan shades. Special today at only 12 1/2c

The Boy's Easter Apparel

THIRD FLOOR, NEW BUILDING. ORDER BY MAIL. MOTHERS, you'll save time and money by coming to The Big Store today for the Boy's Easter Clothes!

Hundreds of beautiful patterns and colors are ready in Knickerbocker Suits, Top Coats and Juvenile Clothes for the little fellow. Prices range from \$2.50 to \$15.

Boys' Suits, \$5.00—

We feature an extraordinary line of smart, Knickerbocker Spring Suits at \$5! Natty Norfolk and double-breasted styles of strictly all-wool Fadeless Blue Serges, gray and brown Cassimeres and Worsteds, with full cut knickerbockers. Ages 6 to 17. Also at \$5 a big showing of Russian and Sailor Blouse Suits, ages 2 to 10. They're Suits that few stores would mark under \$6 to \$7. Our price \$5.00



Blouse Special, 98c—

The famous K. & E. Blouses, made of fancy Soisettes, Percales and Madrases in wide range of new patterns. Our best \$1.25 and \$1.50 98c Blouses, ages from 5 to 16 years, today \$1.25 New Felt Hats, all the latest shapes, now for only 98c Other New Felt and Straw Hats for Easter, now from 50c to \$2 Boys' New Neckwear, Belts, Caps, etc., at the very lowest prices.

The 1911 Fishing Season Is Here Opening Sale Fishing Tackle

FIFTH FLOOR, NEW BUILDING. ORDER BY MAIL.

THE CALL of the salmon and trout has gone forth—and The Big Store is splendidly ready with big, complete assortments of the best Fishing Tackle at money-saving prices. These specials are for today only: Fishing Creels or Baskets—Extra good quality. The regular \$1.75 grade, \$1.39; \$1.25 grade \$1.09 Double Multiplying, Adjustable Reels—40-yard, nickel-plated. Extra special today for the low price 59c \$3 Jointed Fishing Poles—Extra heavy; three sections. Today we are selling these values for \$2.59

Silk Fishing Lines—Superior quality. The 75c kind are selling today at the low price of only 69c All Grades of Trout Flies—Including Brown Hackle, Queen of Water, etc. 5c kinds, 3 for 10c Genuine Cutyhunk Fishing Lines—for salmon fishing. 20c grade for today only at low price 14c Extra Heavy Leather Basket Straps—75c grade, for Saturday's selling only are going for 69c

\$1.65 to \$2 House Dresses for \$1.22

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.

JUST a small purchase of neat, practical House Dresses—not over 200 in all—and at this splendid reduction there will surely not be a one left by tonight. Several neat, pretty styles to choose from, one exactly as shown in accompanying sketch.

The materials are good quality Percales and Cotton Batistes, and trimmed in clusters of tuks with side plaits. Self front or side opening effect, as shown in the one illustrated. Dutch neck or high collar, half or long sleeves. Stripes, checks and dots, in medium, light and dark colors. Regular \$1.65 to \$2 House Dresses, to-day, on sale for, each \$1.22



Easter Sale Perfumes

FIRST FLOOR, NEW BUILDING.

JUST received, Reeger's famous California Flower Drops, one of the most exquisite perfumes made. \$1.50 Special, the bottle, \$1.50 Piver's French Perfumes, all popular odors, special. 69c. Mairau Perfumes, Rose, Lily and violet odors. Special, the ounce, 39c. Lesourd-Pivert Face Powder, "Veloute," nicely perfumed. Special, 23c. Sanitol Face Powder, 19c. Wild Rose Talcum, 5c. Samuraj Corolopsis Talc, 12c. Palm Olive Cream, only 39c. Perfect Cold Cream for 23c. De Miralce Cream, 39c. Florida Toilet Soap, doz., 43c. Meier & Frank Special Soap, doz., 23c. Jun Rose Glycerine Soap, 7c. Willow's Sacht Powder, all odors, special, ounce, 49c. Cuticura Soap, special 15c. Palm Olive Soap, special 7c. Pears' Scented Soap, 15c. Pecker's Tar Soap, 16c. Life Buoy Soap, special 4c. Pumo Soap, special 4c.

Children's Easter Millinery

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL. MOTHERS will do well to select the Easter Hat for the wee one from our splendidly complete assortments! The same painstaking care has been exerted in selecting our stocks for children as has been given to Millinery for the older folks.

Children's Dress Hats— Beautiful little creations of soft Tuscan and novelty braids, charmingly trimmed in drapes, rosettes, flowers and laces. Pretty light colorings in scores of fetching, youthful styles. Choose while assortments are complete. Prices from \$2.75 to \$20 Children's School Hats— In a multitude of practical, sun-proof sha p's. Milans, rough and fancy straps, daintily trimmed in drapes, bows and rosettes. Both plain and Dresden effects. Prices range from the little beach bonnet in picture at 30c to better values at \$5.00



\$3.50 Long Kid Gloves \$1.98

RIGHT when fashion demands Long Gloves for the Easter costume—genuine \$3.50 grade for Saturday only \$1.98. Fine quality Grace Kid, 16-button mousquetaire style in white and champagne only. All sizes 5 1/2 to 7 1-4. While the lot lasts, the pair, \$1.98

To 75c Fabric Gloves, 37c

Special purchase of 1000 pairs of Women's new Lisle and Chamoisette Gloves in one, two and three-clasp styles. Black, white, gray, tan, mode and natural. Regular 50c to 75c Gloves, For today's selling at low price of, pair, 37c

35c to 50c Veilings, Special 18c Over 5000 yards of fine new Veilings for Easter wear. Black and colors, in all the latest plain and dotted meshes. To-day, on sale at low price of, yard 18c \$1.00 Chiffon Motor Veils at 59c A special lot of beautiful Silk Chiffon Motor Veils, with fancy striped borders. Wide range of wanted shades. Regular \$1.00 kind, on special sale at 59c

Women's \$15 Watches at \$9.98

Either Elgin or Waltham

FIRST FLOOR, NEW BUILDING. ORDER BY MAIL. THERE'S mighty few dealers who would think of selling these splendid Elgin or Waltham Watches for women under \$15—our own low regular price is \$12.50.

High grade 7-jewel Elgin or Waltham movements fitted in the finest 20-year warranted gold-filled cases. Hunting (closed) style, beautifully engraved and engine turned. Several beautiful models to choose from, one illustrated. Today only \$9.98

Last Day of Jewelry Sale—

\$2.00 Silver-Plated Purses, sale price 98c All Solid Gold Jewelry ONE-FOURTH OFF \$1.00 Imported Brooches, new styles, 59c \$5.00 Gold-Plated Bracelets, special \$2.49 \$7.50 new Handbags, suede, velvet and genuine leathers, offered today only at \$4.98 75c new Elastic Belts, special today at 49c 50c new Velvet Belts, 2 1/2-inch width, 28c



PURE FOOD GROCERY

Saturday Coffee—30c Grade for 23c

BASEMENT, MAIN BUILDING. ORDER BY MAIL. HOUSEWIVES have learned to wait for our Saturday Coffee specials! Think of buying deliciously good Coffee with that appetizing Mocha-and-Java flavor at 23c. Roasted fresh every hour—ground if you wish it. Best 30c grade selling today at the extremely low price of only, the pound, 23c Early Dawn Coffee, pound 32c. Royal Banquet Coffee, genuine Java and Mocha, pound, 47c. 25c Aladdin Coffee, pound 23c. 50c Aladdin Coffee, 2-lb. can, 45c. \$1 Aladdin Coffee, 4-lb. can, 90c. 30c Oranges, Washington Navel grade, dozen, 24c. 35c Oranges, Washington Navels, at, dozen, 28c. 15c Grapefruit, California Seedless grade, 3 for 25c, each 10c. Butternut Butter, made from pure Pasteurized cream, fresh every day. Extra special for today's 59c selling, the two-lb. square 40c "Dinner" Biscuits, from National Biscuit Co., pound 35c. Butter, "Royal Banquet," made in Oregon, 2-pound square 64c. Hams, genuine Eastern sugar-cured, pound, 16 1/2c. Tillamook Full Cream Cheese, the pound 16c.