

Our Free Rental Bureau 4th Floor—Any of Our Famous "Willamette" Machines Sent to Your Home on Our Club Plan of Easy Payments Bibles, in the Basement Book Store—Lunch Today in Our 7h-Floor Tea Room—Easter Lilies, Potted Plants, Live Ducks, Gold Fish, Basem't

# Value-Giving to the Great Easter Sales Today

Flowing with colossal stocks of worthy, new set a new standard of value-giving before Easter sales today, we believe you will take into consideration the price, satisfaction and fair dealing which have been synonymous with our selection of these wonderful Easter bargains! There



On the Back Page of This Section  
**Great Sale of Gotham Shirts and Underwear**  
Less Than Ordinary Wholesale Cost

and \$1.75  
Waists  
at \$1.18

at \$1.50 and \$1.75 for made in over half a dozen collars and sheer lawns. Buttons, lace, insertions. Even the popular side illustrated here. Made high sleeves. at only \$1.18 and Tailored special at 72c

\$4 Pumps



wear at third or more

Irish Crochet Neckwear, today only \$1.98. Neckwear for only \$2.98. wear, on sale only \$3.98. wear at low price of \$4.47. wear, low price of \$7.98. wear, special at \$9.98. wear, selling \$11.98

## Save on New Undermuslins

THOUSANDS of crisp, fresh, new garments, hardly a week in the department! This sale is made up principally of the famous American Garment Company's undermuslins, known to women the country over for their splendid materials, workmanship, trimmings and proportions.

Our brand new stock of beautiful French Hand-Made and Hand-embroidered Lingerie, also at sale prices.

### French Hand-Embroidered Gowns

Made of good quality French nainsook and batiste, trimmed in real Valenciennes lace and hand-embroidered. Hand-tucked, beading and ribbons; high and low neck styles with long and short sleeves:

- \$ 8.50 Gowns for \$ 2.75
- \$ 6.00 Gowns for \$ 3.75
- \$ 7.50 Gowns for \$ 5.75
- \$12.00 Gowns for \$ 9.00
- \$15.00 Gowns for \$12.50
- \$18.00 Gowns for \$15.50

### \$4 and \$5 Madeira Chemise for \$2.95

Exquisite hand-embroidered Madeira Chemise in eyelet designs on finest French nainsook. Hand-scalloped neck and sleeves. Regular \$4 \$2.95 and \$5 grades, each

### \$4 Drawers \$2.95

Made of very fine French Nainsook, with hand-embroidered ruffles. Regular \$4 garments, at \$2.95



### Women's Drawers

Made of fine Nainsook, Cambric and Muslin, in the new straight, circular and the narrow width styles so much in demand this season. Trimmed in dainty Valenciennes and linen lace, tucks and fine embroidery.

- \$1.00 Drawers at 73c
- \$1.25 Drawers at 95c
- \$1.50 Drawers, \$1.22
- \$2.00 Drawers, \$1.47
- \$2.50 Drawers, \$1.95

### Women's Skirts

The narrow width styles, with and without underlays, trimmed in dainty Valenciennes lace edgings and embroidery, beadings and ribbons.

- \$2.00 Skirts at \$1.47
- \$2.50 Skirts at \$1.89
- \$3.50 Skirts at \$2.73

### Gown Specials

Gowns of fine nainsook, cambric and muslin, in high and low neck styles, with long and short sleeves and trimmed in dainty embroidery and lace edgings, clusters of tucks and insertions, beading, ribbons, etc.

- \$1.25 Gowns at 98c
- \$1.50 Gowns at \$1.25
- \$1.75 Gowns at \$1.47
- \$2.00 Gowns at \$1.75
- \$2.50 Gowns at \$2.10
- \$3.00 Gowns at \$2.67

### Combination Garments

Made of fine nainsook and cambric, trimmed in dainty Val. and Cluny lace edging, dainty embroidery medallions inserted with dainty lace insertion on beading and ribbon, made with the new straight drawer:

- \$1.50 Combinations, \$1.29
- \$2.00 Combinations, \$1.47
- \$2.50 Combinations, \$1.95
- \$3.00 Combinations, \$2.27
- \$4.00 Combinations, \$2.95

## Great Easter Millinery Sale!

FROM our big Second Floor Salons, fairly laden with beautiful Easter Millinery, we have selected three splendid assortments for the sale today at \$5, \$7.95 and \$9.95!

Hats from such famous houses as Gage, Fisk, Hyland, Burgess, Phipps, as well as artistic models designed by our own expert trimmers.

### \$6.50 to \$8 Hats Only \$5.00

Safe to say that a better line of Hats at \$5.00 can't be found anywhere. Dozens of pretty styles for semi-dress and tailored wear, of rough and smooth braids. Trimmings of ribbon, velvet and flowers. They are \$6.50 to \$8.00 Hats.

--\$5.00!

### \$8.50 to \$12 Hats Only \$7.95

Unusually attractive hats in small, medium and large shapes, similar to illustration. Trimmings of flowers, fancy feathers, silks and velvets. A style to suit every profile. Regular \$8.50 to \$12 Hats for Easter

--\$7.95!

### Beautiful \$12.50 to \$15 Hats for \$9.95

Fully fifty beautiful Easter Hats at this special price, and no two of them alike. Dress, semi-dress and tailored models in every favored shape and trimming feature of the season. Our regular \$12.50 to \$15.00 Hats at \$9.95

### To \$4.50 Untrimmed Hats at \$2.75—

A splendid selection of the small, medium and large untrimmed shapes of Chips, Milans and Horsehair Braids. All new styles in white, black and burnt. Worth \$3.50 to \$4.50; specially priced for this selling at only \$2.75

### Millinery Flowers at Quarter Off—

Positively nothing restricted. All the beautiful new Roses, Moss Roses, Buds, Hyacinths, Wistaria, Violets, Geraniums, etc. Also wreaths and bouquets. Prices from 25c to \$2.00. 1/4 Off For three days only priced at only



## Leather Handbags

Real Goat and Grain Leathers, assorted sizes, at 93c

SELDOM indeed, that you're offered Bags of this quality at less than a dollar! Think of it! Modish, new Hand and Shopping Bags, of genuine goat and grain leather, with splendid gilt and silver frames.

It's a big assortment—one that will gladden the heart of every woman, for there's wide range of styles. \$1.50 Bags, special now at 93c.

Two great lots at this astonishing price! Genuine leather Bags, lined and with extra card purse. Also real Ratine Wash Bags. They're all regular \$1 and \$1.25 grades, Easter sale

\$3.50-\$4.50 Bags, \$2.19

They're the newest, the most stylish of Bags. Genuine Morocco, pigskin, goat, seal, walrus, calf, etc., beautifully fitted and lined. \$3.50 to \$4.50. \$2.19 Bags. Special Easter price



## Wonderful Easter Sale New Ribbons

TRULY an important Easter offering—this sale of beautiful new Spring and Summer Ribbons. You'll find every shade and hue—every pattern—every width. And never more modish uses for Ribbons than now!

Without a doubt the greatest showing of Ribbons Portland has ever seen. Priced as high as \$5 a yard. These specials for today at savings far greater than you find in the usual run of sales.

25c Plain and Fancy Ribbons, Special at 15c

Plain Taffetas, Moires, Messalines, Dresdens, Warp Prints and striped patterns in lovely assortment of colors. 3 to 5 inches wide. 25c regularly, offered at this low price, a yard only 15c

50c Satin and Moire Ribbons, Yard Only 25c

Rich Satin and Moire Ribbons, in stripes, Warp Prints and Dresden combinations with satin striped borders. In every beautiful new shade. They come five to seven inches wide. 25c Regular 50c grade, today, the yard, at 25c

45c and 40c Fancy Bordered Ribbons 19c

Thousands of yards of fancy silk and satin combinations in attractive floral and conventional designs. Warp Prints, Dresdens and striped patterns; colored borders, 5 ins. 35c, 45c 19c

50c Silk, Satin and Velvet Ribbons at 29c

All silk and satin Ribbons—Taffetas and Moires in rich Dresdens, pretty floral and conventional designs. Nearly all 6 inches wide. Also 2-inch Velvet Ribbons in staple and new shades. 50c grades, today, the yard, at 29c

85c to \$1.25 Ribbons, Extra Special 47c

Beautiful imported Ribbons, in handsome Warp Prints, Dresden and floral designs. Also rich satin bordered Ribbons. Ideal for millinery, sashes, girdles and trimmings. To \$1.25 grades, offered special today only 47c



## New Laces and Embroideries Sensationally Reduced

TABLE after table of beautiful, new fresh Laces and Embroideries at prices that will throng the first floor section today. Offerings all the more important since Laces and Embroideries have never been more popular as trimmings for the Spring and Summer apparel.

### Baby Irish Embroideries

\$1.25 to \$3.50 Baby Irish Embroideries—On fine Swiss. Beautifully dainty Flouncings, Bands, Galloons and Edges. For waists, gowns and children's wear. The yard now at only 98c

### Embroideries

\$1 to \$1.50 Allover Embroideries—Dainty designs on fine Swiss and nainsook. Ideal for children's yokes, waists, etc. The yard, 69c specially priced at 20c to 45c Laces—French and Platt Val. Edges, 2 to 5 inches wide. Used for undermuslins and pleatings. The yd., special 15c

### Edgings and Insertions

12c to 18c Edges and Insertions—Of cotton cluny laces, 3 to 4 inches wide. The yard, today 10c 75c to \$1 Embroidered Nets—Pretty for yokes. Both white and cream, 18 inches wide, \$1.25 to \$1.75 59c grades 75c; 75c to \$1

### Venise Bands Now at Much Less

White and cream Venise Bands for waists, hats and gowns, 4 to 9 inches wide. \$1.25 to \$1.50 Bands at 98c \$1.50 to \$2.25 Bands, \$1.39 \$2.25 to \$3.00 Bands, \$1.69

### Linen Barman Laces

35c to 75c Linen Barman Laces, Edges and Insertions in exact copies of real Florentine and Cluny patterns. For trimmings of gowns and waists, 3 to 6 inches wide. Special, the yd. 25c

### VOILE AND BATISTE FLOUNCINGS

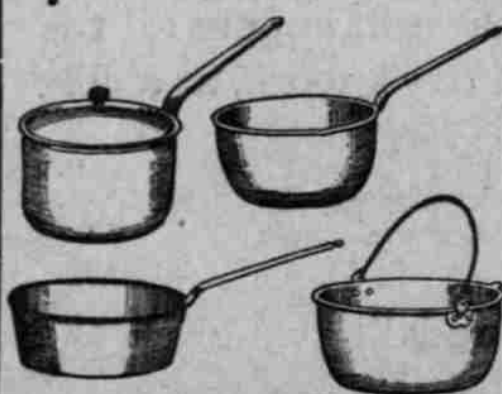
Beautiful embroidered Batiste and Voile Flouncings, white and colors on white and solid grounds, 42 inches wide. Bands to match. \$4.50 to \$5.50 Flouncings at \$2.19 \$5.50-\$7 Flouncings, \$2.98 \$1.25 to \$1.75 Bands at 98c \$2.00 to \$3.50 Bands, \$1.39

## 7 lbs. Sugar for \$1

economies on supplies for Easter. On every pound—we will sell 17 pounds of dry Granu-

- Fancy Canned Pineapple, special, the can 23c
- Popcorn, Easter Sale, special 4 pounds at 25c
- Standard Tomatoes, per dozen, at only \$1.10
- Filberts, Easter Sale, two pounds, at only 25c
- S. S. Almonds, Easter Sale, pound, special 20c
- Eastern Succotash, special, two cans for 21c
- Lye, American Brand, four cans, at only 25c
- Brown Beans, Easter Sale, 5 pounds only 25c
- Dry Almonds, Easter Sale, 8 pounds, only 25c

## \$3 Set Aluminum Ware \$1.84



IT'S the greatest cookingware known! Cannot rust, crack or blister; cannot form poisonous compounds with fruit acids or foods, and it's practically indestructible.

A special demonstration of "Weaver" Aluminum Ware is in progress this week. And we offer an extraordinary special in the four-piece outfit, as illustrated.

- 55c Aluminum Handled Saucepan,
- 65c Aluminum 3-qt. Stewpan,
- \$1.25 Aluminum 3-qt. Covered Saucepan,
- 95c Aluminum 2 1/4-qt. Preserving Kettle,

\$1.84

—Basement, Main Bldg.

## Best \$2.00 to \$3.50 Corsets Today, Only \$1.39

INCOMPLETE lines of our best and most standard grades of \$2 to \$3.50 Corsets go into this Phenomenal Easter Sale today at \$1.39.

Made of high-grade coutil with medium and long hips, low and medium bust. Trimmed with lace and embroidery—three pairs of hose supporters attached. These are all up-to-date models and all sizes, 18 to 36, are in the lot. Choose today \$1.39 at the very low price, at only

LOT 2—A regular \$4.00 model in Nemo Corsets, of coutil, with Lastikops bands and self-reducing features. Easter Sale, low price \$1.95

LOT 3—A number of the best makes of Maternity Corsets, special low price, only 98c

## Sale Cambric Brassieres

Made of firm cambric, well boned, and daintily trimmed with clusters of tucks, val edges and embroidery insertion. Buttoned back and laced in front. Regular \$1.50 Brassieres \$1.29, 85c at only 69c

## Kayser Silk Underwear

Special prices on our entire line of the luxurious Kayser Italian Silk Underwear. All new styles. Silk Vests, sp 1 \$1.69 to \$5.95

Silk Bloomers, \$2.75 to \$2.95  
Silk Combination Vest and Knickers, special \$4.50 to \$8.75.  
Silk Combination Corset Cover and Drawer, special \$5.95 to \$12.00



—Second Floor, Main Building.