

MISS VIOLET MacMILLAN PRAISES PORTLAND STORES

Dainty Actress Tells of a Pleasant Day With the Merchants.

Miss Violet MacMillan, the clever little actress who is creating such a favorable impression at the Pantages this week, was asked to give her opinion of some of the leading Portland stores in comparison with the hundreds of others she has visited during her professional career, and this dainty little lady has consented to tell the readers of The Oregonian the very agreeable surprise this comparison has made. She describes her trip as follows: "The chauffeur of the Mitchell Lewis & Staver Company called for me at the Oregonian building yesterday with his famous 'Mitchell Six,' and I started on one of the most delightful trips it has been my good fortune to enjoy. The Mitchell is such an easy car to ride in. Do you know, I did not feel a single jar on the entire trip. I have had the pleasure of riding in many cars, the most expensive and beautiful ones, and when I found out the selling price of this magnificent car I simply marveled at it. I really did not believe such a wonderful car could be sold at such a reasonable price.

"Our first stop was made at the Knight shoe store, where they have my favorite slipper, the Wickert, on exhibition for the ladies of Portland to try on. The Pantages Theater offers two box seats to any lady that can put it on, and I do want some Portland lady to succeed, as it will show that there are Cinderellas here. The slipper was on exhibition on Broadway, New York, but no lady was able to get it on. I do hope Portland can do something that the people of the metropolis of the United States were unable to do. There is no slipper I love better than my

Wickert. They are, oh, so comfortable, and wear so well. Mr. Knight has the ideal shoe store, and I am very glad to know it is one of the most popular ones in Portland.

"Now, this next stop was a revelation to me. I have seen many beautiful and complete drugstores, but never in my travels have I ever seen such a magnificent store as Woodard, Clarke & Co. I really don't think Portland folks appreciate this wonderful store. Seven stories full of everything that appeals to all classes. Such beautiful art pictures, and, oh, that dear little tea room in the basement. I just had a splendid time in this place and I was really sorry to leave.

"Having heard that there was an exclusive store here that dealt only in ladies' gloves and hosiery of the very best quality, I asked to be driven there, and the chauffeur took me to Lennon's. It was at this place I was able to get the small-size gloves and hosiery that I need for the first time since I left Chicago months ago.

"From this place we were driven to Fraley's millinery store, where I purchased a Bendel hat. Imagine the being able to get Bendel hats way out here in Portland, and, confidentially, they are more expensive than what Bendel charges in New York City. Their buyer has just returned from New York, and has brought back some of the dearest styles I have ever seen.

"Naturally, being very fond of candy and sodas, I requested to be taken to the very best candy store. We soon found ourselves in one of the dearest places imaginable. It was Sweetland's, and, my, what wonderful sodas and chocolates they have. It is a large place, and every table was crowded with the nicest people in your city. It

was one of the busiest stores I visited during my trip. Mr. James should be very proud of its popularity.

"Needing some new books that I understood had just been issued, I thought I would see if Portland could have received them yet, so I stopped at Gill's book store. Here I not only found the books I wanted, but a lot more that I did not believe had even been put out on the market. It was a very agreeable surprise to know it was never necessary to send for my books to New York, as Gill's had every one of those I wanted. Just think, this store has seven stories just devoted to books, stationery and all the other things needed in offices and libraries. I shall never forget this big wonderful bookstore of Gill's.

"Friends had said if I ever visited Portland to be sure and see Max M. Smith's florist shop, so I was driven there immediately after I had spoken the wish, and I did not find my friends had deceived me. I found myself in one of the loveliest floral stores I have seen. His roses were just exquisite, and, my, oh, my, those carnations were beautiful. I am going to have my daily bouquet sent from Smith's while I am in your city. I spent more time in this charming place than I had intended, but I just couldn't help it.

"I felt that I was rather dusty after my trip, so I felt I needed a good shampoo and a manicure, so the Mitchell Six was stopped at the Dekum building, and I took the elevator to the fourth floor and was ushered into one of the most up-to-date ladies' hair-dressing parlors I have seen in a long time. It was called the Sanitary Beauty Parlors, and it has a just title to its name. There is nothing pertaining to a lady's toilet that they do not do. All their

apparatuses are the very latest inventions, their girls are just dears, and their prices the most reasonable for the quality of work they do.

"Before I stop I want to say that many ladies have asked me by letter and in person what toilet preparation I have found the best to keep one's face in the most perfect condition, and I wish publicly to say that in all my experiences I have never found anything better than 'Sempre Giovine' (pronounced Sem-pray Jov-enay). It is manufactured by the Marietta Stanley Company of Grand Rapids, Mich., and I am perfectly safe in saying it never disappoints its users. It does everything the manufacturers claim for it. I have noticed that all the leading department and drugstores carry it in large quantities, so you can get it easily I am sure.

MISS VIOLET MacMILLAN

Visits America's largest Drugstore, where her sweet, unaffected manner and childish delight at the novelties shown her, won the hearts of all our associates.



SHE WAS MYSTIFIED

with the sweet, entrancing odor of that mysterious perfume, MIOLENA, and her voice thrilled with joy as she examined the many treasures in pottery and paintings which we are now showing in our Art Department on the Second Floor, where she also found our beautiful display of new design in Cut Glass; then

SHE WAS DELIGHTED

when she visited the Japanese Tea Room, on the Ground Floor, where she was served with one of the famous WOOD-LARK SUNDAES, that ice confection which is fast gaining popular favor.

SHE WAS SURPRISED

when informed that we gave S. & H. Green Trading Stamps. Her words of praise and her heartfelt congratulations to us make us sorry that her visits are so few and far between. We trust that when she returns to Portland she will be sure and call on

WOODARD, CLARKE & CO.

Birds of a Feather Flock Together

MISS VIOLET MacMILLAN Formerly of "The Time, Place and the Girl" company, finds an affinity in the



She says **The Time**—For automobiling is the delightful Spring and Summer months.
The Place—Portland and Oregon, with their beautiful scenic, wooded highways.
The Girl—The one you like.

The Automobile—the Mitchell Big Six, that looks and rides like \$5000, but costs much less.



East Morrison and East First Portland

The Dainty Washless Method

Try for a week the daintiest method of keeping the face clean—the method employed by the world's acknowledged beauties. Do not use soap and water, which fails to cleanse the pores and only hampers the skin. Use the washless method and receive the fresh, sparkling appearance of thorough cleanliness.

One of America's Daintiest Little Actresses
Miss Violet MacMillan

Sempre Giovine
 (Pronounced "Sem-pray Jov-enay", meaning "Always Young")

"Sempre" is not a cosmetic. It is a skin cleanser. "The Little Pink Cake," rubbed on the face (instead of the unsatisfactory, wasteful dapping of fingers in jars), cleanses the skin clear through, gradually brings back the clear, sparkling complexion of childhood. It removes the blemishes of weather, sun, fatigue and dirt.

Egyptian Face Powder—This powder harmonizes perfectly with "Sempre" in fragrance and delicacy. Will not clog the pores. Shades suitable for all complexions.

Manufactured by the MARIETTA STANLEY CO. Grand Rapids, Michigan.

Just ask for "Sempre" and bring this illustration as a reminder.



Miss MacMillan

is a lover of candy and pronounced

Sweetland's Chocolates

The Best She Has Ever Eaten

This charming person also praised the delicious luncheon and ice cream served here. So delighted is she with Sweetland's that she has already become a regular patron.



269-271 Morrison St.

Miss Violet MacMillan's



Favorite Cut Flowers Are Found at

MAX M. SMITH'S

Roses, Carnations and all the cut flowers of the season, as well as a large and varied selection of potted plants, bulbs, etc.

MAX M. SMITH

141 1/2 Sixth Street Selling Building

Miss MacMillan in Her Gill Visit



was greatly impressed with the Big Bookstore. She felt very much at home to see so many of her old friends smiling at her from the book shelves.

Miss MacMillan was so pleased with Gill's Invitation to Book-lovers that we take the opportunity of reproducing it here.

"Spend a minute or an hour or as long as you like browsing around among the books. A little while in our Book Department each day will go far towards familiarizing you with the many important new books each season."

It is considered quite proper, at Gill's, to look without buying, and if you use the telephone it is safe to buy at Gill's without looking.

THE J. K. GILL CO.

Books, Office Supplies, Furniture, Etc. THIRD AND ALDER STREETS

Miss MacMillan Visits Fraley's



"I was astonished and delighted to find at Fraley's attractive store just the styles prevailing in New York, which, just prior to my recent departure, had made their advent on fashion's horizon.

"You can imagine my further astonishment at the prices, which are way below Eastern figures. Mr. Fraley explained this by telling me the season had been late, and that he was making special inducements to quickly move his stock."

OUT OF THE HIGH-RENT DISTRICT One Store Only

FRALEY'S

Third and Salmon Streets

Found by Miss Violet MacMillan

The largest and most up-to-date parlors on the Coast for ladies only. Prices most reasonable.

MANICURING 25c || WE DYE HAIR ANY SHADE \$2.50 to \$5.00
 HAIR DRESSING
 FACE MASSAGE
 SHAMPOOING

12 Scalp Treatments for \$5.00
 Will make Switches out of your combs... 95¢
 25 separate booths. 25 expert girls to do the work.
 No waiting. Sanitary and up to date in every respect.
 Remember Expert Chiroprody for Ladies Only 75c

Portland's Specialty Glove, Hosiery and Umbrella Store

Agents for Phoenix Guaranteed Silk Hosiery and Crest Gloves

Complete Assortment of the World's Best Makes of Gloves, Hosiery, Umbrellas

Lennon's
 309 Morrison Street

Knights Shoes and Pumps

Are the Favorite Not Only of



Miss Violet MacMillan

But of everyone who has ever worn them—as Miss MacMillan says:

"Knights models possess that peculiar personal element that defies even the most skillful artifices of the imitator—the soft, pliable leathers, the intelligent, painstaking construction, the graceful shapes and proportions; all alike conform perfectly to the discriminating taste and ideas of fashionable women."

We have models for every type of feet, priced from \$3.50 to \$10.00 a pair. This is the only store west of Chicago that had shoes tiny enough to fit Miss MacMillan.

KNIGHTS

Morrison Street Near Broadway