

VIOLET MacMILLAN, AN ORPHEUM

Dainty "Cinderella" at Orpheum Theater Visits Portland Stores, Telling Story of a Pleasant Day With the Merchants

MISS VIOLET MACMILLAN, the clever little actress who is creating such a favorable impression at the Orpheum Theater this week, was asked to give her opinion of some of the leading stores of Portland 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:

"My, oh, my! what a fine time I had yesterday morning. Under the auspices of The Oregonian I visited some of the finest stores I have seen in a long time. All the people there were so charming that I just enjoyed every minute."

Praises the Apperson "Jackrabbit" Auto
"Mr. Curtis, the local manager of the Apperson Motor Co., called for me at the Orpheum Theater and I started on one of the most delightful trips it has been my good fortune to enjoy. The Apperson "Six" 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. The car is finished in a most beautiful way that you just revel in it. The equipment of this Apperson "Jackrabbit" is the most beautiful and complete I have ever had the pleasure of inspecting. When you stop to consider this car and its advantages, it is as good a bargain in an electric car as I have ever seen for the money. It is one of those kind of cars that makes auto riding a dream."

Had an Excellent Soda in Tea Room at Woodard, Clarke & Co.
"On starting out on this trip I felt the need of light refreshments. To me there is but one place to get a nice, delicious soda and that is at the tea room in the Woodard, Clarke & Co. drug store. There has not been a morning since I have been in Portland that I have failed to take advantage of this charming place. My, oh, my, those sodas are the most delicious I have ever tasted. It was during yesterday's visit that I received another pleasant treat, when myself and friends enjoyed one of their justly famous "Specials."

"Let me tell you all about this ideal drug store I visited when I dropped in at this place. Here I found as complete a drug store as I have had the pleasure of inspecting since I left New York, some six months ago. I really think it is the largest drug store in America."

Beautiful Toned Pianos at the Bush & Lane Piano Co.
"As a lover of all things musical, I next wanted to know where I could hear some good music and so we stopped at the Bush & Lane Piano Company, where a great surprise awaited me. Imagine going into a very beautiful store where every little detail for the comfort and pleasure of music-lovers is carefully planned out. Here I found all the famous pianos and I just couldn't help trying them all. They are certainly beautiful. I was shown through the entire store and, my! what a treat it was."

"Mr. Morin, the gentleman in charge, took me into the large show room, where all the famous Bush & Lane "Baby Grand" pianos are in stock. I can truthfully state I have never had the pleasure of playing on more exquisitely toned instruments. Really, they fairly talked to me when I played on them. They are the most carefully made pianos in the world, and I assure you they are worth all that the Bush & Lane Piano Company asks for them. I passed a most delightful half hour in the player piano department, listening to many new records just received."

Delighted With the Emporium on Sixth Street.
"Having heard so much favorable comment regarding the Emporium on Sixth street, I dropped in there next, and I feel perfectly justified in saying it was everything my friends had told me. I started from the front of the store and visited every section, all of them busy with satisfied customers. My delight in this beautiful store was further augmented when I found on the second floor some of the dearest ready-made suits and dresses imaginable. My, what a lovely time I had there. Their suits are just the daintiest I have seen in a long time. I passed more time in this fine store than I had intended, but I couldn't pull myself away."

"I want to make special mention of those wonderful evening dresses Mr. Swett showed me. Do you know I have just come from New York and I was very much surprised to find all the very latest styles of evening dresses here. Here I found a wonderful array of the new Spring hats that have just received. My, they are just beautiful this year. Here I found all the famous brands of hats from the high-class milliners of New York. All of them are more lovely than I can tell you."

Greatly Interested in the J. P. Duback Optical Offices in Selling Bids.
"As I have many times suffered from the strain of a spotlight being thrown in my eyes constantly, I thought it best to investigate and see if my eyes were being affected, so I asked directions to one of the leading opticians and I was referred to Dr. J. P. Duback, on the sixth floor of the Selling building. Consequently I had the Apperson "Jackrabbit" driven there next. Here I not alone got all the instructions regarding the care I should take of my eyes, but also I had the pleasure of inspecting his entire establishment. You know it is very seldom you get an optician that understands this knack of fitting glasses to a certain type of individual, so Portland is to be complimented upon having such an optician in its midst."

Becomes Enthusiastic Over the Simplicity Sweep-Clean Sweeper.
"As I have often heard of the Simplicity Sweep-Clean Electrical Sweeper, I thought perhaps a trip across the street to the Portland Railway, Light & Power Company's store would be an interesting one, as they were demonstrating this instrument there at this time. Consequently I soon found myself very busy asking questions about it, and here are some of the things I learned: One can get a Simplicity Sweep-Clean and a choice of two other electrical appliances, which altogether would cost about \$50, for \$39, at \$3 down and \$3 a month, which is less than the cost of the Sweep-Clean alone. Oh, yes, I forgot to mention that between May 11 and 16 there is going to be a special sale on their 211 Glastovo Electric Stove, which generally sells at \$5, for only \$2.50. Surely that is going to be a very popular sale, now isn't it?"

GORDON HOSE, 25c to \$5.00
KID GLOVES, \$1.39, \$1.50, \$2.00

New Spring Waists

in delightful new styles. Ours are original and exclusive styles.

\$1.48
our special price for your choice of a dozen different styles worth \$2.00 to \$3.00. See them today in our big window.

\$2.98
is our special price for a choice lot of beautiful new Lingerie Waists, worth \$3.50 to \$5.00.

\$4.98
buy one of the best Crepe de Chine Waists in the market. They are worth \$7.50.

F. P. YOUNG CO.

New Store
343 MORRISON ST. BROADWAY BUILDING

Miss MacMillan Orders Her Engraved Cards and Stationery at Gill's

"You can imagine my surprise to find in this far Western city a section exclusively devoted to the display of fancy stationery and high-grade engraved cards and announcements."

"I found this delightful and well-stocked display in the second floor section of Gill's, an establishment Portlanders have good reason to be proud of."

"Not only were the stocks as varied and comprehensive as those of the best Eastern establishments, but the courteous attention and the splendid service accorded me while there made me feel so at home that, were I a native, my shopping would be confined to this progressive store."

Gill's

The J. K. Gill Co. — Third and Alder Sts.

Miss Violet MacMillan

Elects the Knight Shoe Co.'s Store

TO BE THE CUSTODIAN OF HER CINDERELLA SLIPPERS



To any lady, aged 18 or over, who can wear it, will be given two Box Seats Free to the Orpheum Theater, any performance, during her engagement.

To be stylishly shod, see the wonderful stock we have on hand.

Knight Shoe Co.

Morrison Street and Broadway.

Violet MacMillan

whispered to Phil Metschan, Jr., as she stepped into the

Imperial Hotel Grill

"I'm glad I put my foot into it." She enjoyed the menu, the cuisine and the service. "We'll drop in again some time."

Lunch 12 to 2, 35c and 50c; Dinner 5:30 to 9, 75c. Music evenings.

Miss Violet MacMillan

visited the down-town store of

Damascus Creamery

and was refreshed by a glass of their delicious

Buttermilk

Damascus Butter

Always fresh and acknowledged the best in the city. For sale here and at all grocers

Fresh Ranch Eggs Milk, Cream, Cheese

Corner Fourth and Alder With Jones Market

Portland's Foremost Garment and Millinery Store



"SO this is Portland's Emporium!" exclaimed Miss Violet MacMillan upon her visit to the Emporium yesterday. "I have heard a lot of talk about shopping at leisure in spacious aisles, and all that, but never in all my travels have I seen a more convenient and comfortable place to shop. My, isn't that a love of a Suit—and that Coat—I'd like to own them both. The trouble in a case like this would not be to find what you want, but to limit yourself to one of all you want!"

The charming comedienne laughed as she placed one chic hat after another upon her dainty head. "Aren't they adorable! Has your head milliner recently come from Paris? And so cheap, too. I truly want half a dozen of them."

Miss MacMillan, who travels constantly from coast to coast, being truly feminine, is intensely interested in wearables. She naturally visits all the more important stores in each city, so she has an excellent idea of comparative values. She was agreeably surprised to find all the new seasonable merchandise in Portland's Emporium reduced so radically. "I should think the women of Portland would come and buy it all up in just a few days—and what would you do then?"

Every Woman in Portland Should See Our Stunning New Suits, Coats, Blouses and Millinery—All at Great Reductions

EMPORIUM PORTLAND'S

124-126-128 Sixth St. Just a Step off Washington

Make This Your Waist Shop

Every Chic New Hat Reduced

Violet MacMillan

was tickled when she saw the money coming out of the Soil.



A STRIKING WINDOW, ON STARK ST. BET. THIRD AND FOURTH, WHICH HAS HAD AN INFLUENCE ON THE PUBLIC'S ATTITUDE TOWARDS REAL ESTATE AND INDIRECTLY BEEN THE CAUSE OF SEVERAL GOOD PURCHASES AND A MORE OPTIMISTIC FEELING IN REALTY CIRCLES.

While Looking for a Tiny Lost Slipper, "Cinderella" Found Something More Important—

The Rector System of Gas House Heating

A System that places House Heating by Gas on a practical basis. It is a system that works alone and keeps Homes, Offices, Stores and Public Buildings at any temperature required. It is a system that is controlled by simply pushing a button. No coal or wood to be used, laid in and paid for months in advance—the fuel is paid for as needed and used.

It is a system that insures sanitation and cleanliness—all the fumes drawn from the room—no smoke, no smell, no poisonous furnace gases, no dirt, dust or odor.

It is a system that will give you EXACTLY the amount of heat you want when you want, and EXACTLY the amount of heat you want where you want it.

It is a system so perfect, so ideal, that it meets every possible heating requirement.

The cost of installing this system is generally about the same as installing any other system.

Call and see the radiators in operation at our Salesroom, Fifth and Yamhill Sts.

Portland Gas & Coke Co.