

Double Trading Stamps Given Today With Cash Purchases All Over the Store

Take Advantage of This Cash Saving and Supply Your Easter Needs Here Today.

Women's Easter Apparel

Marked to Sell at
SPECIALLY LOW PRICES

—By choosing your Easter wearables at this store you not only have larger and better selection but you will find our prices lower than anywhere else in the city. Merchandise and style are right. Come to the Garment Store and see the newest Easter Fashions.



Women's Suits

Priced Very Special

\$44

Second Floor—Selected models from our regular stock priced at a substantial saving for today's selling. Semi-box models with plaited backs, flare coat styles and the ever dressy and desirable tailored effects. Also attractive new Sport Suits with patch pockets. Tricot and Tweed materials are used in the making of these splendid Suits, and the best of the new colors are represented. The woman who has not as yet selected her Easter Suit should take advantage of this money-saving sale. Practically all sizes—Sale **\$44**

Women's Easter Coats and Capes



\$49.50 \$55.00
\$62.50 \$69.75

Second Floor—Four popular-priced groups of Women's and Misses' Coats and Capes in a feature showing today. Smart new models in the season's favored modes for motoring, sport and dress wear. Solid colors and many in the latest plaids and checks. Loose, belted and plaited effects. Made up in camelhair—the most desirable of all coating materials. Silk lined throughout. Priced at **\$49.50, \$55, \$62.50, \$69.75**

A New Silk Dress for Easter!

Second Floor—Choose here from a wonderful collection of charming styles—each most expressive of the joyous Easter season! Canton Crepe, Crepe Knit and Taffeta Dresses in a large assortment of the newest fashions, including blouse, straightline, long waist and basque effects. Delightful styles trimmed with beads, embroidery, ruffles, etc. Many with new bead belts or soft crush girdles. Extraordinary values at **\$32.50, \$38.50, \$45.00 and \$55.00**—Portland Agency for Betty Wales Dresses—Portland Agency for Peggy Paige Dresses.—We Give S. & H. Stamps—Ask for them!

Women's Silk Petticoats

\$2.98

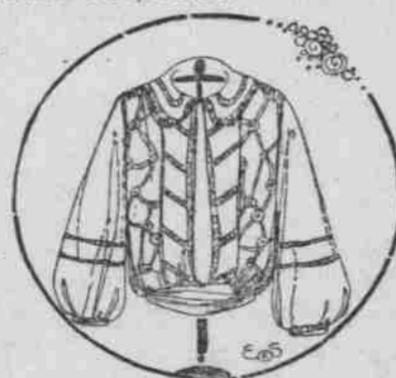
Main Floor—Of course you'll want a new Petticoat to go with your Easter Suit. Take advantage of this sale and buy it at a substantial saving. Jersey, Taffeta and Tub Silk Petticoats in several styles, some with novelty trimmed flounces. And all the latest shades at **\$2.98** in the lot. Special at **\$2.98**

Center Circle,
Main Floor

Hand-Made Blouses

Priced \$3.25 to \$16.95

Second Floor—Fashion calls for hand-made Blouses and the woman who would correctly apparel should include one or more of them in her Easter wardrobe. Exquisite styles, dainty in design and beautifully finished await your selection at this store. Sheer voiles and batistes trimmed with laces, drawwork, embroidery, etc. Vest effects with long collars, V-neck and Peter Pan collars. Prices range **\$3.25 to \$16.95**.



Garment Salons, Second Floor



To Make Your Home More Beautiful Bengal Rugs

—MADE IN AMERICA with all the richness of coloring and beauty of design characteristic of the imported Rugs, at a fraction of their cost. Woven in one piece—no seams. Bengal Rugs can be washed and brought back to perfect freshness. Our Spring showing is now at its best; come in and view the wonderful creations. MADE IN SIZES FROM 2x3.5 UP TO 11x15 FT. —Royal Bengal Rugs, if burned, moth-eaten or damaged in any manner, can be repaired and restored to original beauty at small cost.

Rug Department, Third Floor

Easter Sale 65c Ribbons 49c

Main Floor—Splendid quality hair bow Ribbons in light and dark plaids, stripes and plain colors. Supply the children's hair bow needs now and save. Wide, firm ribbons selling regularly up **49c** to **65c**. Special a yard **49c**.—Hair Bows Tied Free of Charge.

Davenport's \$98.75

—These sell in the regular way at \$128.75—a clear saving of \$30. Velour and tapestry covered, very best of workmanship. 3 loose cushions. Order early and avoid disappointment. —CHAIRS to match Davenport's; the same fine workmanship; special at **\$58.75**

Furniture Dept.,
4th Floor.

Easter Corsage Flowers
Main Floor—Corsage Flowers, Boutonnieres, Wreaths, etc., in great variety of bright colorings for Easter wear. All at popular prices.

Olds, Wortman & King
RELIABLE MERCHANDISE — RELIABLE METHODS.
MORRISON, ALDER, WEST PARK AND TENTH STREETS.

A Cedar Chest for the Bride
—A gift she is sure to appreciate. Large selection of styles and sizes on display in Drapery Section, 3d Floor. Priced **\$17.90 to \$35.00**.

THE EASTER STORE—First in Value Giving First in Store Service

Lovely Silken Undies

In a Special Easter Showing

Second Floor—You will want to see this display. Silk Underwear in every new and desirable style is represented.

Bridal Sets

—Satin, Radium, Crepe de Chine and Georgette sets for Easter brides. Exquisite garments, hand finished, in white, orchid, flesh, peach, light blue and black. **\$29.50 to \$65**

2-Piece Sets

—Of satin-striped Radium and Crepe de Chine in flesh, orchid and light blue. Tailored and fancy. These are especially appropriate for gift giving. **\$9.50, \$10.50 up to \$16.50**

Bloomers and Step-Ins

—Large selection of dainty styles. Made up in splendid quality Radium in orchid, flesh and white. Each garment carefully finished. Specially low priced at **\$4.95**

Nightgowns

—Women's Night Gowns in the prettiest styles imaginable. Radium, Satin and Crepe de Chine materials. Priced **\$5.95 to \$25**



Envelope Chemise

—Women's Envelope Chemise of Crepe de Chine, Radium and Satin. Tailored and fancy styles. White, flesh, etc. **\$3.95 to \$16.50**

Underwear Department, Second Floor

Richardson's Linens

will grace the Easter spread in thousands of Portland's best homes for Richardson's Linens are unsurpassed in beauty of finish and in durability. With

Special LOW Prices

now in effect on all Tablecloths, Sets, Damasks, etc., buying of Table Linens at this store means the saving of many a dollar.

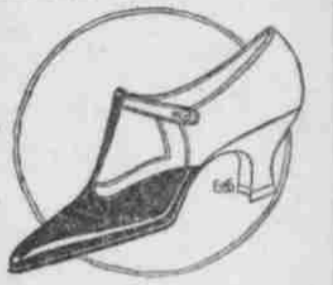
—Special Low Prices also in force on Richardson's linen cambric and on special lines of bleached crash toweling.

2x4 Trading Stamps
Linen Department
Main Floor

"Ming Toy" Sandals at \$8.95

Regular Price \$11 the Pair

Main Floor—Style similar to sketch. Patent, Satin, Velvet or Brocade—also in combinations of Suede and Patent. Welt or hand-turned soles. The last word in smartness—direct from Fifth Avenue. Choice of covered Spanish or low heels. On account of size range being slightly broken we offer these dressy "Ming Toy" Sandals today at **\$8.95** the special low price, pair



-\$9.50 to \$11 Oxfords, Special \$7.95 Pair

Brown Kid—Laced Pattern

Main Floor—Women's Oxfords of brown kid. Medium pointed toe last with military heels and welted sole—black kid one-strap Pumps with hand-turned soles and leather Louis heels—black kid Pumps with two straps over instep, military heels, walking soles. Widths triple A to C. Sizes range from 3 up to 8. **\$7.95** Regular \$9.50 to \$11.50 Shoes. Priced special, a pair **\$7.95**—Broken lines Kelly Oxfords and Pumps, values to \$11.50, \$6.95

Easter Handkerchiefs

—Latest Novelties

—Hand-Made Handkerchiefs of fine quality linen and pongee. One-corner designs in many beautiful patterns. **\$1.75 and \$1.95**

New Lissue Handkerchiefs 35c—3 for \$1.00

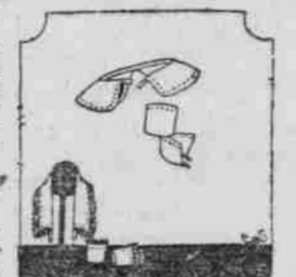
—you know the quality! All colors guaranteed absolutely fast. Large selection of beautiful new designs. Very appropriate for the Easter gift. Priced at **35c—3 for \$1.00**

—Colored Linen Handkerchiefs, colored Swiss Handkerchiefs, real Madeira Handkerchiefs in a vast assortment of patterns and colors. Latest effects. Prices range **35c to 65c**—Department, Main Floor.

Dainty New Neckwear

—Collars, Sets, Vestees, Guimpes

—These refreshing bits of loveliness have a way all their own to enhance the appearance of a dress or blouse. It is a wonderful collection of the most fascinating Neckwear tendencies for the Easter season. Collars in all the newest shapes and materials—Collar and Cuff Sets in numerous styles—Vestees and Guimpes in dainty effects. Many exquisite pieces and sets shown in English eyelet and hand-embroidered styles. —Visit the Neckwear Section, Main Floor, and view these late novelties. Lowest prices.



Sport Scarfs

Main Floor—New Silk Scarfs to wear with Spring Suits. Add a touch of color. Plain and fancy weaves, trimmed with silk fringe. Solid tones and stripes. Prices range from **\$10.50 to \$21.50**

Marabou Neckwear

—Marabou Neckwear in stole and cape effects. Gray, natural, seal, brown, black. **\$7.95 to \$25.00**

Ostrich Fans

—new shipment—variety of different sizes and styles. Small Fans for children, too. The prices range **\$1.25 to \$25.00**



Easter

In the Boys' Store

—READY!—to outfit your boy for Easter at small cost. Bring him in and let us try on a few of the new models. Clothes of Quality—no trash at any price.

Boys' 2-Pant Suits

Main Floor—"Perfection" and other well-known makes. Sport models with patch pockets, plaited backs, all around beltlers, etc. Tweeds, Serges, Homespins, in all the newest colorings. Prices range from **\$13.50 to \$27.50**

2-Pant Suits \$8.95

—Only a limited number of Suits in this lot and sizes are broken. If your boy's size is here it is a bargain you cannot afford to miss. Priced special **\$8.95** for Easter Sale, only

—And Now for the Greatest Sale of Easter Hats Portland Has Seen in Years!

★
VALUES UP TO \$22.50
★

\$12

★
SEE WINDOW DISPLAY
★

Special Purchase Shipment Just Received, and 100 Hats From Our Regular Lines

\$12

—IN A WORD—you may choose any hat in the Millinery Salon, selling heretofore up to \$22.50 at **\$12**. Fully half of the models in this Sale are new—just out of their boxes, bought especially for this, our Annual Easter Sale. And we want to emphasize the fact that these are Quality Hats, well-made in every way and of standard materials. Elaborate flower trimmed models in great variety; also many beautiful tailored hats of Milan and lisere braids. One could hardly conjure an effect that is not represented in this splendid assemblage.

\$12

Millinery Salons—Second Floor

OWK Coffee 29c

Fourth Floor—No deliveries except with grocery purchases. This is our famous OWK Imperial Roast Coffee you hear so much about! Special **29c** 3 lbs. **85c**—per pound

Tree Tea 55c Lb.

—Choice of Ceylon or English Breakfast. Aluminum tea ball with each pack. **55c** age. Special, a pound **38c**—Royal Baking Powder, 50c size; special at

Model Grocery
4th Floor

One-Minute Electric Washers

—Only a few of these left—while they last—special at

\$97.50

—Place your order at once and avoid possibility of disappointment. A One-Minute Electric Washer will reduce your laundry expense. Pays for itself while you are using it. On sale **THIRD FLOOR**.

\$2 Down a Week

