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UNDERMUSLINS AND NEGLIGEES SOME QUAINT IDEAS



sivies that obtain this season. Not that we must entirely dispense with the bewitching frou-fron of muslin and lingeries, but its fluffiness must be subdued if one is to get the desired allhouette effect that Dame Fashion demands this Spring. In all underpin-ning, supple and clinging materials are demanded, and the folds, wrinkles and <text><text><text><text> plaits tabooed. This has had a tendency

HE be-frilled and be-flounced "Fluffy-Ruffles" of a season or two ago has met her Waterloo, the new Empire and Directoire for the benefit of those faithful adhering from from of muslin and the pretication of the chemise, one style that is is also for negligees. Cross-barred dimities and muslins are also very popularize the combination ides in the pretication of the garment, of course, but its fluffiness must be bottom of the garment, of course, single flowers embroidered on the is to get the desired in though, and, if desired, and is tabooed. This has had a tendency popularize the combination ides in the pretication were much method in the new, with the exception that the score the same and in and the folds, wrinkles and is tabooed. This has had a tendency popularize the combination ides in the pretication is to much new, with the exception that the same and addition of some de-

For the Newest in Wearing Apparel Visit the "Style Store" THE NEWEST FOR SPRING

HATS, COATS, SUITS, WAISTS, GOWNS, SKIRTS, PETTICOATS, ETC., OF THE NEWEST DE-SIGNING ARE ALWAYS SEEN FIRST AT THE "STYLE STORE."

This store is firmly established in Portland as a fashion emporium for both men and women, as it meets the radical, conservative and everyday demands of all up-to-the-minute dressers.

We thank you for your cordial attendance at our Annual Spring Opening Tuesday evening, and wish to invite you to visit us this week, while everything is newest, and see our hats, suits and gowns more closely. We appreciate comparisons, as our garments are unreservedly the newest styles and best values for the prices asked.

Easter Millinery

'Tis well to choose your Easter Hat early and not be rushed the last minute. We are showing an unusually extensive number of exclusive models in street hats to harmonize with the new street costumes. They are of milan, hemp, tuscan and horsehair braids, and all the new fancy straws. Among the dress and semi-dress hats are the new poke bonnet, flower pot, beehive, Marie Louise and many other favorite French shapes trimmed in flowers, fruits, bands of jet discs, etc. If it is a "Style Store" hat it is the correct mode.

Greatest Variety in Suits

No Portland establishment ever displayed such a great variety of tailored costumes of exclusive designs as we are now showing in our suit section. Newest Novelty Suits of Billy Burke, Sampson, Washboard and envelope modes. Tailored Jacket Suits in all the new colors and materials, cut on the hipless lines for from \$20 up. Three-Piece Suits, which are now so universally worn in the East-they combine the long-sleeved, neat-fitting waist and skirt with the coat of Louis mode of the same material. Very becoming and practical.

ALTERATIONS FREE - We have expert fitters in constant attendance and make no charges for alterations.



The Store Where Your Credit Is Good

woman with an unusually high forehead, this idea will be most welcome, for the outline of the face is softened by them. If the straight bang is not by them. If the straight bang is not becoming, let the wearer put a few waves in the fringe to soften the ef-fect. These flat and Psyche styles make baretics very popular, also vari-ous ideas in hair ornaments made of tulle or maline, powdered with rhine-stone beads and finished with a dainty algrette to match. The coronet, the co-quettish bow, a little half wreath of roses or forgat-me-nots manufactured out or ribbons, are the rage for evening dress, as also are feathers. For street wear, tortoise shell, jet and coral ornawear, tortoise shell, jet and coral ornaments are in vogue



NECKWEARStates of the well-dressed womanNeck fulls are an important featNotice of the well-dressed womanNotice of the well-dressed womanNoti

COIFFURE STYLES SHOW GREAT CHANGES

ing in girls in their teens, with light-colored ribbons or silver or gold bands n the hair. The best colffeurs now aim at the an

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