

See Stirring Details of the Second Week of Our Great February Home-furnishing Sales on Page 5, Society Sec.—Be Here Tomorrow! Entries in Girls' Aviation Story Contest Extended to Feb. 15th—All Girls 17 Years and Under Eligible—\$100 in Prizes, 1st Prize \$30

Specials on Watch Repairing

FIRST FLOOR, NEW BUILDING.

WE ARE equipped to do first-class Watch Repairing at money-saving prices. All work thoroughly guaranteed. These special prices for the coming week:

- Watch Crystals, special 12c
Main Springs, special at 69c
Watch Cleaning, special 98c

Above Prices apply on all grades of Watches.



"Elizabeth Koett"-New-\$1.20

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

"ELIZABETH KOETT" is a new novel translated from the German by the well-known writer, R. H. Bartsch. On sale in our Book Department tomorrow at this very low price, per copy \$1.20

Final Week of the Great 6th Annual Pure Food Fair

Grand Concert at 2 P. M. by The Heilig Theater Orchestra

BEGINNING at 2 o'clock tomorrow afternoon, Rosebrook's well-known Heilig Theater Orchestra will render a grand concert.

- No. 1—March, "The Handicap" Rosay
No. 2—Waltz, "Blue Danube" Strauss
No. 3—From "The Mayqueen" Hall
No. 4—Scenes from "Milk and Honey" Herbert
No. 5—Drama Days of Seattle Brattiere
No. 6—"A Little Puff of Smoke" Doe White
No. 7—Selection From "Sister of Jose" N. D. Mann
No. 8—Two-Step, "Naval Parade" Strook

WE'VE planned extra attractions for the last six days of this great 6th Annual Pure Food Fair, which should bring even bigger crowds than before!

Every afternoon this week at 2 o'clock, the well-known Rosebrook's Heilig Theater Orchestra will render a concert at the Food Fair. Be sure to come, whether here before or not. Below is a list of the exhibitors. It includes famous Pure Food Products from every part of the United States.

- No. 1—Mt. Hood Soap Co.
No. 2—Wear Ever Aluminum Co.
No. 3—H. F. Harris, Photographer.
No. 4—Big Stamp Orange.
No. 5—Standard Oil Co.
No. 6—M. J. Brandenstein & Co.
No. 7—Armour & Co., Beef Extracts
No. 8—Crescent Mapoline.
No. 9—H. Porter-Northrup & Sturges.
No. 10—Fletcher & Co., Yeast.
No. 11—Crystal Rice.
No. 12—Early Dawn Coffee.
No. 13—Hash Hinds, Japanese Art.
No. 14—Holly Milk.
No. 15—Westinghouse Electric Co.
No. 16—Dunzo's Baby Food.
No. 17—Royal Banquet Coffee.
No. 18—Kenda Coconut Product Co.
No. 19—Lisa Pancake Flour.
No. 20—Wash Clean Powder.
No. 21—Delit's Peanut Oil.
No. 22—Hood River Apple Cider.
No. 23—Pacific Coast Hiscult Co.
No. 24—Universal Household Special-Use.
No. 25—Shinn Polish.
No. 26—Mrs. Porter's Salad Dressing.
No. 27—Yelohan Milk.
No. 28—Coffman's Candies.
No. 29—Red Ribbon Brand Products.
No. 30—Mrs. C's Pig Pudding.
No. 31—Burnham's Jellycon.
No. 32—Victor Pickles.
No. 33—Hickory Bark.
No. 34—Gordon & Dunworth Calif's Foot Jelly.
No. 35—Curtis Bros' Blue Label Cat-sup.
No. 36—Royal Banquet Butter.
No. 37—Monopolie Canned Goods.
No. 38—Gault's Blue Ribbon Tea.
No. 39—Olympia Brand Products.
No. 40—A & W Brand Canned Goods Tea and Coffee.
No. 41—Franco-American soups.
No. 42—German-American Coffee Co.
No. 43—Anker's Bouillon Capsules.
No. 44 and 45—Golden West Tea and Coffee.
No. 46—Lowmy's Chocolate.
No. 47—Supreme Brand Smoked Meats.
No. 48—Beech Olive Oil.
No. 49—Monarch Flour.
No. 50—Kellogg's Corn Flakes.
No. 51—Del Monte Canned Goods.
No. 52—Swift & Co., Coco Suet.
No. 53—Crescent Baking Powder.
No. 54—Union Meat Co., Columbia Brand.
No. 55—Quaker Oats Co.
No. 56—Portland Railway, Light & Power Co.
No. 57—29th Century Cook Book.

Announcement of the Prize-Winning Booths at Food Fair

THE committee of well-known local architects, acting as judges of the booths at our Great Pure Food Fair, made these selections:

- First Prize, Booth 42—Dwight-Edwards Company, Dependable Brand.
Second Prize, Booth 46—Royal Specialty Company, Anker's Bouillon Capsules.
Third Prize, Booth 50—Lowmy's Chocolates.
Fourth Prize, Booth 54—Kellogg's Corn Flakes

New Spring Tail'ed Suits

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.



NEARLY every express brings additions to our big showing of the Spring Tailored Suits for women and misses.

Plain, faultlessly tailored models with smart, mannish Coats of the 26 and 28-inch lengths. Skirts are plain tailored, with panel fronts and backs, also tunic and flounce effects.

And handsome Novelty Suits with large revers and collars, smartly trimmed in satin bands and strappings, braids and fancy buttons. Materials include Honespuns, Tweeds, Serges, Chiffon Broadcloths and fancy Worsteds. Beautiful new light grays, tans, \$25 to \$75 browns, greens. Prices.

—And New Spring Dresses

Modish, exclusive styles are reflected in this advance showing of the new Spring Dresses. Charming, new models in satins, silk foulards, chiffons and pongees. Waists show the kimono and regulation sleeves, finished with lace yokes and under-sleeves. Dozens of beautiful patterns and colorings—stripes, polka dots, checks and solid colors. Good values at the following range of prices \$25 to \$85

Wondrous Beauty and Scope in New Spring Wash Goods

FIRST FLOOR, NEW BUILDING. ORDER BY MAIL.

WHAT wonderful possibilities for charming new costumes there are in those thousands upon thousands of yards of Spring Cottons! Never was the selection more unrestrained, never the colors more beautiful, or patterns prettier!

Shimmering, silky fabrics to interest the debutante; crisp Linens for the Athletic Girls, charming zephyrs for the school miss—but you must see to gain the merest idea of the wonder of the assortments. Come tomorrow!

Voiles, soft filmy materials, in a marvelous range of colors. Beautiful floral patterns, shadow effects, and 39c 27 inches wide.

Crepes, with embroidered design, enhanced by the daintiest possible pebble background. Every wanted shade. Yard 65c 27 inches wide.

Silk and Cotton Poplin (new this season) in handsome woven effects—dots, floral patterns, etc. Great assortment of patterns. 27 inches wide. 75c Priced only, the yard

First Showing Millinery

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL.

NEVER before have our early showings of Millinery contained such large assortments, such beautiful authoritative styles, such dash and chic as those ready in the Salons tomorrow.

Smart tailored styles for immediate wear. Small Hats seem to predominate—lovely all-flower trimmings. Tyroleans, Napoleon Shapes, Broad Sailors and the new Pierrot Shape with high peaked crown and rolling brim.

Celebrated Fisk, Gage, Hyland, Castle, Burgess, Phipps and other makes which stand for the utmost of style and of quality.

The materials include fine Milans, hems, fancy braids, jumbo straws, iridescent straws and delightful monotoines. The favorite effect seems to be the White Milan with black velvet trimming.

At \$10 we have a splendid selection and the others range in easy price-steps from \$10.50 to \$35. An excellent line of Tailored Turbans at \$4.50 to \$10.



Exquisite, New Spring Dress Trimmings, Just From France

ONLY out of the Custom House Saturday, exquisite new Dress Trimmings which reflect all the beauty and distinctiveness for which France is famous.

Handsome new Beaded Bands—looks like everything is finished in beads this season—in beautiful panel effects of coral, poppy and the new flame red. Also new black and white Indian Beaded Bands. Prices \$6.50 to \$14.00

New Chiffon Voiles at the Yard, \$1.00

Our Dress Goods Store is brimming with new weaves and patterns for Spring. For tomorrow a special showing of 43-inch Chiffon Voiles in handsome Jacquard stripe design. Latest shades of apricot, gray, tan, navy, Atlantic blue, reseda, goblin, rose, maize. Yard \$1.00

25 New Styles in Women's Spring Waists \$1.50 Each

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.



"ONLY \$1.50, how can they be made to sell so low? we can hear women exclaiming now when they see these beautiful, new Waists we're showing at the price tomorrow!

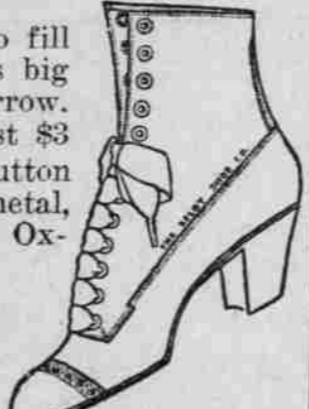
New Lingerie and Tailored Waists in white and colors. Pin dots, stripes, crossbars and checks. One particularly pretty, new style similar to illustration. Made of fine blue chambray with round Dutch neck and tie of self material. And 24 other new models \$1.50 at the one price of only

800 Pairs of Women's Best \$3.00 Shoes, Only \$1.89

THIRD FLOOR, NEW BUILDING.

WOMEN with Shoe-needs to fill can't afford to miss this big money saving opportunity tomorrow.

Around 800 pairs of our best \$3 grades, including stylish, new button and lace styles in patent, gunmetal, vic kid and a few Russia and Ox-blood calf leathers. New short vamp effects—high slant tops—welt and turn soles. Not all sizes in any one style, but \$1.89 all sizes in the lot as a whole. Tomorrow,



The Whole Style-World Says "Silk Foulards for Spring"

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

ONE of America's most authoritative style journals says, "Foulards are destined for the greatest popularity in their history this coming Spring and Summer." And we believe our Silk Store's showing of Foulards is as large as all others in Portland combined.

They are the Famous Cheney Bros., Showerproof Foulards, in over 25 lovely new patterns and an array of new shades to challenge the rainbow hues.

New coin spots, rings, dots, florals, exquisite shadow and veiled effects in new blues, greens, tans, reds, purple, lavender, helio, etc. Priced at, yard, \$1 and \$1.25.

St. Valentine's Only 2 Days Away

FIRST FLOOR, MAIN AISLE. ORDER BY MAIL.

THE Big Store's Main Aisle teems with the spirit of St. Valentine's, only 48 hours distant. The prettiest loving remembrances, widest assortments and lowest prices are here. Easy and convenient choosing. Come tomorrow!

- Cupids, in every possible conception, small, large, alone or with other figures. Priced at 10c to \$2.
Sacheted Hand-Tinted Valentines with exquisitely colored floral designs, also popular studies in girls. Priced at 12c, 15c, 20c and 25c.
Tissue Paper Novelties in every kind. Priced at 10c, 50c and \$1.
Comic Valentines, embracing every well-known character. Suitable verses on each. Priced at 1c to 10c.
Hearts, small designs, embossed on prettily tinted plaques. Also large affairs with parchment paper trimmings and lace edges. Priced at 10c to \$2.
Hand-Tinted Plaques with appropriate inscriptions and pretty designs. Priced 50c.
Valentine Booklets of rough or parchment paper with pretty cover designs and appropriate verses within. Priced at 10c to \$2.

The February "Baby Week" News of Splendid Savings

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL.



THE opportunity which all Portland mothers have learned to wait for—"Baby Week"—when every article the wee ones needs may be had at worth-while reductions. Just a suggestion of the savings which will be in force all week:

- Infants' Dresses \$1.49
Soft, dainty little Dresses of fine nainsook with round or square yokes trimmed in pretty lace, embroideries, tucks and insertions.
Infants' \$2.00 Dresses, special \$1.49
Infants' \$1.35 Dresses, special 93c
Infants' 75c Dresses, special at 59c
Infants' Skirts \$1.49
Made of soft white cambrie and nainsook with cambric waists. Daintily trimmed in lace, embroidery and tucks. Our best \$2 to \$2.25 grades, special at \$1.49

A Showing of New Spring Laces

FIRST FLOOR, NEW BUILDING. ORDER BY MAIL.

NOTHING prettier shown in display of new Spring merchandise than the wondrously intricate and beautifully-worked designs of the American-made Elyria Laces.

Duble-thread Lace Edges, 1/2 to 2 1/4 inches wide, with insertions to match in scores of new patterns. Because it was not necessary to pay the heavy import duties laid on all imported grades, it is possible to sell Elyria Laces at these wonderfully low prices.

- Elyria Laces, equal to 8c and 10c Foreign Laces, on sale here at only, yard 5c
Elyria Laces, equal to 15c and 18c Foreign Laces, on sale here at only, yd 10c
To \$3.00 Flouncing at 98c Yard
Fine, sheer Swiss Flouncings, ever present on the pictured lingerie gowns Spring fashion magazines are showing. Exquisite patterns in eyelet and imitation hand-made effect. 27 98c inches wide. \$1.50 to \$3 grades
Rain-Proof Chiffon at \$1.25 Yard
The latest arrival, "Storm Queen" Rainproof Chiffon—a beautiful, filmy fabric, which will retain its freshness and beauty when wet by rain. Comes 42 inches wide, in all wanted shades. Price, yd. \$1.25

Spring Models in Warner Corsets

ALL French women recognize that a woman's dress success is not a matter of chance. They put much thought into the subject and the first thing insisted upon is a good Corset. It is the secret of perfect-fitting gowns. The famous Warner Rustproof Corsets are sold principally in Portland at Meier & Frank's. All the new Spring models ready tomorrow.

- Warner Model No. 264—as illustrated. New, medium high-bust and long-hip style, made of fine imported coutil. Priced at only \$4.00
Warner Model No. 614—Medium long model with gore of elastic in the extension below boning, giving absolute comfort to wearer. \$2.50
Warner Model No. 513—A style designed for the short, stout figure. Made of fine coutil. Splendid lines. Price on this model \$2.50
New Redfern Corset Model No. 7070, made of fine imported batiste with high brassier top and long hips. Supporters front and sides \$6.00

- Infants' \$2.50 White Flannel Skirts with strong cambric yoke. Finished with a silk embroidered, scalloped or fancy hemstitched edge at \$1.98
Infants' 85c to 75c Wrappers of fine white outing flannel, trimmed in cambric embroidery or with fancy silk crocheted edges. Special price each 49c
Infants' 15c Quilted Bibs, amply large, neatly finished. Made of fine, soft muslin. Special for February Baby Week, each 9c
Infants' \$3.50 to \$4 Tufted Comforters, made of pretty figured mulls in popular patterns. Warm and comfortable. Special, each \$2.98

The Lovely New Spring Neckwear

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

WHAT a subtle charm dainty Neckwear has for all womankind! And delightfully new and different are these first arrivals just out of their tissue paper wrappings.

Included are the new embroidered Trouville Collars, which all styledom is talking about. Priced 25c to 75c. Also the famous Millar's imported Neckwear and Hair Ornaments of gold braid, silk and velvet in the real Parisian styles. Prices range \$3 down to



New Spring Gloves

Just received, the first Spring shipments of new Perrin's Kid Gloves. Short and long styles in every demanded shade, \$1.50 to \$5.50. New Kayser Silk Gloves in long and short styles, 50c to \$4 a pair.