

See Special Announcement From Our Newly Enlarged Grocery Dept., Last Page, Section 2—Homefurnishing Sales Still in Progress
Our First Great Semi-Annual Sale of Notions and Dressmakers' Needs in Full Force Tomorrow—List of Specials in Yesterday's Paper

Fancy Vases at Half Price

BASEMENT, MAIN BUILDING ORDER BY MAIL.

TRULY a phenomenal bargain when you consider that the lot is comprised of Royal Dresden, FAYENCE, Royal Bonn, Amphora, Ginori China and many other popular lines from our regular stocks. Without reserve, every Fancy Vase in our great stock included. Wide assortment of pretty shapes and exquisite colorings. Regular prices range from \$1 to \$15. Sp'l tomorrow 1/2



\$3.50 Silver Fern Dish \$2.69

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
HANDSOME quadruple silver-plated Fern Dishes in open work design. Highly ornamental. The 7-inch size—regular \$6 grade, tomorrow \$4.69. Regular \$3.50 grade bargained at only \$2.69
\$2.50 Silver-plated Fern Dishes, 5-inch size, for \$1.89
\$2.25 Engraved Silver-plated Plant Pot, 4-inch, \$1.69

Revealing our Exquisite Spring Modes

PORTLAND'S Greatest Store is fairly beaming with all the beauty, the charm, the distinctiveness of new Spring merchandise! Every department, every counter tells a style-story all its own!
And the big tenth floor receiving-room is piled ceiling high with case after of new purchases. Every express and freight augments our assortments of lovely new Millinery, New Spring Suits,

Dresses, Waists—New Silks, White and Colored Wash Goods—Women's Neckwear, Handkerchiefs, Gloves, Shoes—new everything! It's worth coming down town today to see the beautiful window displays. Begin on 6th street and walk round to the Fifth and Morrison street corner. Visit the store tomorrow and see all these new things for yourself.

New Spring Tail'r'd Suits

SCORES of smart, new Spring models which express Fashion's latest word in Tailored Suits! Typical of the new style-trend are shorter coats, in 22 to 26-inch lengths with skirts still following the close-fitting lines.

Beautiful fawn grays, tans, new greens, browns, reds and whites, so typical of Spring. Smart, distinctive tailoring and exclusiveness. Prices from \$20, \$25, \$28, \$30, \$35, \$40 up to \$65.

New Spring Dresses—

Charming new Spring One-Piece Dresses are ready in an array of handsome models. Lovely Silk Foulards in dainty, small dots, figures, and hairline stripes of all colors. In others white Marquisesettes are employed with Bulgarian embroidery and bead trimmings. The new Duo Dress is bound to find favor. Eton jacket effect, the One-Piece Dress with dainty veiled waist and lace yoke. Prices \$16.50 to \$75.

New Spring Waists—

So many beautiful Spring Waists—it's almost useless to attempt description! Charming models of Marquisesettes, Voiles, Batistes, Mulls and Lawns, trimmed in exquisite laces, embroideries, new colored embroideries and the bead effects, distinctly new and different. At popular prices of \$1.50 and \$1.75 we show nearly 50 different models. Others range from \$3, \$3.50, \$5.95, \$7.50, \$10, \$12.50 up to \$30.

Misses' and Juniors' Suits

We are showing all that's new and stylish in Misses' and Juniors' Spring Tailored Suits. Coats short and semi-fitted, with sailor, shawl or regular collars. New navy blues, greens, gray and tan mixtures, and natty shepherd checks. Prices from \$12.50 to \$35.

The New Lingerie Gowns

Lovely, new creations in Lingerie Gowns that fairly breathe the spirit of Spring and Summer. Filmy Marquisesettes, Batistes, Swisses and Persian Lawns with billowy trimmings of laces, embroideries and fine tuckings. Prices range from \$11 to \$98.

The New "Tub" Dresses

New colored Tub Dresses of style and sturdiness. Gingham, Chambrays, Percales, Madrases and Linens, made in a great selection of solid colors, new checks, plaids and stripes. Neat pipings and wash braids set them off effectively. Special values at \$2 to \$20.



Rare Beauty in Spring Millinery

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL.

NEVER were the Spring Hats lovelier than those of the dawning season. Never did the millinery styles offer greater choice; never were they more charming!

The beautiful soft straws, the artistic shapes and the exquisite colorings which Dame Fashion has decreed for both street and dress wear permit of greater variety than heretofore possible. Prices range from \$10 to \$40. Descriptions of typical models follow:

"Burgesser" Tailored Hat, of beautiful white Milan straw, with low, round crown and rolling brim. Faced with rich black velvet, finished with aigrette. Top untrimmed. Price \$17.50.

"Hyland" soft Turban, made of hemp white braid in beautiful soft fold effect. Black velvet crown, trimmed in paradise pompon and black velvet ribbon. Priced at \$31.

"Phipps" Turban, of rough straw in natural color, prettily overdressed with tuscan braid, finished with black ribbon band and bows. Price \$13.50.

"Gage" model, a larger hat of fine white soft tape braid, faced with rich king's blue velvet, finished with large fancy pair of white wings. Rolling brim, which turns up abruptly at one side. Price \$31.

"Castle" Hat of handsome navy blue novelty straw cloth, beautifully finished with inch band of blue and white striped corded ribbon, trimmed in buttons. Side fastening of straw in quill effect. Brim abruptly turned up all around, giving the much desired turban effect. Beautifully finished with black silk. Price \$15.



"Fisk" Hat of fine white Milan straw, in an unusually pretty variation of the turban shape. Tall crown, trimmed with high cascade of black velvet, extending above the crown. Drooping brim rolled high at one side. Finished with large black silk buttons. Price \$20.

New Real Cluny and Irish Crochet Laces at 1/4 Off

FIRST FLOOR, NEW BUILDING.
JUST out of the foreign cases—exquisite new importations of real Cluny and Irish Crochet Laces. And just for the coming week we'll make this introductory price of 1/4 reduction!
Edges, Insertion and Medallions in scores of lovely patterns, for trimming of lingerie, waists and dresses. At 1/4 Off
New Colored Embroideries—Match sets and allovers in beautiful new patterns, for waists and lingerie. Special for this week at 10% Off

Women's \$2.50 Muslin Combinations for \$1.29

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL.
DISTINCTIVE, dainty muslin Combination Suits—the sort of garments we like to have people know came from the Big Store.
Corset Cover and Drawers, combination style, of fine quality nainsook, prettily trimmed in linen laces and neat embroideries. Best reg- \$1.29 ular \$2.50 grades, special tomorrow
Women's \$2.50 Gowns of good quality nainsook or cambrie, imported crepe, trimmed in linen lace and beading. Full circular effects in either open or closed styles. \$3.50 grade, \$1.98 tomorrow at only
Women's \$12 and \$13 Hand-embroidered Gowns of fine French nainsook with daintily embroidered yoke and sleeves. Marked special for \$5.98 tomorrow at only
Children's \$2 Gowns of fine nainsook or good quality cambrie, trimmed in laces, insertions, beading, etc. Wide choice of styles. Sizes 1, 2, 3, 79c and 4. Tomorrow, each

Charming New Spring Neckwear

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

HARD to imagine a more complete and beautiful showing of Spring Neckwear for February!
Practically every new conceit that'll be in vogue the coming season—new Lord Byron Collars, new reverse effects, new Fichu Collars, new Circular Lace Collars and Yokes, new Side-Pleates and Cascade Jabots and Rabats, etc. Also Hair Bands 25c
New Spring Ribbons—Great assortments in new Persians, striped, plaid, Dresden and Brocaded designs. All widths, grades and colors, 35c to \$2.50.
New Spring Gloves—First showings of famous Kayser Silk Gloves in new Spring shades. Also famous Perrin's new Kid Gloves and Dent's Cape Gloves. All new long and short styles, 50c to \$4.
Special in Ribbons—Special lot of beautiful American Beauty Moire Silk Ribbon with satin edges. All colors. Extra values, the yard 35c 3 yards \$1.00, the yard 35c
Special in Gloves—Famous Perrin's Glace Kid in black, white, mode, tan, navy, gray and brown. Sizes 5 1/2 to 7 1/4. Finest 98c \$1.50 grade, sale price, pr. 98c



Oregon Humane Society's \$1000 Ambulance on Exhibit Buy Tickets to Help Pay for It

RIGHT in the middle of our main aisle in the New Building, this big Ambulance of the Humane Society, valued at \$1000, will be on exhibit tomorrow and through the week.
In its great and helpful work, the Humane Society went in debt for this Ambulance, which will be used for the conveyance of sick horses.
To pay for it there has been arranged an Equestrian Entertainment at Kramer's Riding School, on the night of March 2.
The following young ladies, acting in committees, will have charge of the ticket sale this coming week: Rhoda Failing, Olive Failing, Isabelle Gaud, Frances Wilson, Caroline Wilson, Evelyns Wilson, Liza Wood, Leslie Smith, Gladys Weidler, Ethel Gordon and Mrs. H. Hoffman. The tickets for this are \$1 each.

A Radiant Showing New Spring Silks, Dress Goods, Wash Goods

Pompadour Silks Early Spring purchasers promise great shirtwaist popularity for these handsome novelty silk fabrics. Shown in all the season's best colorings in handsome fancy effects. Special \$1.25 the yard at \$1.00 and \$1.25
New Tub Silks Guaranteed to wash and iron as well as linen. Stocks include every wanted shade in all the new striped effects; suitable for charming little afternoon frocks, also evening dresses. 32-in. wide. Priced, the yard \$1.50
New Spring Suitings Practical firm fabrics, for early Spring suits. Colors are gray, navy and brown in neat stripes, checks, shepherd checks and tailored mixtures, in a wide choice of pretty patterns. Full 40 in. 50c wide, specially priced, yard
New French Voiles Beautiful jaquard silk, self-striped French voiles, both charming and practical for afternoon dresses and evening gowns. Complete assortment of wanted Spring colorings; 43 inches wide. \$1 Priced at, the yard..... \$1
New Cotton Voiles Printed Cotton Voiles in the most popular new designs of 1911. Persian effects, floral patterns (wide choice), tiny dots and shadow effects. Suitable for party dresses, etc.; 37 in. wide. 39c
New Cotton Foulards Look much like silk, and wear splendidly. Printed patterns in all the new geometrical, striped, floral and other new Spring patterns. Beautiful range of wanted Spring colorings, 27 ins. wide. Are 39c priced special at, the yard
New Irish Dimities Both large floral designs and dainty small pin-dotted patterns. Also pretty two-toned effects, dainty geometrical figures and stripes. Some with contrasting color border. Thirty inches wide. 35c Priced, the yard, 25c and

GREAT FEBRUARY FURNITURE SALE \$13.50 Chiffonieres at \$9.98

FOURTH FLOOR, NEW BUILDING. ORDER BY MAIL.
STILL hundreds of unmatched savings unrealized in this Great Furniture Sale! Among them beautiful Chiffonieres in Golden Oak, Mahogany, Birdseye Maple and Circassian Walnut. Style exactly as picture is made of durable, solid oak. Regular \$13.50 Chiffonieres, February Sale at this low price, \$9.98
\$16 Golden Oak Chiffoniers \$12.39 \$32 Mahogany Chiffoniers at \$22.49
\$18 Early Eng. Chiffoniers \$13.69 \$29 Birdseye Maple Chiff'rs \$20.00
\$20 Golden Oak Chiffoniers \$14.34 \$31 Walnut Chiffoniers, sp1 \$18.98
\$30 Golden Oak Chiffoniers \$21.20 \$65 Walnut Chiffoniers, sp1 \$48.47
\$1.50 Dining Chairs, Special at 98c
Extraordinary value in Dining Chairs! Exactly as illustrated—except backs are plain. Cobbler or plain seats—golden oak finish. Positive \$1.50 98c Chairs. February Sale price tomorrow, each
Big Reductions on Rockers—
\$ 3.75 Golden Oak Rockers for \$2.69 Reg. \$1.75 Dining Chairs at \$1.12
\$ 5.00 Golden Oak Rockers for \$3.89 Reg. \$2.25 Dining Chairs at \$1.62
\$ 7.00 Golden Oak Rockers for \$5.28 Reg. \$2.50 Dining Chairs at \$1.98
\$11.00 Early English Rockers at \$9.35 Reg. \$2.75 Dining Chairs at \$2.10
\$13.50 Early English Rockers \$10.49 \$2.50 Box-Seat Dining Chairs \$2.00
\$5.50 Box-Seat Dining Chairs \$4.49



\$5 Cluny Curtains \$2.46

THIRD FLOOR, MAIN BUILDING.
WE TOOK every surplus and sample pair of Lace Curtains a big manufacturer had on hand! That's the "why" of this extraordinary February Sale price on \$5 Cluny Lace Curtains, tomorrow, \$2.46.
In all nearly 500 pairs of the one lot. Beautiful patterns, mounted on strong French net with wide Cluny insertion and edge to match. White only—40 to 50 inches wide. Positive \$5 Curtains, \$2.46 tomorrow.
12 1/2c DRAPERY SILKOLINES, 9c
Our entire line of staple 12 1/2c Silkolines in all the most desirable colors and patterns. February Sale price, tomorrow, yard..... 9c
\$8.75 CRASH PORTIERES AT \$4.95
Splendid reductions on the popular Antique Crash Portieres in artistic stenciled designs in soft, toneful shades of blue, green, tan and brown. Regular \$8.75 grade, pair \$4.95

February Sale of Linoleums

THIRD FLOOR, MAIN BUILDING. ORDER BY MAIL.
SOME are big reductions from regular prices, others special purchases—but all in all the most extraordinary Linoleum values you'll find in all Portland.
70c Printed Linoleums 47c
Twelve choicest patterns in blocks, parquetry and imitation wood effects. Fine, durable, long-wearing grade—our best 70c Printed Linoleums, in February Sale, sq. yd. 47c
\$1.80 Inl'd Linoleum \$1.29
Extra heavy imported Scotch Inlaid Linoleums in terra cotta and cream. Also fine grade Inlaid Linoleum in hard-wood floor effects. Regular \$1.75 and \$1.80 grades, square yard \$1.29
50c Floor Oilcloth—36 to 72-inch, best 33c
grade. Special price, the square yard
75c Woodoleum—imitation hardwood, 49c
For borders. Special, square yard
\$1.75 Inlaid Linoleums—Heavy, fine 95c
grades. Special, the square yard, at
\$1.50 Inlaid Linoleum—short pieces, to close out, priced at the square yard 90c
40c Plain Cocoa Matting—An extra heavy grade. Special only, the yard 23c
40c Heavy Cocoa Matting—18 inches, with red border. Special at the yard 23c

