



See Ads. on Pages 6 and 9, Section 5 and Page 10, This Section  
Principal Portland Agents for "Vudor" Porch Shades—All Sizes

Delightful Luncheon Served in Tea Room, 4th Floor  
Custom Tailoring—Women's Suits and Coats to Order

**Early Easter Exhibit of  
New Spring Wash Goods**

25c Yd. to \$13.50 Pattern

The Easter parade will bring out many new dresses of wash materials. High-class imported "Voile Efleure" in lovely rainbow stripes and shadow effects and delicate plain shades, yard 50c and 60c **BORDERED BATISTE**—White or colored ground, 48 inches wide, embroidered in neat designs and bordered. The richest fabric shown this season. Put up in exclusive dress patterns. Make \$13.50 your selections while this fine line is complete. Each, **IRIDESCENT SILK CREPES**—One of the choicest Wash Fabrics introduced this season. Particularly adapted for every-day wear. Very exceptional value, priced special at the yard 50c **SCOTCH DIMITY**—A sheer, crisp corded fabric, printed in rich, delicate colorings. 100 pieces just in. Special, the yard, 25c

**Rare Conceptions  
in Easter Dress Hats**

Complete lines of Dress Hats for the Eastern promenade, and richly tailored effects by Gage, Hyland, Fisk, Gearhardt, Bendel, Lichenstein, Joseph and others of prominence. The great designers of Paris contribute to this style display. All the newest and most exclusive creations have been brought on by the big "Style Store" for early Easter shoppers. See them.



**Portland's Finest Display  
New Easter Apparel**

New Coats at \$15 to \$45  
One Lot Special \$25.00

All Portland shows due appreciation of the remarkable values and truly beautiful Coats for women which we are now showing. They are planned after the best models brought over from Paris, many cannot be distinguished from the real foreigners. They come in silk or wool materials in every weave and color; styles novel and attractive, embracing every new idea. Prices \$15 to \$45.00 **SPECIAL**—Women's new Spring Coats in the newest styles are shown in navy blue serge with pongee collars and cuffs, long roll and sailor collars of black satin, covert cloth coats, plain tailored novelty cloths; all true fitting and well made. Priced at \$25.00

**Fashion Exhibit of  
Women's Waists**

High-class, handsome Waists, of silk, lace and washable materials. We firmly believe that the showing is superior to any in the Northwest. Chiffons, marisettes, taffeta silks, foulards, nets, Jap Silks, and dainty lingerie materials are employed in their make-up. They are trimmed in Irish crochets, Val and Cluny laces, or ruffled, or embroidered in colors or beaded. Beautiful creations, on sale at prices from \$3.50 up to \$28.50

**Great Sale Easter Hats  
\$15 Tailormades for \$9.95**



**\$12 Hats \$7.95**  
**\$9 Hats \$5.95**  
The most seasonable as well as the most practical Tailored Hats of the day. Hand made of the richest imported novelty braids. The nonbreakable kind, beautifully lined, simple, but smartly trimmed with fancy feathers, wings, quills, braid, velvet, silk or ribbon bows and standing effects. The most popular hats for traveling, autoing, shopping, etc. Regular values to \$9.00, special \$5.95, values to \$12.00 special \$7.95, values to \$15.00, special at \$9.95  
**HOLLAND HATS** in the little black turbans and toques, for middle-aged women who do not care for extreme styles. These are placed on sale at prices from \$5.00 to \$10.00

**Easter Neckw'r  
A Special Lot  
Priced at 25c**

Dainty, neat designs in women's fancy Neckwear. Tomorrow we will feature thousands of new ideas in cascades, stocks with cascades attached, Dutch collar styles, with or without tabs, wash laces, stock collars, jabots, etc., in an endless variety. You may be your own judge. We think they are wonderful values at this price, each 25c  
**2.25 Venice Collars 98c**  
**\$3.25 Auto Veils \$2.27**  
Many new styles and shapes in women's imported Venice Collars, square and round styles, white and cream; worth to \$2.25 each; your choice for tomorrow's sale at this price, each 98c  
**AUTO VEILS**—Fifty dozen extra size, satin-finished chiffon cloth in all the latest shades for Spring. Indispensable for motoring. Worth \$3.25, offered at special price of \$2.27  
**Easter Ribbons  
35c Values for 15c**  
Tomorrow, in the ribbon store, on main floor, a great sale of odds and ends, selected from our regular stock; 5-inch all-silk satin taffetas and plain taf-fetas, actual values to 35c, the yd. 15c

**Exclusive Easter Apparel  
Fashionable \$20  
Tailored Suits**

Dame Fashion's own choice of Spring Suits just received. The materials are cheviots in gray and tan mixtures, striped novelties, navy serges, etc. The coats are the regulation 24 and 26-inch length, well lined with silk; skirts are narrow gored and plaited. A complete line of sizes up to 43. For a leader we have grouped a good assortment of new Tailored Suits for the low price of \$20.00  
**Spring Suits \$25 to \$75**  
For tomorrow's fashion exhibit we will show the newest creations in Easter Suits. All the late popular materials are employed in their makeup, foreign and domestic fabrics, mannish worsteds, English whip-cords, neat little checked patterns, etc. Rich plain tailored and trimmed suits just received direct from the authoritative style center of America, on sale now from \$25.00 up to \$75.00



**Pretty Easter Silks on Sale  
\$1.25 Messalines 98c**

Women of exquisite taste and economical turn of mind will thoroughly appreciate this unusual offering of Messaline Silks. The dainty Easter girl will look charming in a gown of this fabric. For tomorrow only we offer a splendid color assortment of Pointelle dots, which sold right up to last night at \$1.25 a yard; special for tomorrow, yd. 98c

**Foulards-Marquisettes  
And Other Dainty Silks**

The big silk store will show tomorrow fresh lines of Foulards for all purposes, from the neat stripes to the most gorgeous French creations in bordered effects. Marquisettes in plain and fancy patterns, Crepe Mettors, Satin Crepes, Crystal Crepes, Accordion Crepes, etc.; low-priced.



**Early Easter Fashion Display Tomorrow**  
Elaborate preparations have been made throughout this store for the Easter season. Modish merchandise at lowest prices consistent with quality is temptingly displayed and shopping interest will be further augmented by innumerable special sales of seasonable goods. The Big Store now LEADS ALL PORTLAND.

**Easter Calls for New Gloves  
\$1 to \$2 Gloves 59c**

Tomorrow we will place on sale 2000 pairs of women's Kid Gloves in a complete line of sizes, and all wanted shades. Some with Paris points, others self or fancy stitched. Thrifty women will be here when the doors open tomorrow morning to take advantage of early choosing. The regular prices for these gloves range from \$1.00 to \$1.50 and \$2.00 the pair. On special sale for Monday only at, the pair 59c

**New Easter Gloves**

Our glove stock is now complete in every detail. The showing comprises every wanted quality and shade. It will be easy to match your Spring dress or Easter Hat. Our expert fitters will double the life of your gloves.

**For Dainty Spring Apparel**

**Sale Val. Laces  
\$3.50 Doz. \$1.37**  
**\$2.25 Doz. 98c**  
**\$1.25 Doz. 48c**



Thousands of dozens of the much-wanted Valenciennes Laces, insertions, etc., in a great variety of dainty designs, all widths, suitable for trimming dresses, waists, fine underwear, for fancy work, etc. Worth to \$1.25 a dozen, special at 48c; worth to \$2.25 a dozen, 98c, and values up to \$3.50 a dozen, on special sale at only, dozen \$1.37

**Dress Nets  
\$1.25 Vals. 79c**

Several hundred yards of dainty 42-inch Dress Nets, in white, cream and ecru, in all the latest small pattern effects, worth to \$1.25 yd., special 79c

**Embroideries  
\$1.75 Vals. 69c**  
**\$1.00 Vals. 37c**  
**35c Values 17c**

Embroideries for the new Spring Underwear and for trimming Summer dresses. Three sensational values are offered. Beautiful patterns in allovers, galloons, corset covers, edges, insertions, etc., at prices which will attract great crowds of thrifty women. Regular values to 35c, special, 17c; regular values to \$1.00, special at 37c, and values to \$1.75, 69c on special sale tomorrow at only

**\$2.25 Allovers  
Only 98c**

Tomorrow we feature many special values in Allover Nets, 18 inches wide, in white, cream and ecru; worth to \$2.25 a yard, special at only, yd. 98c

**Women's  
50c Hose  
3 Pair \$1**

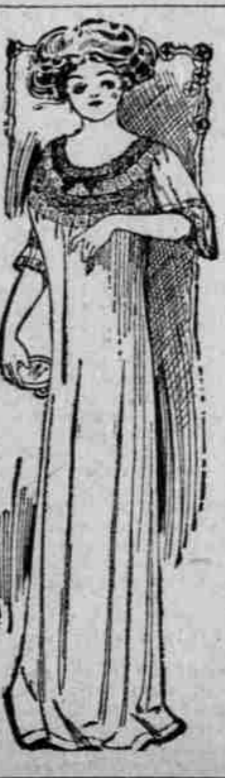
To complete the Spring Dress we offer women's imported Lisle Hose in medium weights and gauze, with high spliced heels and soles and extra double welt; Hermsdorf dye; regular 50c \$1.00 grade, special, 3 pairs only \$1.00  
**WOMEN'S HOSE**, in black or tan cotton, seamless foot, extra spliced heels and toes; good medium weight; 14c regular values to 25c, special, pr.

**Hair Goods 1/2**

**\$20 Transformations at \$10**  
**\$5 Transformations at \$2.49**  
Come to us for your Easter Hair Dress. In the hair goods store, second floor, we offer all-around outside Transformations, natural wavy; good variety of shades; regular \$20 values, special \$10.00 for Monday only at, each \$10.00  
**TRANSFORMATIONS** to go half round, dark and medium, brown, natural wavy; fine quality of hair; regular \$2.49 \$5.00 value, special, 2d floor \$2.49

**Sale Fine French Lingerie**

**Corset Sale  
\$6 Val. \$3.79**  
**1.75 Val. 94c**



In the corset salon, 2d floor, a sale of the famous Bon Ton Corsets, in sizes 25 to 36, made of fine coutil and batiste, with 4 and 6 hose supporters attached, trim'd tops; best regular \$5 and \$6 \$3.79 values, on special sale, only \$3.79  
**ROYAL WORCESTER CORSETS**, model No. 200, made of fine coutil, finished at top with dainty lace; four hose supporters attached; sizes 23 to 30; regular \$1.75 values for only 94c  
**BON TON CORSETS** in broken lines of sizes, made of finest materials, durable new models; regular \$4.50 \$2.94 values, on special sale, each \$2.94  
**RENGO BELT CORSETS** in medium lengths, made of heavy coutil, reinforced abdomen, double boning throughout; in sizes from 24 to 36; regular \$2.00 values, special at only \$1.32

**Combinations  
\$8.00 Vals. \$5.75**

**\$12.00 Vals. \$7.98**  
Sale extraordinary of women's beautiful French Lingerie. Finest materials, made by hand, beautifully embroidered and trimmed. Offered in two special lots: **LOT 1**—Women's hand-made French Underwear, combinations of corset covers and drawers and corset covers and skirts of French linen and batiste, embroidered in floral, conventional and eyelet patterns; finished in beading and ribbon; regular values up to \$8, \$5.75 on special sale at, garment \$5.75  
**LOT 2**—Women's Combinations of corset covers and drawers or corset covers and skirts, made of linen and batiste materials, handsomely embroidered in every pleasing design, inlaid with double-thread lace; drawers made butterfly trim style; values to \$12, garment \$7.98  
**\$5 to \$6 Gowns \$2.95**  
French Linen Gowns, high and square neck, slipover styles, long or short sleeves—beautifully trimmed; \$5.00 and \$6.00 values, special at \$2.95