

For Other Store News See Page 5, Section 3—Principal Portland Agents for Vudor Porch Shades and Globe-Wernicke Bookcases
Special Shoppers' and Business Men's Lunch Served Daily in Our Restaurant From 11:30 to 2—Service à la Carte—A Sp'endid Menu

To 65c Stamped Towels 42c

THIRD FLOOR, MAIN BUILDING. ORDER BY MAIL.

FOR the leisure Summer hours at the seashore—special on Stamped Linen Huck Towels in a large assortment of new designs, ready to be embroidered. Worth from 42c to 65c each. On special sale tomorrow at low price of each.

Our Needlework Section is ready with new Shirtwaist patterns, Aprons, Nightgowns, Corset Covers, Chemise, etc., to be embroidered; also Beads of all sorts, Royal Society packages, etc. Free needlework lessons daily from 2:30 to 5.



"The Broad Highway" \$1.35

FIFTH FLOOR, NEW BUILDING. ORDER BY MAIL.

JUST arrived—"The Broad Highway," by Jeffery Farnol, a new novel about which everyone will soon be talking. A delightful story of England and the English people, with not a dull page from cover to cover. Priced at \$1.35

Our Enlarged Book Department is now situated on the fifth floor. We're ready with the city's most complete assortment of every wanted kind of books. Seven direct elevators.

Great Pre-Easter Sale of Silks, Dress Goods, Wash Goods

First Floor, Both New and Main Building

Order by Mail

OUR four big Piece Goods Sections unite tomorrow in a great Pre-Easter Sale that sets new records for value-giving this early in the season!

Thousands of yards of beautiful, shimmering Spring Silks. Smart, new Spring

To \$2 Dress Goods 98c

Bolt after bolt of handsome, new All-Wool Spring Dress Goods, taken from \$1.50 to \$2 lines, for tomorrow's sale at 98c!

All the new Spring weaves and patterns, such as brown and tan, blue and gray, lavender and gray, green and gray combinations and the more-popular-than-ever Home-spuns. Not a yard worth less than \$1.50 and more of the lot best \$2 grades. For this **98c** great Pre-Easter Sale are priced at, the yard

85c New Shepherd Check Suitings, the Yard, 67c

Another Spring favorite in Dress Goods reduced for tomorrow's phenomenal sale! New 44-inch Shepherd Check Suitings in all sized checks. Positive 85c grade, specially priced, the yard **67c**

\$1.25 Peter Thompson Serge at the Yard, 98c

Handsome, hard-twisted Serges for dresses, gymnasium suits, bathing suits, etc. Colors are blue, green, gray and tan; 48 ins. wide. Best \$1.25 grade, at the yd. **98c**

Big Pongee Silk Specials

One of Fashion's most petted Spring Silk favorites are these lovely new imported Chinese Natural Pongees—and tomorrow's sale brings astonishing savings on four of our best grades! Every yard woven on native hand looms, which assures perfect finish and long wear:

\$1.00 Chinese Natural Pongee Silks, 24 inch, at only 79c

\$1.25 Chinese Natural Pongee Silks, 26-inch, at only 93c

\$1.35 Chinese Natural Pongee Silks, 34-inch, at \$1.09

\$1.50 Chinese Natural Pongee Silks, 34-inch, at \$1.29

\$1.50 New Plain Silk Marquises at 98c

Another of the season's most fashionable Silks sensational underpriced for this great Pre-Easter Sale tomorrow. Rich, filmy 44-inch Plain Silk Marquises in navy, brown, gray, pink, black, white, cream, light blue, reds, gobelin, apricot, Aliee. Positive \$1.50 quality, special at, yd. **98c**

quality, special at, yd. **98c**

From Paris to Hongkong the tremendous vogue for Foulards is the talk of the Silk World! For tomorrow's great Pre-Easter sale we offer a special purchase of 2000 yards of beautiful \$1 Silk Foulards in scores of lovely new patterns of navy, brown, tan, grays and 79c greens, etc.; the yard **79c**

A big saving on new, wanted 36-inch Tub Silks in dainty white grounds, with black, blue, lavender or pink stripes. Our regular 66c quality, tomorrow, the yd. **44c**

75c Poplins for This Sale Only, the Yard, 66c

Handsome, new imported Poplins in all the new shades of blue, pink, old rose, brown, lavender, green, apricot, cream and white. Regular 75c quality, special, yard **66c**

\$1.25 Imported Voiles Special at 94c

Our finest \$1.25 line of imported Voiles in beautiful silk-striped designs of all colors. Makes the prettiest sort of Summer wash frocks. **94c**

Pre-Easter Sale, at, yd. **94c**

Woolen Dress Goods—fresh, crisp, new Spring and Summer Colored Wash Goods and snowy White Goods at prices bound to attract money-wise women from far and wide.

With Easter close at hand, there's no time to lose in planning new wardrobes. Read every item below. See big Fifth-street window display today.

50c Seco Wash Silks 33c

Portland never before bought these famous, new 50c Seco Wash Silks, right at the season's beginning, for 33c a yard!

Full 27 inches wide in scores of the fashionable Foulard designs, such as dots, rings, coin spots, on all colored grounds. Positive 50c grade—Pre-Easter Sale price tomorrow at only, the yard **33c**

60c Tub Silks on Sale Imported Dimities at the Yard, 44c

A special price on charming, new imported Irish Dimities, 28 inches wide, in new figured designs of all colors. Special Pre-Easter Sale at the yard **22c**

40c Cotton Foulards 25c Dotted Swiss, Sale Price the Yard, 15c

New Figured Cotton Foulards on these dainty, new White Swisses. The grade in high demand for new Spring waists and dresses. Our 15c reg. 25c quality, yard **15c**

25c White Batistes at Special the Yard, 19c

New White Batistes, 40 ins. wide—the kind that's going out every day by hundreds of yards for new Spring waists and dresses. Extra good 25c quality, yard **19c**

Special extraordinary in a lot of beautiful White Goods worth 50c to 75c a yard! Fine Marquises, Batistes and fancy Waistings in 39c

15c White Goods 11c

Two big bargain tables piled high with these 15c snowy, new Summer White Goods tomorrow at 11c!

Plain white Nainsooks, dainty mercerized Dimities, Batistes, Embroidered Swisses and other wanted kinds in dots, checks, stripes and figures, for waists and dresses. Positive 15c grades priced at only **11c**

60c Cotton Foulards 25c Dotted Swiss, Sale Price the Yard, 15c

Save exactly 10c a yard tomorrow on these dainty, new White Swisses. The grade in high demand for new Spring waists and dresses. Our 15c reg. 25c quality, yard **15c**

To 75c White Goods Sale Price, Yard 39c

Special extraordinary in a lot of beautiful White Goods worth 50c to 75c a yard! Fine Marquises, Batistes and fancy Waistings in 39c

The Garment Salons, Aglow With Easter Charm

SECOND FLOOR, MAIN BUILDING.

ORDER BY MAIL.

RADIANTLY beautiful is this vast assemblage of exquisite Spring Outer Garments which bespeaks the last word of Paris' and New York's style-creators!

It's an ever-changing display—each day's express brings reinforcements to fill the gaps caused by our tremendous business. With Easter barely three weeks away, you've no time to lose. News of special interest tomorrow that no one can afford to miss. Read on—

New Silk Dresses, \$20—

A host of charming models just out of their New York wrappings. One-piece Silk Dresses of Foulards, Taffetas and Habutais, in navy, black, reseda and modish fancy striped designs. All the latest style features. **\$20.00**

New Tailored Suits, \$25—

A line of smart, new Tailored Suits which splendidly demonstrate the value-giving supremacy! Handsome models of Serges, Cheviots, Worsts, Tweeds, Mannish 24 and 25-inch coats, strictly tailored or novelty effects. All **\$25.00** new shades. Special tomorrow at **\$25.00**

New Wash Dresses, \$7.50—

Dainty, fresh, new Wash Dresses in a dozen different models, of Madras, Zephyr Ginghams, Chambrays, etc. Some with cool Dutch necks, others have lace yokes and high collars. Many with the new kimono sleeves. Extra values. **\$7.50**

New Long Coats \$12.50—

Handsome New Coats of cloth of gold material. Full length, semi-fitting styles, neatly trimmed in braids. Sailor collar and cuffs finished to match. Extra special at **\$12.50**

New White Serge Skirts—

Nothing prettier for Spring wear than a White Serge Skirt. We're showing a big line of them in all the new Spring models. Plain gored panel, plain and plaited flounce effects. Some handsomely braided and embroidered. On sale at prices from \$6.50 up to **\$25.00**

New Lingerie Waists—

Big line of beautiful new Lingerie Waists, some exquisitely hand-embroidered in floral and eyelet designs. Others trimmed with real Irish and Cluny laces. High or Dutch Necks. High with short sleeves. Special at **\$11.00**

To \$6.50 Silk Kimonos, \$3.95—

A stirring special tomorrow on handsome new Figured Silk Long Kimonos. Made with loose or Empire back, trimmed in satin bands, side plait, three-quarters or kimono sleeves; our **\$3.95** regular \$5.60 to \$6.50 Kimonos, only **\$3.95**

At 43c—

Are 50c to \$1 fine-ribbed

Vests, Pants, Tights and Union

Suits, some lace-trimmed, also a few Milan Silk Vests in low

neck and sleeveless styles.

Would sell in regular stock at

\$1.25 to \$2.00 garment. **43c**

Special tomorrow, only **43c**

At 98c—

Lisle Vests, Pants and Union

Suits, some lace-trimmed, also a few Milan Silk Vests in low

neck and sleeveless styles.

Would sell in regular stock at

\$1.25 to \$2.00 garment. **98c**

Special tomorrow, only **98c**

Great Sale of New Spring Hats

SECOND FLOOR, NEW BUILDING.

ORDER BY MAIL.

THE Big Store is proud of its superb Millinery display—and doubly proud of the wonderful values offered in this Pre-Easter Special tomorrow!

Why there are Hats which were selling Saturday at \$15, offered for \$9.95, and positive \$6 to \$8 models at \$4.95! A brief description follows—but the assortment is practically endless!

At \$4.95--

Both Dress and Tailored Hats, of chic silk braids, chips and horsehair, beautifully trimmed in quills, fancy feathers, ribbons and flowers. Turban effects and the season's best styles; **\$4.95** to \$8.00 Hats, on sale at this price, each **\$4.95**

At \$9.95--

Gage, Hyland, Fish and Phipps models, besides many from our own expert milliners. Both dress and Street Hats for women and misses, beautifully trimmed. All the most wanted shapes **\$9.95** and colorings. \$10.50 to \$15 Hats, only **\$9.95**

See the Window Display Today

Muslin Underwear \$4 Combinations \$2.28

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL.

A SAVING of practically 1-3 when Spring weather and the nearness of Easter emphasize the need of lighter clothing.

Crisp, new Combination Garments in three-piece style—Corset Cover, Drawers and Skirt, of fine nainsook and cambric, daintily trimmed in embroidery, laces, tucks and insertions. \$3 to \$4 grades, now at **\$2.28**

Children's Corset Waists, Children's \$2.50 and \$2.75 White Petticoats, of cambric, neatly trimmed in embroidery, laces, tucks and insertions. Sizes 4 to **\$2.18**

Maids' \$1.00 and \$1.25 Aprons, with neat bib, daintily trimmed in fine embroidery, laces, tucks and insertions. \$1.25-\$1.50 Drawers, **83c** Child's 75c Drawers, **49c**

To 50c Ribbon 17c the Yard

FIRST FLOOR, MAIN BUILDING.

PLENDID special lot of Ribbons, comprising fancy Dredens, Persians and Print Warp Taffetas in stripes, plaids and checks. Also plain All-Silk Taffeta and Moire Ribbons in a splendid range of Spring colors.

Come 5 to 6 inches wide, and worth from 25c to 50c the yard in regular stock. Special **17c**

Women's 15c to 25c Pure Linen Handkerchiefs, with $\frac{1}{8}$ and $\frac{1}{4}$ inch hem. Special for **11c** tomorrow's selling at only **11c**

Women's \$1.25 and \$1.50 Gloves, of cape and lambskin in black, white and all the season's best colors. Priced for tomorrow's selling, pair **89c**

Sale of Women's Sample Swiss Ribbed Underwear

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

I T'S true that The Big Store sells more Underwear than any three other stores in the Northwest—and because of our tremendous quantity-buying manufacturers are willing to sacrifice their sample lines to us.

That's the story of these rousing savings—why, right at the start of the season, women's Vests, Tights and Union Suits are sold in some cases at less than half what they would cost in regular stock.

At 43c—

Are 50c to \$1 fine-ribbed Vests, Pants and Union

Suits, some lace-trimmed, also a few Milan Silk Vests in low

neck and sleeveless styles.