

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 a la Carte—A Sp'endid Menu

To 65c Stamped Towels 42c

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 50c to 65c each. On special sale tomorrow at low price of, each 42c



"The Broad Highway" \$1.35

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

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

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

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.

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!

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:

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!

15c White Goods 11c

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



See Our Fifth-St. Window Display of New Garments

The Garment Salons, Aglow With Easter Charm

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

Great Sale of New Spring Hats

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



See the Window Display Today

Muslin Underwear \$4 Combinations \$2.28

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

To 50c Ribbon 17c the Yard

Splendid special lot of Ribbons, comprising fancy Dresden, Persians and Print Warp Taffetas in stripes, plaids and checks.

Sale of Women's Sample Swiss Ribbed Underwear

It'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.

Monogram Stationery Special

Here's the most extraordinary special on Monogram Stationery ever offered in Portland!

1911 Models in Cousins' Spring Footwear Ready

EVERY one knows Cousins' Shoes—for years they have set the pace for style and quality!

Cut Glass Bowls \$3.89

RICH, beautiful Cut Glass Bowls, in a handsome assortment of patterns, tall 8-inch size, of flawless glass. Worth \$6.00 each. Special price for tomorrow \$3.89

Specials in New Valencien's Laces

TEN thousand yards of crisp, new, round mesh and French Val. Laces, in a charming array of new patterns.

Our New Corset Models

Splendidly complete are the assortments of 1911 Corsets in all grades. Redfern, Warner Rust-Proof, Nemo, Successo—every high-class Corset comprised in this showing—each with a distinct specialty.