

Exclusive Agents for—

Madame Irene Corsets, Succesoo Corsets, Froilaset Front-Lace Corsets, Madame Lyras Corsets, Redfern Corsets, Wirthmor Waists, Wallworth Waists, Epno Silk Petticoats, J. & T. Cousins' Women's Shoes, J. M. Dodd's Women's Pumps, Hippers, John Cramer's Children's Shoes, French, Shriner & Urner Men's Shoes, John S. Brown's Shamrock Linens, Munsting Underwear, Athena Underwear, Swias Rib Swan Brand Underwear, Silk Maid Hose, Ostermoor Mattresses, Lifetime Furniture, Vador Porch Shades, Colonial Draperies and scores of other famous and popular goods.

Announcement!

The April advance Butterick Patterns and the April advance Fashion Sheets have just arrived. —Third Floor, Sixth-St. Bldg.

New Popular Silks

Just a handful of the great many now on display. Splendid values!
New Chiffon Taffeta, Yard \$2 and \$1.50
 The newest colors in plain, figured and striped patterns. 36 inches wide.

New Crepe de Chine \$2 and \$1.50
 White, cream, ivory, Rocky Mountain blue, Elizabeth blue, etc.

Pussy Willow Taffeta \$3, \$2.50
 Plain and figured patterns, in all colors. 40-inch.

Corded Silks, Yard \$1.50
 Black, white and a complete assortment of the new colors. 22-inch.

New Failles for \$2.50
 Beautiful shades of green, blue, sand, brown. 36-inch

—Third Floor, Sixth-St. Bldg.

Store Your Furs Here!



1867 1915
THE QUALITY STORE OF PORTLAND
 Fifth, Sixth, Morrison, Alder Sts.

Spring Styles!

In New Suits Tomorrow at \$30.00

Norfolk, pleated back, Empire and plain box Coats. Yoke style, circular and the new full flare skirts. All new colors that are popular for Spring, Belgian blue, sand, putty, navy, black and white checks and plain black. And the value you will receive for \$30 is greater than you will find anywhere in Portland. Other new Spring Tailored Suits priced \$15 to \$65.

An Advance Showing of

New Lingerie and Gingham Frocks

NEW GINGHAM DRESSES, \$5.00 TO \$12.50—In stripes and fancy plaid effects, made with long sleeves, high neck and many with fancy pique collars and vests. Great values at these low prices.
TAILORED LINEN DRESSES, \$6.45 TO \$15.00—In pink, tan and Copenhagen. Made on simple lines, button trimmed, some with pique hand-embroidered collars and cuffs. Are very pretty dresses.
NEW VOILE DRESSES, \$15.00 TO \$35.00—Plain and novelty materials, some white trimmed in color, fancy buttons, beautifully embroidered collars and vests. These are the very newest models. —Fourth Floor, Sixth-St. Bldg.

In New Coats

At \$12.50 to \$35.00

See the latest sand and putty shades in covert and gabardine, smartly tailored in exclusive styles. There are full loose Coats with or without belt; yoke and Empire Coats with full flared skirts. **White Chinchilla Coats in full Balmacaan and belted effects, priced \$12.50, \$15, \$17.50 to \$25.** **New Black Silk Poplin Coats, \$35 to \$65.** **Black and White Checked Coats, \$10 to \$35.** You surely can select your new Spring Coat from this lot. —Fourth Floor, Sixth-St. Bldg.



\$30

"The Rosary" 50c

That famous Book—"The Rosary"—is now ready in the 50c edition, which is the publishing event of 1915. —Sixth Floor, Sixth-St. Bldg.

That Men's Gotham Shirt Sale

which was such a whirlwind success yesterday, continues:
\$1.50 to \$2 Negligee Shirts on Sale at 95c
 Woven madras, fine mercerized cloths and French Percales. Great bargains.

\$2.50 to \$3.50 Negligee Shirts for \$1.35
 Scotch crepes, woven Russian cords, silk madras and satin broches.

\$4.00 Flannel Shirts at \$1.95
 All French Flannel Shirts of superfine quality.

\$5-\$7.50 Shirts \$3.35
 Heavy Viyella and taffeta flannel. Shirts of exceptional value.

\$5-\$6.50 Silk Shirts \$3.85
 All pure silk Shirts of really exquisite beauty. Special! —Temporary Annex, First Floor.

The Very Newest Waists Are

Checked Taffeta Silks, Our Price \$5.95

We've just received this attractive new line of Waists—beauties, every one. Made of small checked changeable taffeta of excellent quality, in lavender and maize, tan and white, rose and white, blue and white and tan and brown combinations. Collars and cuffs are of white Bedford cord silk, with smart black ribbon tie and pearl button trimmings. Made with the new three-in-one collars. All sizes. **NEW WAISTS AT \$6.50 TO \$20.00**—Among the new arrivals in Waists are lovely Georgette Crepes that are in high favor this season. Shown in delicate shades of flesh, peach, sand, putty and white. Hand embroidered, filet and Venise lace trimmed. Waists that will appeal to women of good taste. —Fifth Floor, Sixth-St. Bldg.

New Laces and Embroideries

Chiffons
 black and white stripes, bordered and figured effects, for waists and gowns.

New Laces
 Filmy net tops, St. Gall and Plauen manufacture, and Margot effects. For waists and vestees.

Colored Nets
 In heavy meshes for sleeves, new leading colors, priced, yard \$1.50 to \$2.

75c TO \$1.00 EMBROIDERIES, 49c

Every width and style—just arrived. Swiss and English eyelet flouncing 27 and 45 inches wide; lovely floral flouncing in open-work effects, corset-cover embroidery and baby flouncings.

\$1.25 TO \$1.50 SHADOW LACE ALL-OVERS—Cream color, for transparent waists. 27 inch. **98c**
 Now on sale at only
35c TO 50c NET TOP LACES—Cream color, pointed and Grecian scallop patterns for waist trimmings and collars, now **25c**

75c AND 85c WHITE NET TOP LACES—Venise edge, 4 1/2-inch, for vestees, collars **49c**
\$2 TO \$3 CALAIS SILK CHANTILLY LACES—Black, white, cream, also shadow lace flouncing. 22 to 27-inch widths, now on sale for only **\$1.49**

—First Floor, Sixth-St. Bldg.

Special at 10c

New Ruch and Collar Supporters and "Stickups" for the new style neckwear—a very large assortment to choose from. —First Floor, Sixth-St. Bldg.

Crepe de Chine Gowns \$4.98



Made of good crepe de chine, in white and lovely pink tints. Cut full length and width—the usual gown at this price is skimped, as every woman knows. One style illustrated, another has fine Picot lace edge, and a third hem-stitched bands around neck and finished in front with tailored bow. We say it advisedly—this is the best crepe de chine gown ever offered in Portland at \$4.98. —Second Floor, Sixth-St. Bldg.

A Blanket Sale Includes

\$5 White Wool Blankets, fancy border, in full bed size for \$3.85

\$6 White Wool Blankets, fancy border, in full bed size for \$4.85

\$4 Light Gray Blankets, with fancy border, reduced to \$2.85

—Temporary Annex, Ninth Floor.

\$7, \$8 and \$8.50 Trunks \$4.50

There are 26 Trunks to be sold at this price, 30, 32 and 34-inch sizes. Some fiber bound, canvas covered, with hat tray, cold rolled steel protections and cowhide straps. Priced at **\$4.50** —Temporary Annex, Fifth Floor.

Come Tomorrow—See The Vast Displays of New Spring Millinery

To those who delight in viewing smart and captivating styles in millinery we say, "Come to our salons tomorrow." You will be delighted with the Spring modes that are assembled there. The newest and most fascinating styles in dress, semi-dress and utility styles. And the prices are decidedly moderate.

New Tailored Hats, \$8.50 to \$27.50

From Knox, Vogue, Phipps and others, as well known and as exclusive as they are beautiful. Exceptional values. —Second Floor, Sixth-St. Bldg.

"Silk Maid" Hose \$1.00

Shown in all the new Spring shades, putty, sand, blues and staples. The best Hose ever offered at \$1.00, worn by thousands of Portland women every year—their best guaranty of perfection. Buy now while shades and sizes are complete.

Women's Novelty Silk Hose \$1.00

Embroidered boots in polka dot and clockings—white embroidered in self color and white with black embroidery.

Children's New Spring Sox 25c

A full line of the newest effects, showing fancy tops and plain colors. These Sox priced, pair **25c**. —First Floor, Sixth-St. Bldg.

A "Star" Offer in Women's White Gloves

These Are All New Goods **\$1.95** Our \$2.50 and \$3.00 Grades

16-button White Kid Gloves, soft, imported skins, in full elbow length. Overseam and pique sewn, and a full range of sizes included. \$2.50 to \$3.00 Gloves, **\$1.95**.

Women's Washable Chamousette and Reindeer Gloves Now at 50c

White with black embroidered backs, plain white, black, biscuit, sand, grays and browns. All Short Gloves, in a full range of sizes. Your choice at only, pair **50c**. —First Floor, Sixth-St. Bldg.

New Boudoir Caps 59c

We are positively showing the most attractive collection of Boudoir Caps imaginable at this low price. Dainty rosebud design rice cloth, pink, blue and lavender; embroidered, dotted, figured and plain nets, trimmed with ribbon rosettes and lace edgings, shown in pink, blue, lavender and white. Entire lot priced at, each, **59c**.

Other New Caps at \$1.25 to \$2.50

A collection of lovely crepe de chine, fine shadow lace and silk net Boudoir Caps in a most bewildering array of dainty styles. These are great values at the prices—**\$1.25 to \$2.50**. —Second Floor, Sixth-St. Bldg.

New Arrivals in Wash Goods

Imported Crepe, Yard \$1.00

Heavy quality, silk striped, in shades of yellow, lavender, blue, cream, pink and white. This heavy quality imported crepe is 40 inches wide.

Embroidered Crepe de Chine \$1.00

Silk and cotton fabric, white with blue, red, black, lavender and tan figures. You should see this embroidered Crepe de Chine. 36 ins. wide.

Figured Voiles the Yard 25c

White with dainty flowered designs, with and without borders, new sand and putty shades, dotted and striped, 38 inches wide. The yard **25c**

Crepe Weave Linen 75c

In plain blues, pinks, lavender, tan and white. Forty-five inches wide.

Burlap Weave Linen 75c

Shades of green, copper, old rose, pink, wistaria, golden brown and white. Forty-five inches wide, and excellent Burlap Weave Linen.

Pure Weave Linen 75c

In copper, blues, pink, green, cardinal, light tan, white. Forty-five-inch.

Figured Organdie \$2.00

Imported, white ground, pink, blue and lavender figures. 45 inches wide.

Embroidery Voile \$1.25

Cable corded, white grounds with blue, black, white and copper figures. Thirty-eight inches in width and priced very moderately at, yard, **\$1.25**. —Third Floor, Sixth-St. Bldg.

New Coats for Little Children

There are Long and Short Coats, in sizes for infants of 6 months to children of 2 years. Reasonably priced.

Infants' Coats \$6.50, \$4.50

White corduroy, collar and turn-back cuffs and belt to match. **\$6.50, \$4.50**

Bedford Cord Coats \$5.98

White, with daintily hand-scaled capes and turn-back cuffs. For **\$5.98**

White Coats \$3.50 to \$4.98

White Cashmere and Crepella cloth, with capes or collars, lace or silk-braid trim'd.

Fine Coats \$8.50 to \$22.50

White crepe de chine, silk messaline, silk poplin and moire coats, silk-lined throughout. Very fine Coats, see them. —Second Floor, Sixth-St. Bldg.



\$1.50 New Ribbons 95c

Satin and moire combination—satin on one side, the reverse a beautiful moire. Extra heavy quality, 7 1/2 inches wide. Black, white and twenty of the new and popular shades are shown. Rich, lustrous finish Faille, in the very newest shades and staples. 6 1/2 inches wide; desirable for millinery and sashes. —First Floor, Sixth-St. Bldg.

Quality Sheets, Spreads and Pillow Cases Specially Priced

\$2.50 Honeycomb Bedspreads, of very heavy quality, with cut corners, fringed, twin bed size. Priced **\$1.75** in this sale at only, each **49c**

30c Muslin Sheets of very good quality, with welded seam in center, size 76x90 inches. Priced for this sale at only, each **49c**

15c Muslin Pillow Cases, of extra heavy muslin, torn and hemmed, ready for use. Size 42x36. Priced in this sale at only, each **10c**. —Third Floor, Sixth-St. Bldg.

\$1.35 Sunfast Drapery 49c

Warranted to hold its color, and give the ultimate of service. Soft luster material, in figured self tones and plain shades. A great many attractive colors to select from. 50 inches wide. —Temporary Annex, Ninth Floor.