

Saving *N.A.* Green Trading Stamps Is the Surest Road to Economy We Know Of. Ask for Book and 10 Free Stamps
Delightful Luncheon Served in Our Tea Room on the 4th Floor From 11:30 to 2:30 Daily. Manicuring and Hair Dressing Parlors 2nd Floor

The Only
Retail Store
in the
West Occupying
an Entire
City Block.

Olds, Wortman & King

Reliable Merchandise—Reliable Methods
Pacific Phone Marshall 4800 Home Phone A 6231

The Best
Ventilated
and Best
Lighted Store.
Shop Here
in Comfort.

New Spring Suits \$12.50 to \$97.50

Coats for All Occasions \$7.95 to \$65



Second Floor—Our garment buyer spends the greater part of the year in New York, always on the lookout for the new things. Every express brings new Suits, Coats, Dresses, Waists, etc.—authentic styles from all the best makers. Tomorrow and following days we will feature the latest Suit fashions for women and misses. Many handsome models with box back, also smart military styles and fancy effects. Every desirable material is represented—checks, stripes and plain colors. Trimmings of fancy buttons, buckles, silk braids, satins, etc. An exceptional showing of the very latest Suits. Prices range \$12.50 to **\$97.50**

Second Floor—CHARMING NEW COATS for women and misses. Distinctive styles from the best New York designers. Smart new belted and fitted styles, also the much-favored Coats with flare skirts. Many in military effects, trimmed with braids and patch pockets. All the newest materials in plain colors, checks, stripes and mixtures. All sizes for women and misses. Prices range from **\$7.95** up to **\$65.00**
NEW COATS AT \$25.00—The largest assortment we have ever shown at this price. All the newest models in fashionable weaves. Stripes, Stripes, checks and plain colors. Priced at **\$25.00**

Smart New Suits At \$25

Second Floor—Beautiful new models of striped serge, gabardine cloth, poplins and other favored fabrics. Models of striped serge in tailored effect, with straight back and patch pockets. Sleeves have slit at bottom and finished with silk braid. Many other models in belted, flare and military effects for your choosing. All sizes for women and misses. Extraordinary values priced **\$25.00**

Lecture on Corsetry

Return Engagement of Mme. Morris and Her Troupe of Perfect Living Models—Tuesday, Wednesday and Thursday of This Week.

Salon Du Bon Ton Will Be Staged in Our Tea Room
Fourth Floor, Beginning at 3:30 P. M.

All Women Are Cordially Invited to Attend This Instructive and Highly Interesting Exhibit of the New Corset Models.
Remember the Date—April 13, 14 and 15.

Special Showing and Demonstration "La Mode" Dresses

Second Floor—Tomorrow we will feature a special showing of "La Mode" Dresses for the maid. These are to be had in several attractive styles, gray and black.

Afternoon Tea Will be Served at the
Special Booth, Between the
Elevators, 2nd Floor

All women are cordially invited to attend and see these famous "La Mode" Dresses demonstrated in a practical way. "La Mode" Dresses are made of fine quality soisette, cotton pongee, alpaca and mohair. High or low necks and long sleeves, with Gibson plaits and pocket. Kirts in full flare. The standard **\$8.50** dress for maids. Prices range \$2.25 to **\$8.50**

New Dresses for Nurses Just Received

Second Floor—Shown in many attractive new styles, with high and low necks and long or short sleeves. New flare skirts. Made of white linen-finished cambric and striped gingham. Extra well made. All sizes. Priced at \$250 up to **\$3.50**



Dainty New Tub Fabrics

In the Season's Latest Weaves

Main Floor—If it's new you will find it here. Our showing this season is the largest and most complete we have ever had.

New shipment of Madras Shirtings just received. Great variety of patterns and colorings.

Dainty Eflure Voiles in loveliest of patterns and colorings. White grounds. Exquisite new Crepe de Chine for Summer dresses. We show these in a variety of dainty light colors.

Embroidered Marquisettes—a very popular fabric for dresses and waists. New Linens in all colors.



OWK Flour at \$1.75 the Sack

Grocery Dept., 4th Floor

Monopole Dimple Peas, special, \$1.65 dozen cans; per can, 15¢
20¢ extra Sifted Canned Peas, special tomorrow, three cans for 50¢
Solid Pack Tomatoes, 12½¢ grade, \$1.15 dozen; per can, 10¢
Fancy Maine Corn, special, \$1.45 the dozen; two cans for 25¢
Large White Asparagus, regular 25¢ grade, on sale now at 20¢
Hillsdale Asparagus Tips, special, \$1.60 dozen; the can, 14¢
OWK Brand Hawaiian Pineapples, \$2.00 dozen; the can, 17¢

KEILLER'S Imported Marmalade—very fine flavor—put up in earthen jars. On 20¢ special sale tomorrow **20¢**

WORCESTER SAUCE—Genuine Imported Article—put up especially for this store. **25¢** Special, 3 bottles for **25¢**

OWK Brand Salad Dressing, 3 bottles for **25¢**
Select Peaches—\$2.25 dozen — Special, can **20¢**
Select Apricots—\$2.25 dozen — Special, can **20¢**

New Hammocks, \$1.50 to \$17.50

Special Showing—4th Floor

New Couch Hammocks priced at \$8.50, \$10, \$11.50, \$12.50, \$15, \$17.50
New Canvas Hammocks in all colors, now at \$1.50, \$2, \$2.50 and \$3.00,
New Hand-Loom Hammocks in all colors now at \$3, \$4, \$5 and \$6.50
SPORTING GOODS—Full line of Fishing Tackle, Baseball, Tennis and Golf Goods. Best makes at lowest prices. Buy here and save.

Conklin's Self-Filling Fountain Pens—\$1.00

Stationery Department, First Floor—Something new—a self-filling fountain Pen guaranteed for 5 **\$1.00** years, to sell at only...

Kewpie Dolls 10c Each

Main Floor—New shipment of Kewpie Dolls just received. Buy them at the stationery counter for **10c**

KEWPIE Transfer Dolls in various poses. These come thirty-six on a sheet. Priced, the sheet at **1c**
Rose Festival Stamps, 20 for only 5¢

Sale of Reversible Bungalow Art Rugs

\$6.75 Rugs \$5.45 \$9.00 Rugs \$7.85

Department, Third Floor—The very thing you need for your bungalow or Summer cottage. Beautiful colorings and attractive patterns. Made of fine woolsens and are reversible. On sale tomorrow.

\$6.75 Art Rugs, \$5.45 \$8.00 Art Rugs, \$6.75 \$9.00 Art Rugs, \$7.85
size 9x9 feet, now \$5.45 size 9x10:6 feet \$6.75 size 9x12 feet, at \$7.85
Ask to see our new 1915 line of color-fast Warp Grass Rugs for the Summer cottage or bungalow.

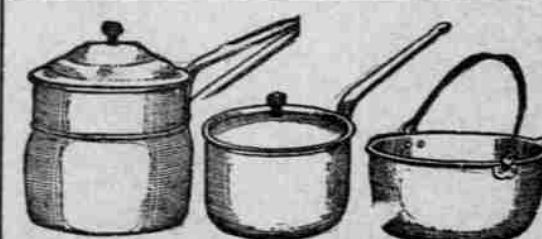
April Sale of Comforters Now in Progress

Third Floor—Special reductions on standard lines of high-grade Comforters all this week. If you need bedding this sale presents a splendid chance to save. Note the following low prices:
Regular \$1.25 Cotton-Filled Comforters, light and dark colors. Special Monday **98c**
Regular \$2.50 Cotton-Filled Comforters, light or dark colors. Now **\$1.89**
Regular \$3.00 Cotton-Filled Comforters, good colors. Priced special **\$1.98**

Special Demonstration and Sale 'Wear-Ever' Cooking Utensils

Third Floor—Every ambitious housewife should plan to attend this interesting and instructive demonstration of the famous "Wear-Ever" Aluminum. Miss Horgan, factory expert, will be in charge and will give practical instructions, with change of programme daily.

\$3.65 Set of 3 Pieces, Special \$2.50



Third Floor—This three-piece combination consists of one 80c saucepan, one \$2 double boiler and one 85c lipped kettle of best Wear-Ever Aluminum. Total regular retail value, \$3.65. Special for the **\$2.50** complete set at **\$2.50**
Utensils in this set as illustrated to left.

WEAR-EVER Utensils are made of sheet aluminum, 99 per cent pure. The metal is thick and too hard to be easily dented. Don't fail to attend this special demonstration and learn about this famous wear. Bring your friends with you. Watch the papers for our SPECIAL COUPON OFFER.

5-pint Wear-Ever Sauce Pan, 80c kind, special tomorrow at **43c**
\$1.15 Berlin Covered Sauce Pan, 6-pint size, on sale at only **75c**
85c Lipped Kettle, 5-pint size, on special sale tomorrow at **57c**
45c Wear-Ever Lipped Sauce Pan, 2-pint size, on sale now at **25c**

A Flurry in Ribbons



10,000 Yards Beautiful New Fancy Ribbons on Sale at Yard **19c**

Main Floor—Daintiest of Ribbons for sashes, bows, girdles, millinery, trimmings, etc. Four-inch brocaded and moire velvets, 4 and 5-inch flowered Ribbons, 5-inch moire taffeta in staple colors, 4½-inch satin taffetas in white, pink, blue, red, etc. Also 5-inch taffeta with fancy edge in assorted colors. Priced very special, yd. **19c**

40c RIBBONS 25¢—Warp Prints, Flowered Taffetas, Taffeta with 1-inch checked edge, Taffetas with self-colored Ottoman edge **25c**
—widths 4½ to 5½ inches; worth to 40c up a yard, now at **25c**

65c RIBBONS 40¢—Warp prints, in light and dark colors; 6-inch plaids and checks, 7-inch faille moire in good colors. Worth to 65c. The yard **40c**

7½-inch Romans in dark combinations and 6½-inch Ombre Ribbons with 1½-inch moire edge. Values to \$1.10. On sale tomorrow at, yard **75c**

¾-inch Faille Ribbons, with striped border, and 7½-inch heavy grade Romans—dark colors. Values to \$1.65. On sale tomorrow at, yard **95c**

The Ribbon Sale of the Year—Don't Miss It!

The Great White Event



Department
2nd Floor

Department
2nd Floor

An April Shower of White

Undermuslins Reduced Some Less Than Half-Price

In the Big White Store, on the Second Floor, we will inaugurate the most startling stock-reducing sale of dainty White Lingerie ever held in Portland. Thousands of garments will go on sale tables at prices which will astonish the most expectant bargain-hunter. Only a limited number of the marvelous offerings are here enumerated—hundreds more equally as good await you throughout this department. Be sure and attend.

\$1.25 Gowns for 89c **\$3.50 Drawers for \$1.98**

Second Floor—Women's Gowns of splendid quality longcloth or crepe. Many dainty styles are shown in this special lot. New slip-over styles, with square or round neck. Trimmed with pretty laces, ribbons and embroidery. Regular \$1.25 grades now at **89c**

Second Floor—A most remarkable offering of Women's Drawers. These are shown in both open and closed styles, and the materials are very finest grade of lawns and nainsook. Effectively trimmed with \$1.98 embroideries and fine laces. \$3.50 Drawers **\$1.98**

500 Pairs of Drawers at ½ Price

Second Floor—Five hundred pairs of Women's Drawers enter this Great White Event at exactly HALF PRICE. The range of styles afford unlimited choosing. Among them are open and closed styles in circular or straight effects. Made of fine quality nainsook, trimmed with embroideries and laces in many beautiful patterns. \$1.00 grades on sale now at **50c** \$3.50 grades on sale now at **\$1.75** \$5.00 grades on sale now at **\$2.50** \$1.50 grades on sale now at **75c** \$4.50 grades on sale now at **\$2.25** \$6.00 grades on sale now at **\$3.00** \$2.00 grades on sale now at **\$1.00** \$4.75 grades on sale now at **\$2.38** \$7.00 grades on sale now at **\$3.50**

Leona Combinations Less Than ½ Price

\$1.00 to \$2.00 79c
Leonas for

Second Floor—Leona Combinations—three garments in one—Corset Cover, Drawers and Skirt. Made of fine soft quality nainsook, lace and embroidery—**79c** trimmed. Regular \$1.00 to \$2.00 grades at **79c**

Sanitary Aprons Less Than ½ Price

75c Grades 25c
50c Grades 25c

Second Floor—A sensational offering of Sanitary Aprons in well-known make at less than half price. We have these in large and medium sizes. **25c** Regular 50c to 75c grades. Special tomorrow **25c**

1000 White Petticoats Sacrificed!

\$1.75 Petticoats at 89c **\$3.50 Petticoats \$1.98** **\$6.98 to \$15 Petticoats ½ Price**

\$1.00 Grades 68c
Second Floor—Dozens of pretty styles from which to choose. Some with scalloped edges—others with lace and embroidery—trimmed flounces. Regular \$1.25 Petticoats on sale now at **89c**; **68c** regular \$1.00 Petticoats at **68c**

\$2.50 Grades \$1.48
Second Floor—In this lot we have grouped about 300 garments. Various styles; some embroidery, others lace trimmed. Made from good quality longcloth. Regular \$3.50 grades at **\$1.98** to **\$1.48** regular \$2.50 grades **\$1.48**

Second Floor—Beautiful White Petticoats in scores of dainty styles. Made from finest grade of English longcloth. Lace and embroidery trimmed. Regular \$6.98 to \$15.00 garments on sale **½ Price** now at exactly **½ Price**

98c Princess Slips 69c

\$1.25 Princess Slips at 79c **\$2.00 Princess Slips at \$1.38**

Second Floor—A wonderful offering of dainty Princess Slips at prices far below actual worth. Here are styles to suit every fancy. Some trimmed with fine laces, others trimmed with embroidery. All are made of excellent grade materials. Supply your needs now and save money. Regular 98c Princess Slips **69c** Regular \$1.65 Princess **98c** Slips. Priced special at **98c** Regular \$1.25 Princess **79c** Slips on sale now at **\$1.38** Slips on sale now at **\$1.38**

"S. & H." Green Trading Stamps Given With Purchases—Ask for Them



Shoes for Little Women!

Sale Extraordinary of **\$1.95**
\$3.50 to \$6 Grades in Small Sizes, the Pair

CENTER AISLE, MAIN FLOOR—To close out quickly about 500 pairs Shoes for little women we offer them tomorrow at above price. Standard makes from our regular stock. Among them are satins, cravenettes, patent leather in lace and button styles—suede, champagne kid, black and brown velvets and white Shoes of nubuck and canvas. We also include many styles in Women's Oxfords and Pumps. Remember, these are MOSTLY IN SMALL SIZES, but regular \$3.50 to \$6.00 **\$1.95** grades. Your choice tomorrow of these Shoes at, the pair