

MAKE YOUR RESERVATIONS NOW—MARSHALL 1456—OPENING NIGHT "IT PAYS TO ADVERTISE"—BENEFIT FLORENCE CRITTENTON HOME

Mail Orders Filled With Despatch and Exactness by Our Corps of Experienced Shoppers

With the Spirit of Spring and St. Valentine's Day to Greet You at Our Hospitable Portals—Tomorrow

Pleasure and Profit Await You in a Tour of This Store



Spring Hats

Knox, Phipps, Vogue Hyland and Burgess

—Roses, foliage, wings, feathers, biggest and highest of ribbon bows! Colors to rival the rainbow! That describes Spring Millinery!
—Flower and foliage confections lead. Demure, rolled-brim shapes, covered with leaves and flowers in prettiest color combinations.
—Tailored hats in wide array. Lisere and kid combinations, hems, Milans and other good straws show trimmings that are severe, yet the acme of style and chicness.
—Only two are illustrated. Hundreds await your inspection! —Fourth Floor, Sixth St.

The Spring Silhouette in Suits and Dresses



is clearly defined. The skirts are constantly growing wider, the waist grows snugger and everywhere there are little outstanding ripples and flares. Just a word about them—

The Dresses

are in lovely shades—soft pastel blues and rose and smoke grays—and of course mulberry and navy. A gray Georgette, on unusual lines, is trimmed in silver lace. An oyster-white rajah has rose-colored stripes of unequal widths for its only trimming. And there are simple taffetas, embroidered in spots of color—and dozens of other styles.

Priced at \$19.50, \$22.50, \$32.50 to \$65

The Suits

are varied in line and fabric. Among the most effective are the velours in large black and white checks, with white leather collar and cuffs. Many show hair stripes and checks, while the high shirred collar with outstanding frill is smart.

Priced \$19.50, \$22.50, \$45.00 and \$47.50



—Fourth Floor, Fifth Street



New Blouses

Just Out of Their Wrappings Brilliant and Sober Models!

—And they're beauties—every one. You'll have to become used to some of the brilliant hues—like peach, rose, bisque, Nile, and, of course, there are pink and flesh and white.
—The materials in these smart new blouses are mostly crepe de chine, Georgette crepe and the new fabric—LaJery silk—a silk-woven material somewhat resembling jersey—and very effective.
—Pretty tub silks, too, are very popular—mostly in very handsome striped patterns. Long sleeves and high-low collars prevail. The prices range from \$3.95 to \$10.
—Fourth Floor, Central.

New Auto Caps

—"Mary Pickford" style, with loops attached for veil. Soft suede and real kid—all white, purple, greens, blues, browns and many effective combinations—\$1.75 to \$2.50.
—Main Floor, Fifth Street.

Annual Sale Perrin's Sample Gloves for Women

—\$1.27 is the price tomorrow for gloves of the famous Perrin make—regularly \$1.50 to \$2.50—for we were fortunate enough again to secure this wonderful sample line of women's high-grade gloves. We are exclusive Portland agents.

—Included in the line are capes, mochas, glace, doeskin and chamois. Black, white, gray, tans, chamois and natural colors—gloves for street and "dress" occasions. Plain embroidered and two-toned embroidered back, P. X. M. overseam and P. K. sewn. You know what Perrin's gloves are—of highest repute and best wearing qualities—tomorrow \$1.50 to \$2.50 qualities at \$1.27.
—Main Floor, Fifth Street.

Pyralin Ivory

—In a new shipment just unpacked are the daintiest and newest toilet-table accessories in Parisian Pyralin ivory.
—Novelties in ivory bud vases, candle holders and shades.
—Main Floor, Sixth St.

New Silks and Dress Fabrics

Many Examples of Fashion's Edicts Massed In Our Spacious Second-Floor Department

—All indications point to silk as a leading factor in women's apparel this Spring. Taffetas are more in evidence than ever, especially large plaid and wide striped patterns, with changeables and plain colors close followers.
—Soft tub silks, cords and the like also in splendid variety.
—The new silk Melrose cloth, in 29 lovely colors, is in. 38 inches wide. Priced at \$1.
New Tub Silks, smart stripes and many combinations, yard, \$1.25, \$1, 75c.
New Taffetas—stripes, checks, plaids—24 and 36, yard, \$2, \$1.50, \$2.
Dress Goods, new black and white stripes, fine quality, yard, \$1.25 to \$2.50.

Black and White Checks, best assortment, different styles, yard, 50c to \$2.
All-Wool Poplins, full showing newest colorings, the yard, \$1.50 and \$1.
All-Wool Gabardine, for dress or suit-making, yard, \$1, \$1.50 to \$3.

Hemstitching Free for one week. Hems hemstitched on all pleated skirts where orders are taken in our silk goods department.

Plain tailored skirts, 50c. Pleated tailored skirts 75c. Basting and fitting done, ready to finish if materials bought here. Offer for short time only.

Man-tailored skirts made for \$1.50 and \$2.50. We will cut, fit and finish complete, if materials bought here—limited time only.

—Second Floor, Fifth Street.

Corset Style and Comfort



are equally essential to correct corseting! These points are explained in the



Demonstration

This week in our Corset Store. Mrs. A. L. Craig, expert corsetiere, comes right from the Nemo Hygienic Fashion Institute to explain the new features of the Spring corsets and give individual assistance where required. Whether you are in immediate need of a new corset or not, do not miss this demonstration.

New Nemo Models \$2 to \$5
—Third Floor, Sixth Street.

New Spring Voiles, Organdies

Height-of-the-Season Wash Fabrics Are Here In a Profusion of Styles and Pretty Patterns

—Cotton fabrics lend themselves most effectively and happily to the new bouffant style of frock.
—Color is everywhere and designs are striking in the extreme. Large plaids, wide stripes, large flowers—that's what the buyer told us when we asked for particulars.
—And the diversity is so great that we can but touch upon a few of the leaders. All are very moderately priced.

Ask to See the New Bordered Voiles, Plaid Voiles, Flowered Organdies, Awning-Striped Voiles, Silk and Cotton Marquisette

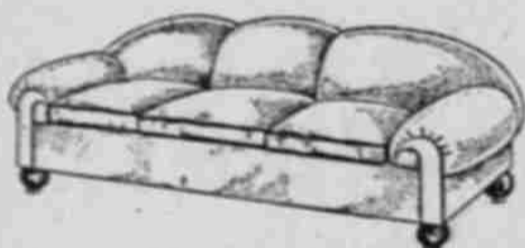
New Awning-Striped Voiles—green, black, navy, rose, khaki, burnt orange—25c
38 inches wide, yard.....
New Plaid Voiles—large effective checks and plaids, in dozens of fine combinations, 38 inches, yard..... 35c
New Imported Voiles—lovely rose and Dresden patterns, on white and tinted grounds, 38 inches wide, yd. 75c
Silk and Cotton Voiles—Copen, pink, watermelon, green, rose and light blue, 38 inches, yard..... 75c

New Bordered Voiles—floral and Bulgarian borders, loveliest colorings, 45 inches wide, yard..... 75c
Silk and Cotton Marquisette—(rose design), lovely shades of lavender, yellow, pink, blue, etc., 36 in., yd. 60c
New Imported Madras—several handsome and effective striped patterns to choose from, yard, 50c and..... 35c
New Spring Madras—figured and striped patterns in endless variety, 32-inch width, yard, 25c and..... 20c

—Second Floor, Fifth Street.

NEW, DISTINCTIVE OVERSTUFFED

Davenport



Made in Our Shops

—Eleven distinctive patterns, some derived from the best shops — American and foreign—others absolutely original with us. Made by our own master workmen.

—Specially tempered coil springs, the finest selected qualities of curled hair and white down, covered with denim, so soft in tone and pattern, so fine in quality, it looks like a fine tapestry. Three styles—plain, tufted and with English cushions. Made in any size to your individual specifications. Every one guaranteed. Priced from \$42.50 upward.

—Any Davenport purchased this month will be covered, if desired, without extra charge for labor.
—Eighth Floor, Sixth Street.

Here Are Wonderful New Laces

Very Specially Priced—Bought Before Market Advanced

St. Gall Net Top Laces
Narrow Widths, yard 25c to \$1—Wide Laces, yard, \$1 to \$5
—Elaborate and dainty designs, some finished with fillet and Venise edges. 18 to 30-inch flouncings for gowns and blouses.

French and German Vals 25-Inch Baby Flouncing
75c qualities, the yard, 49c.
86c to \$1 grades, yard, 69c.
\$1.25 to \$1.50 Grades, Yd. 98c
—Fine lawn, dainty patterns, hemstitched, ruffled and plain edges.
\$1.25 to \$1.50 All-Over Embroidery, Yd., 98c
—Dainty floral and eyelet patterns, on fine nainsook, 25 inches wide.
—Main Floor, Fifth Street.

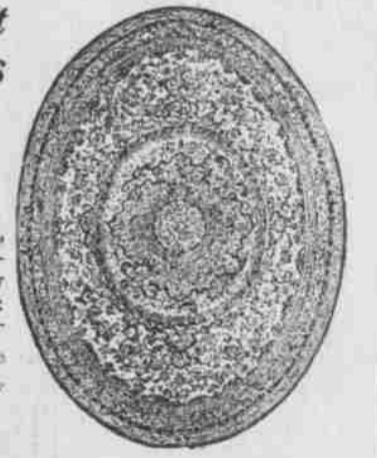
THEY ARE DURABLE AS IRON

Bundhar Wilton Rugs Only at M.&F.'s

Introducing the World's First OVAL Wilton Rug

—Beautiful designs and colorings, perfect workmanship and exceptional durability in these new rugs. Some of the special features:
—(1) They fit up into the bay window—no small rugs required.
—(2) Do not entirely conceal the beauty of hardwood flooring.
—(3) Insure pure piano tones by affording needed bare flooring.
—(4) No corners to turn under.

—Size 9x12. Price \$57.50.
BUNDHAR WILTON RUGS—New Patterns—27x54, \$5.50; 36x63, \$8; 46x76, \$18; 6x9, \$30; 8x10-6, \$48; 9x12, \$50.
—Seventh Floor, Fifth Street.



The Newest in Trimmings

—Color, you know, is rampant this season—the brighter the better, too. And in trimmings many of the happiest color touches of fashion are to be achieved.

Piette Passementeries—A sort of sequin effect carried out in iridescent, pearl, rose, sapphire, jet and gold blendings—for evening gowns.

—New Leather Trimmings—Tassels, buttons and edgings, in black and white, natural, saffron and reds, combined with black.
—Main Floor, Fifth Street.

—Rosebud Trimmings—Pastel combinations of chiffon and satin—with natural-looking branches of silk cord. Lovely gold and silver rosebud effects.

Boys' Wash Suits



—Effective new suits for the little fellow—Norfolk and middy styles, with white and fancy Eton collars and straight knee pants.
—Brown, tan, blue, black and white stripes, blue striped rose and plain white suits. Sizes from 2 to 10 years.
—Priced at \$1 to \$5.
—Third Floor, Fifth Street.

Pin Seal Bags

\$2.98

As Illustrated



—The newest designs in Spring handbags!
—Made of genuine pin seal, both polished and dull.
—Silk lined and fitted with mirror and purse.
—With leather steadily advancing, an unusually attractive special price—these Handbags at \$2.98.
—Main Floor, Sixth Street.

Famous Emmerich Feather Bed Pillows

—Covered in fancy art ticking. Filled with perfectly odorless feathers.
\$1.50 Pillows at \$1.29 | \$2.00 Pillows at \$1.69
\$2.50 Pillows at \$2.15 | \$3.00 Pillows at \$2.69
\$4 Emmerich Feather Bed Pillows, \$3.65
\$4.50 Fancy Plaid Blankets, Full Bed Size, \$3.85
—Second Floor, Fifth Street.

Embroidered Baby Flannels

—1 1/4-yard pieces in box. All dainty patterns. Were \$1.25 to \$1.50, each

98c

—Second Floor



Established 1857
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

Wardrobe Trunks Are All Reduced!

"Indestructo" and Hartman Models Must Go Before New Arrivals

\$55.00 Indestructo Wardrobe, slightly worn, only one of these \$30.00 trunks.....
\$85.00 Indestructo Wardrobe, discontinued model, only one of these trunks..... \$35.00

\$75.00 Indestructo Wardrobes, discontinued models, three in the lot..... \$60.00
\$68.50 Indestructo Wardrobes, discontinued models, three in the lot..... \$54.85

\$57.50 Indestructo Wardrobes, discontinued models, two in the lot..... \$46.00
\$55.00 Indestructo Wardrobes, discontinued models, three in the lot..... \$44.00

—Hartman Wardrobe Trunks, 14 in lot, to be sold at greatest discount ever given on this famous Trunk.
—Basement, Sixth St.