

EXPERT OPTICAL, JEWELRY AND WATCH REPAIRING AND CLEANING AT LOWEST PRICES—PROMPT SATISFACTORY SERVICE—MAIN FLOOR

**NEW! Women's Fancy Silk Hosiery!**

—Our patrons will welcome the announcement that two fine lots of silk hose for Spring wear have just been received by express and will be on display and sale tomorrow. There are all-silk hose in drop-stitch effect shown in a good range of fashionable colors at \$1.75, and silk hose with lisle tops and soles in black and white vertical and horizontal striped effects. These at \$1.25.

—Hosiery Shop, Main Floor

*Theier & Frank Co.*  
Established 1867  
THE QUALITY STORE OF PORTLAND  
7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th

**Kodak Precedence**

—Belongs to our Kodak Shop. We have at all times complete new stocks of Kodaks, cameras and all supplies. Developing and printing by experts. Enlargements a specialty. Films left before 6 P. M. ready by 11 A. M. next day.

—Kodak Shop, Main Floor.

**Expert Chiropody**

—Is only one of many excellent features for which our Beauty Shop is noted. All foot ills easily and safely removed. Appointments by phone or personal visit. Satisfaction assured. All-day service.

—Beauty Shop, Fifth Floor.

**THE MOST IMPORTANT PAGE OF NEWS IN THE PAPER TODAY**

Filled as It Is With News of Spring Arrivals and Good Tidings of Unusually Worthwhile Savings

**New Fabrics for Spring**

—Just a hint of the pretty new Spring fabrics awaiting your inspection in our Wash Goods Shop. Many new novelties arriving daily.

38-inch Voile in new Paisley and Persian effects. Both light and dark colorings. Yard 75c.  
38-inch Voile with colored grounds and Persian stripes and polka dots. Yard 60c.  
36-inch Silk and Cotton Tussah in jacquard effect and dark grounds in Persian design. Pretty shades of blue, old rose, navy, gray and natural tones. Yard 75c.  
28-inch Mercerized Linen Suitings in navy blue, old rose, pink, light blue, green, orange, gray and natural color. Yard 39c.

—Wash Goods Shop, Second Floor

**Spring Hats From Vogue****Burgesser & Phipps**

—There is all the charm of the unexpected in the new hats that have just come in from New York. There is a certain gaiety about them that bespeaks a bright Spring season. Every one is charmingly different from every other one.

**HIGH CROWNS, BRIMS—EVEN ON TURBANS—AND DROOPING EFFECTS**

are among the newest and most favored styles. One large Burgesser is of black lisere straw in brightly polished finish, with underfacing of natural peanut straw and the high crown decorated in front with a single white ribbon rose. Another hat is of fine green Milan with champagne-colored taffeta, embroidered in bright-hued silks. Tiny black turbans and violet colored tricorns are practically untrimmed save for a single flower or high stickup. New "La Charme" Motor Millinery now here. And many of our own designs.

—Millinery Shop, Fourth Floor

**READY TOMORROW!**

Thousands of Yards Crisp, New

**1917 Embroideries**

—Fortunately for us and for you we placed heavy orders for these new embroideries months ago and have thus been able to secure the pick of the market on the most favorable terms. The fruits of our foresighted activities are yours tomorrow in this first showing and sale. Exclusive new designs await your choosing. Here is only a hint:

—Swiss flouncing in narrow ruffled-edge styles. 25-inch width. Yard \$1.25 to \$1.98.  
—Organdie dress flouncing in 18 and 27-inch widths, with bands to match. White embroidered in Dresden and Paisley designs. Yard \$2.25 to \$4.  
—Organdie edges for neckwear. All white and solid pink and blue. Some with one-inch pleating.  
—Ribbon beadings, imitation handwork on Swiss and nainsook. ¼ to 2-inch. Yard 12c to 65c.  
—Nainsook allovers in eyelet patterns for yokes and camisoles. 20-inch. 65c and 75c values 49c.  
—Baby flouncing, finest edge. Imitation handwork design. 27-inch. 75c value 59c. Yokes to match 25c.  
—Batiste dress flouncing, 45-inch width, worked to a depth of 18 inches. \$1.50 values 98c.  
—Corset cover embroidery with Venise edge. 18-inch. 60c values 39c.  
—Baby sets, Swiss, in dainty new patterns. Insertions and edges ¼ to 3 inches. 10c and 15c values, yard 8c.  
—Organdie dress flouncing, white embroidered with colors—Copen, rose and black. \$1.25 values, 18-inch, 89c; \$2.00 values, 40-inch, \$1.50.  
—Organdie flouncing in very neat designs. 45-inch. \$2.50 values \$1.98.  
—Transparent voile, 45-inch. \$2.00 values \$1.49.

—Embroidery and Lace Shop, Main Floor.

**SUIT SHOP SHOWING Smart Spring Styles**

That tantalizing touch of Spring in the air—no sooner felt than gone—is bringing forth the most fascinating hints of Spring wearables in our Apparel Shop. The new Spring silhouette is strongly suggested and the most fetching spots of bright color relieve the somber Winter tones. By every express our buyers now in the East are sending boxes full of the most attractive new apparel. The self-same styles now being shown on Fifth Avenue are here for your inspection tomorrow. Interested shoppers have learned that our advance models are authentic—come in and see what's new!



**SUITS** are delightfully simple. There is a certain suggestion of the typical American girl and American woman in the new Spring suits. Sports styles are high in favor, with their free and easy grace, large, becoming collars and novel belts. Jersey cloth is delightfully developed, and the silk suits are altogether irresistible. Serge suits are quite simple and promise to be "good." Priced from \$25 to \$57.50.

**DRESSES** are so closely allied to suits that it is often difficult to distinguish a plain taffeta dress from a simple jacket suit. Georgettes are favoring touches of heavy chenille, metal or silk embroidery to emphasize their own sheerness, and many Georgette frocks combine solid colors and printed Poiret designs to good purpose. Touches of embroidery are seen everywhere and give an air of elaborateness to new silk frocks. Wool serge, smart, tailored and of comfortable weight is shown in many tailored dresses. Priced at \$10 to \$75.

**COATS** lean strongly toward high-colored sports models. Jolly greens and bright purples vie with the softer tones of tan and blue for popularity. One white jersey has a wide band of golden yellow embroidery in Chinese design around the bottom of coat and edge of large collar. Chain stitching and glove stitching in contrasting colors are found in many intricate designs, as well as rows of straight lines. Plain sports coats with large collar, pockets and belts are here in every shade. All are simple, but very smart. Priced at \$12.50 to \$45.

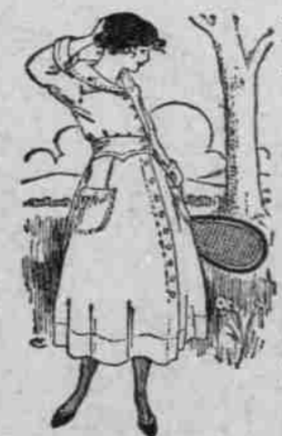
—Apparel Shop, Fourth Floor

**THE NEW MME. IRENE CORSETS FOR SPRING**

—The woman of fashion knows that her new Spring costume cannot be really smart unless fitted over a corset built on the very newest lines. While Mme. Irene corsets are made of the very finest materials—it is their impeccable style combined with a healthful comfort that has brought many women to consider Mme. Irene the foremost corset designer in America.

—These new models are designed for the very new and very straight-lined figure and other models are constructed for the equally smart in-curved waistline. Some show the very low bust, while others are high, but the long skirt still is an important feature.

—Fitted by expert corsetiers. Priced at \$6.50 to \$12.

**New "Dix" House and Porch Dresses**

—Well-dressed women throughout America appreciate the value of a well-designed and well-made house or simple afternoon dress. "Dix" dresses are neatly made and finished and fit well. New models of good ginghams, percales and lawns in plain shades of pink, light blues, lavender, green and fancy stripes and checks are priced at \$1.50, \$2.00, \$2.50 and \$3.00.

—**BASKETBALL and TENNIS DRESSES** of the famous "Dix" make are in neat and simple designs. These are of good quality pique and moderately priced at \$3 and \$4.

—**NURSES' UNIFORMS** in pure white or gray striped materials are now being shown in all sizes. Both high and low neck styles. Priced \$2.50 to \$5.

—**MAIDS' BLACK OR GRAY UNIFORMS** of black or gray wool alpaca or cotton wash materials are here in neatest styles. Priced \$2.50 to \$7.50.

**E. M. C.—The First Athletic Union Suit**

—Women will enjoy this new feature in underwear—the athletic union suit. The illustration gives you an idea of the style—a well-fitting, practical garment made of such fine materials as dimity, batiste, crepe, in porous weaves, finished with elastic, non-chafing, closed crotch. In sizes 34 to 44. Priced at \$1.25, \$1.50 and \$1.75.

—Third Floor, Sixth Street

**New Arrivals in Women's Neckwear**

—Tomorrow our Neckwear Shop makes a special showing of the new and fashion-favored neck fixings for Spring wear. New styles, new shapes, new colors are here in new Spring collars. Pretty patterns in new and old gold, chartreuse, citron and rose shades. Plain or button effects. Moderately priced at \$2.

**FIBER SILK SCARFS \$3.49** —Extra heavy quality with fringed and tasseled ends in 16-inch width. Effective combinations of purple and white, blue and white, apple green and white.

**NEW TIES 50c TO \$1.25** —Just received. An attractive array of new ties in Windsor and sports effects. Plain and fancy patterns. All new Spring colors at these low prices.

**\$1.00 to \$3.00 Sample Neckwear 79c**

—Just in by express, forwarded by our neckwear buyer, now in the Eastern market. Exactly 684 pieces that include collars, sets, vestees, guimpes, stocks, fichus and jabots. Among these, new Paisley collars; others of Georgettes, satins, chiffons, nets, organdies and voiles. Some have plain or fancy edges of Val. lace, fluted styles, hemstitched and picot edges. Some hand-embroidered patterns. Tomorrow these new arrivals reduced from \$1-\$3 to 79c.

—Neckwear Shop, Main Floor.

**10c Charter Oak****Crochet Cord 6c**

—A thread that may be used for crocheting on centerpieces, library scarfs, pillow tops, etc. Colors are cream, white, ecru and black. Tomorrow, ball 6c.

**65c GOWNS 39c**

—Completely made of excellent chalk finish longcloth. Stamped to embroider in a variety of pretty designs. Choice of either round or square yokes.

**LAUNDRY BAGS 50c**

—All ready for use. Made of cretonne in pretty shades that will harmonize with the color scheme of any room.

—Art Needlework Shop, 2d Floor

**GREAT SALE 800 PAIRS****Marquisette and****Scrim Curtains**

—Just received 800 pairs of splendid qualities Marquisette and scrim curtains in a special purchase direct from the mills. All fresh, new, good styles and commercially perfect curtains. Come in tomorrow and share in these good savings:

**\$2.75 Curtains, Special at, Pair \$1.50**  
**\$3.50 Curtains, Special at, Pair \$2.50**  
**\$4.00 Curtains, Special at, Pair \$2.95**  
**\$4.50 Curtains, Special at, Pair \$3.25**

—Curtain Shop, Seventh Floor.

**New Sports Sweater Coats of Wool Jersey and Silk**

—The old-fashioned sweater has blossomed forth into the most elaborate new affair—more closely akin to an ultra smart sports coat than an unassuming sweater.

—Our newest models are of fine wool jersey or silk crepe de chine in beautiful shades of navy blue, rose, ocean green and white. There are striking new designs, with large collar and full skirt, with touches of contrasting color. Priced \$18 to \$25.

—Sweater Shop, Third Floor.

**The Newest Blouses****ONE ILLUSTRATED**

—Materials in the newest blouses range from sheerest, transparent Georgette to heavy Surrah and taffeta silks. The Georgettes and Crepe de Chines are in delicate tones of flesh, tea rose, peach and white with a goodly sprinkling of Paisley effects.

—Novel sleeves and cuffs, bizarre touches of colored embroidery and tassels and beads distinguish the newest blouses.

—Heavier taffetas are in soft pastel stripes or brilliant checks, with contrasting collar and cuffs and large bow tie. Dainty voiles show touches of embroidery and lace on flat rever or frill. There's novelty and distinction in every blouse we're showing. Moderately priced \$2.75 to \$15.

—Blouse Shop, Fourth Floor.

**Valentine Books & Tokens****of Sentiment in Wide Array**

—Riley's "Love Lyrics"—special edition at 75c; Riley's "An Old Sweetheart of Mine"—special edition at 50c; "The Value of Love"—in leather binding at \$2—three acceptable Valentine books.

—Quaint tokens of sentiment—especially made to please the youthful heart—are of unusual cleverness. Cardboard youths and maidens arrayed in cloth are quite delightful. Large lace-paper affairs and simple cards are here in endless variety. Priced 1c to \$1.00. A novel valentine idea is the new box of materials—with complete instructions for making a number of valentines—priced 30c.

—Fancy Valentines, 1c to \$1; Valentine decorations and lunch sets, 50c; red cutout hearts, all sizes, package, 10c; Valentine paper napkins, dozen, 10c, by the hundred, 40c; Valentine paper plates, package, 25c and 35c.

—Stationery Shop, Main Floor.

**New Dress Goods**

—The new Spring coatings are here in splendid assortment. New velour, Bolivia cloth and plaid coatings in smart shades of green, mustard, pumpkin, rose and violet. New wool plaid and striped suitings in sports color combinations. New wool jersey cloth for sport suits, sweaters and coats. New silk and wool poplin in a full line of wanted colors. Other new and popular fabrics include wool poplins, serges, gabardines and suitings.

—Skirts accordion, knife or box pleated, \$1. Take advantage of our tailoring service. Skirts or tailored dresses cut, basted, fitted and made ready to finish. Ask any salesman for particulars.

**The New Silks**

—Our big daylight silk section is ready with a fine showing of wanted new materials. Included are:

—New sport silks, plaid and striped silks in newest color combinations.  
—New crepe de chines in a complete assortment of colors.  
—New Georgette crepes in the new colorings.  
—New taffeta silks.  
—New satins and messalines.

—Paisley designs are much in demand. See our assortment.

—Silk and Dress Goods Shop, Second Floor.

**Special Sewing Machine Offer**

—This beautiful \$5 sewing rocker will be given absolutely free with every purchase of an Eldredge Two-Spool or Eldredge Rotary Sewing Machine sold this week.

—The Eldredge Two-Spool bobbinless rotary sewing machine is the only sewing machine in the world that sews directly from two spools of thread. No bobbins to wind.

—The Eldredge Rotary Sewing Machine is wonderfully simple in construction and has a combination of labor-saving features that will warrant your investigation. —See our large assortment of low and medium-priced machines.

**\$1.00 DOWN—\$1.00 WEEK NO INTEREST—NO EXTRAS. LIBERAL ALLOWANCE MADE ON YOUR OLD MACHINE.**



—Second Floor, Fifth Street.