

PORTLAND'S GREATEST STORE

EXPOSITION CITY OUALITY

This Store is the Heart of Portland's Shopping District for Thrifty Folk Looking for Greatest Values SCHOOL OF DOMESTIC

Ve always provide merchandise exceptionally good for our patrons, goods not obtainable elsewhere; newer, brighter and prettier styles, absolutely correct, authoritative fashions and de-endable qualities at prices less than other houses are willing to accept. ENORMOUS SALES AT MODERATE PROFIT IS OUR RULE!

WE MAKE MORE MONEY ON THE BUYING END OF MERCHANDISING THAN ON THE SELLING

Any observing person who walks thro' Portland's shopping district during business hours will note that this store has the biggest crowds of any of the city shops—the news has gone abroad and been proven true that better goods are here than elsewhere, and that prices are everlastingly lower. This powerful organization is in control of the markets and is bound to undersell competition of every sort, great and small. We are price dictators, our leadership is privately acknowledged by every house in the city and publicly heralded by hundreds of thousands of shoppers thro'out the northwest and in the markets of the world as PORTLAND'S GREATEST STORE. We print below excerpts of a store full of tremendous bargains that even our own record of the past few weeks, great though it has been, has not equaled.

WORTH-WHILE BARGAINS IN

TEA ROOM

Under the Auspices of Portland Y. W. C. A.

Menu for Wednesday, April 26

Cream of Celery Soup Potato Salad

Omelet Spanish

Brown Bread Ham Sandwiches
Bread and Butter Hot Rusk
Lemon Pie

Coffee Chocolate Milk in Bottles

Men's Spring Toggery

EN'S 20c SOX 2 PAIRS FOR 25 CENTS.

Men's Sox, in the new cyster-gray shade, seamless and a good weight for spring and summer wear, our best 20c val.; special at, 2 pairs for.... 256 EN'S \$1.00 SHIRTS 59 CENTS-

VALUES THAT HAVE CREATED A STIR

Dress Goods and Silk Stores

FIRST FLOOR-SOUTH ANNEX.

Unmatchable Bargains Continue Wednesday. 4-INCH ALL-WOOL BUITINGS, in neat checked and striped effect, all in the new spring shades, regu-lar \$1.50 goods; special for the week only, rd. 984

Black Dress Goods

Ronaing Silk Specials

NEW 1965 SUIT SILKS—Every color and new design shown this season—Taffetas, Louisine, Messalines and Chiffon Taffetas; a few of the styles are em-broidered dots with check grounds, check grounds with illuminated dots, printed warps, Dolly Var-den effects, etc.; divided in three immense as-

COME WEDNESDAY AND ENJOY THE BARGAIN TREAT OF THE SEASON IN THE

Shoe Store

FAIR-WAY FOOTWEAR AISLES. FIRST FLOOR -- WEST ANNEX. MEN'S SHOES.

WOMEN'S SHOES.

MISSES' AND CHILDREN'S SHOES AND SLIPPERS.

CHILDREN'S \$1.00 SLIPPERS \$9c—Child's TwoStrap Slippers, with spring heels, our \$1.00 value;
special at

MISSES SHOES, in patent colt and enamel calf, lace
style, since it to 2, our regular \$2.50 value; special sale price

CHILDREN'S FINE GLACE RED KID SHOES,
spring heels, lace style—
Sizes \$ to 5, reg. \$1.75 val.; special at...... 79c
Sizes \$ 56 to 12, reg. \$2.00 val.; special at...... \$1.18

ELKS' FARTY OPENS TONIGHT



People Thousands of Dollars on Given Away! Earth

Best

In prizes to fortunate folk. Admission, 25c; season tickets, \$1.00. GO TO and aid one of the most worthy and unostentatious CHARLESS in the world, conducted by a noble order. *********************



Women's Smart \$2.50 Street Hats at

BIJOU MILLINERY BALONS

Second Floor Annex.

The prestige of our Millinery Salons is strengthened this season by its triumphs in High Art Creations—and so well established is our reputation for exclusive models that no woman is content to select an expensive hat without consulting her tastes—hare.

But the popularity of this department is seen to a greater extent in the Medium and Popular-Priced Hats, products of the expert artists in our own work-room. Hats which show all of the style and beauty of the more aristocratic creations at very slight cost to the purchaser. Wednesday affords an excellent example of our leadership in value-giving in the lower price lines of Smart Millinery. We have grouped a lot of \$2.00 and \$2.50 values in Pretty Ready-to-Wear Street Hats in all the leading colors and shapes for all ages from miss to matron—Turbans, Sallors, Continentals, etc.—The greatest Hat values offered yet this season. Choice, OSC Wednesday only, at.

BIGGER VALUES FOR THE MONEY WERE NEVER OFFERED THAN IN WEDNESDAY'S SALE OF

Women's Suits, Coats, Skirts and Waists

In the Grand Salons,-Second Floor

LARGEST APPAREL STORE FOR WOMEN WEST OF CHICAGO WITH DOUBLE THE STYLES AND GARMENTS OF ANY OTHER PORTLAND HOUSE.

Wednesday Concludes These Special Inducements Printed Below

This is absolutely the greatest value-giving event in Women's New Spring and Summer Apparel ever attempted by any Portland House. Read the list.

ouse effects, with peplum, 9-gored plaited flare skirt, button trimmed, colors black, blues and browns.

\$38,50 Suits for \$29.85. y tweedish mixtures. In blouse effects and with fancy braids, novelty buttons and ornaments. In blacks, blues, greys and tans, in mixed effects and rich navys.

\$20 Suits for \$14.95.

Panama cloths and attractive fancy mixtures, blouse effects, Bishop sleeves, skirts in both flounce and fancy plaited effects, fancy braid and button trimmings. Blacks, blues, browns and mannish fancy mixtures. \$25 and \$28.50 Suits for \$19.65.

Etamines and fancy Tweedish Mixtures, Etons, blouse and jacket styles, skirts fancy plaited, plain tailored and trimmings of fancy braids, buttons and taffets. Plain and fancy sleeve effects. Blacks, browns, blues and handsome mixtures.

EXTRAORDINARY SALE OF SMART SILK SHIRTWAIST SUITS.

\$18.50 Shirtwaist Suits for \$12.98. In rich-handsome black, brown and blue taffets in strapped and plaited trimming effects with buttons, Bishop sleaves, nine-gored flars skirts with double stitch seams.

Women's \$12.50 Coats for \$8.95. In black serges, cheviots and tan coverts, corset fitting and loose back bory effects: all strictly tallor-made in both collariess and notched collar effects. Some are full lined with heavy satin; the box coats are unlined, strap and button breasted, corset-fitting, full satin lined, with strap and button trimmings.

Beautiful, crisp and rustling taffetas with fancy shirred and tucked waists and skirts to match; Bishop sleeves. Blacks, blues and browns and handsome change-able effects in garnets, greens and browns. A SALE OF STYLISH, DISTINCTIVE, SMARTLY TAIL ORED JACKETS AT EXCEPTIONAL SPECIAL PRICES.

Women's \$18.50 Costs for \$12.78.

A GREAT SPRING SALE OF WALKING SKIRTS FOR EASTER WEEK.

\$7.50 Walking Skirts for \$3.98.

Cut in full, round lengths, from handsome, serviceable Panama cloths, fancy tweeds and canvas cloths, in plaited, flare and flounce effects; tans, grey mixtures, blues, browns, blacks and attractive, mannish mixtures. Special Sale of Silk Drop Skirts.

\$5.00, \$7.50 and \$8.50 Values for \$3.98.

Superb Silk Taffeta Skirts, with drop, cut en traine, in accordeon plaited, ruffled and flounce styles, trimmed in rufflea and ruffled effects. Blacks, blues, tans, browns, navy, gray, green and white.

\$10.00, \$12.50 and \$15.00 Values for \$7.95.

\$12.50 Walking Skirts for \$6.98.

Cut in full, round modish lengths, in fancy platted and the new "umbrella" styles, from very stylish and serviceable materials, including alpaces, etamines and Panamas, in blacks, blues and browns. Umbrella effects have gored flares.

Dainty Lawn Waists in the Sale. POSITIVELY MATCHLESS VALUES. Women's \$5 Waists for \$3.45.

Of sheer lawn, trimmed in fancy lace yoke effects, backs tucked, Bishop sleeves, with lace cuffs to match yoke.

Women's \$6 Waists for \$3.98.
Same as above, except that fronts are handsomely and elaborately embroidered.

BARGAINS THAT AROUSE ENTHUSIASM IN THE

Women's Toggery Shops

35c AND 40c RIBBONS 25c YARD. BEAUTIFUL ORIENTAL LACES—VALUES FROM 18c TO 80c THE YARD; SPECIAL AT 194.

RIBBONS WORTH 50c FOR 25c YARD.

16c BELTS FOR 25c.

EXTRAORDINARY HANDKERCHIEF SALE.

Big Special in Popular Wash Fabrics Wash Goods Alale-First Floor.

Pine Jacquard Piques, soft, medium weight, in handsome raised effects; special price, the yard

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OF THE NORTON WINS FIRST PRIZE in the International Correspondence School Voting Contest WITH 558,480 VOTES

ARTHUR TAYLOR OF M. & A. SHOGREN CO. WINS SECOND PRIZE WITH 342,096 VOTES

THE GRAND TOTAL VOTE CAST WAS 1,085,599

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The contest opened Monday, February 13th, when the house of OLDS, WORT-MAN & KING announced they would present a free scholarship in the L. C. S. course to the employe of any house, other than their own, who should receive the largest number of votes in a popular public contest to last 10 weeks, ending last Saturday, April 23. The educational feature at once gained favor with the public, hundreds of candidates names appearing during the contest, but finally narrowing down to two or three about when the interest has been intense. Early in March the firm of OLDS, WORTMAN & KING generously responded to a popular request and offered a second price of a second scholarship with the same school. The winners of both of these valuable prises are mere boys whose friends number among the thousands. They would be dangerous antagonints, indeed, to any of the aspirants for the Mayoralty if their age allowed of their becoming candidates. We sincerely congratulate both lads and feel positive, indeed, that the scholarships so fairly won in a most stubborn conject will be used as stapping stenes to a most successful business or professional career. We hope to be able to publish the likenesses of both youngsters soon, with a word or the most latest them. We thank all who have caused this to be one of the most latest of even more interest to offer the public approval. Even your and always doing something stere.

Supply Undermuslin Needs Now

BECOND FLOOR ANNEX SALONS.

Dainty Undermusline at prices for Wednesday that

Ladies' Fine Corset Covers, in round, square and V-shaped neck, trimmed in many styles, with fine Swiss and Hamburg embroidery, Torchen, Valenciennes and Ciuny laces, heading and draw ribbon; regular price \$2.25 and \$2.50; special at

Petticoats at One-Half Price

Black Sateen Petticoats & Price

Children's Dresses for Half

In the Art Shop

New Fancy Stilk Battenberg Braids, Rings, Rose Threads and Patterns, in Art Department.

Another shipment of Rayal Worcester Summer sets came in; prices up from.....

SPECIAL BALE OF

Oil, Gasoline and Gas Stoves

GARDEN TOOLS, WINDOW SCREENS AND RE-Third Floor. BLUE FLAME COAL OIL STOVES.

LAMP STOVES GASOLINE STOVES

OVENS. HARDWOOD ADJUSTABLE WINDOW SCREENS.

REFRIGERATORS. Of all kinds; priced at, each, up from \$7.50

ICE BOXES. A BIG SPECIAL SALE OF REAL RENAMEDANCE