

See Grocery Advertisement Page 3, Sec. 5—Breakfast Tomorrow in Our Beautiful Seventh Floor Restaurant—Good Menu, Fine Service  
Principal Portland Agents Globe-Wernicke Book Cases—Buy a Sewing Machine, Club Plan, \$2 at Time of Purchase, \$1 Per Week

# The Great "Made-in-Oregon" Exposition

MANY additional features mark the second week of this great "Made-in-Oregon" Exposition of the Manufacturers' Association at Meier & Frank's. While you watch, busy workers are transforming the raw materials into the finished product.

Shirts, overalls, mattresses, bed springs, pottery, tents, gas mantles are being made right on the Exposition floor—and in the show windows. It's a sight no man, woman or child can afford to miss. Come tomorrow!

Northrup & Sturgis, fruit syrups.  
Oregon Brass Works, booth.  
Eau Bros, woodenware, booth.  
German Mig. Co., furniture, mattresses, etc., booth.  
Pacific Coast Safe & Lock Co., booth.  
Oregon Plating Works, booth.  
Felt's Feather Co., working exhibit.  
Portland Furniture Co., booth.  
Oregon Furniture Co., booth.  
Pacific Bonebrake Co., working exhibit.  
Albers Bros. Milling Co., booth.  
Kiser Hand-Colored Photos, booth and window.  
Pacific Tent & Awning Co., working exhibit.  
Hendel Bros., working exhibit of shirts and overalls.  
Cooper & Co., tailors, booth.  
Lackel, King & Lake, soap mfgs.  
Acme mill, booth.  
Gilliam Chambers Co., asbestos suppl.  
Gau Typewriter Copyholder Co., booth.

K. W. Thompson, bed springs, booth.  
Eon Machine Mig. Co., booth.  
German-American Tea Co., teas and coffees, booth and window.  
Portland Rice Milling Co., booth and window.  
Glosser & Devers, teas and coffees, booth.  
Uneda Mig. Co., soaps, booth.  
Willamette Tent & Awning Co., working exhibit.  
Western Gas Mantle Co., working exhibit.  
Hulse Mig. Co., wood finishing specialties, booth.  
Northwest Blow Pipe Co., ventilating exhibit.  
Pacific Coast Syrup Co., booth.  
Molokohai Lbr. & Box Co., booth.  
Union Meat Co., booth and window.  
Pacific Stone & Range Co., booth.  
Lehman Tile Co., booth.  
Davis-Freundt Le'hr. Beltz, Co., exhibit.

Mt. Hood Soap Co., booth.  
Blasing Granite Co., finished exhibit.  
Pacific Iron Works, finished exhibit.  
Columbia Steel Co., booth.  
Doornbecker Furniture Manufacturing Co., booth.  
Portland Glass Pipe Co., booth.  
Stettler Paper Box Mig. Co., booth.  
Central Door & Lumber Co., built-in exhibit.



## Our New Spring and Summer Catalogue Is Now Ready

AFTER weeks spent in the collection of data, the picturing of all the beautiful new 1911 styles and merchandise our big spring and summer catalog is now ready.



Over 100 pages of intensely interesting news to every person in the great northwest. Hundreds of the advanced spring and summer styles in women's Waists, Muslin and Knit Underwear, Tailored Suits, Dresses, Infants' Wear, Men's and Boys' Apparel, Shoes, Carpets, Furniture, Drapery, Curtains and Housefurnishings. A postal card will bring this big catalog to you.

Write for YOURS Now—Today!

# The New, the Exclusive, in Women's Spring Apparel



**INDIVIDUALITY**—the secret of woman's charm and of women's apparel! Our great Garment Salons are resplendent with all that's new, beautiful and distinctive in Women's Tailored Suits, Dresses, Waists, Skirts and other Spring wearables. Come tomorrow and see all these new things for yourself.

## A Superb Showing of Tailored Suits

Fashion's every whim for spring is mirrored in our big showing of Tailored Suits. Garments from such famous makers as Max M. Schwarz, J. C. Stratton and others. Styles run the gamut from beautiful Novelty Suits to the smart, strictly tailored models ever popular with American women. Prices range from \$18, \$20, \$25, \$30 and on up to \$80.

## Wide Choice in Spring Suits at \$25

And among them exact reproductions of Paris model Suits, including the lovely Paul Poiret effects with short jaunty coats finished in black satin sailor collars. Another style has shawl collar of satin or braid and fastens to the side with ornamental buttons and frogs. Tans, grays, black, navy and natty mannish weaves. Unusual values, indeed, are these suits at this price **\$25.00**

## Fine New Spring Coats In Marquissette Waists

Coats for utility and dress. The new interweave material, resembling a sweater coat—new wool broche, satin, tussah, shantung and cloth of gold. New models have large collars, long revers and fasten with large loops and cabachons. Prices range in easy steps from **\$12.50 to \$75.**

## The New House Dresses

A multitude of pretty little Wash Frocks, of sturdy, tubable chambrays, ginghams, percales, madras and cotton foulards. Pretty stripes, checks, dots, plaids and solid colors. High collars or cool Dutch necks. Prices **\$3.75 to \$7.50.**

## A Waist Special \$6.98

A maker's entire line of simple and model Marquissette and Crepe Waists, worth \$7.50 to \$15. Some exquisitely hand-embroidered. Many of the Crepe Waists show real Irish crochet trimmings. Special tomorrow, **\$6.98.**



## New Millinery of Exquisite Beauty

WITH the first welcome flash of the glorious Spring sunlight have come beautiful 1911 Millinery creations to greet alike the new season and the winter-weary women!

Exquisite beauty, chic, dash and good taste characterize this great spring exhibit. Reproductions of models of Georgette, Suzanne Talbot and others whose names are synonymous with the highest Parisian skill are widely represented. And the greatest of American milliners—Gage, Fisk, Phipps, Hyland, Burgess, etc., have evolved a wonderful array of exquisite models.

## \$20 Tailored Model Pictured

Fine white Milan, with rolling brim, abruptly turned up on side and finished with bands of black velvet. Jauntily trimmed with side upright bow of black velvet, caught with handsome coral buckle. Price **\$20.00**

## The \$15 Dress Hat Pictured

A charming variation of the turban. Made of navy blue hemp braid, trimmed in blue shirred silk and finished with dashing spray of harmonizing blue and pink flowers. Brim sharply upturned all around. Priced at **\$15.00**

## \$17 Tailored Model Pictured

Made with the new horsehair hood (a feature of many of the newest models), draped over flexible frame, finished at base with black velvet band. Prettily trimmed with cluster of small fancy feathers. Priced **\$17.00**

## The \$17 Dress Hat Pictured

Handsome white horsehair hood, finished with sharply upturned brim of variegated coarse novelty braid. Beautifully trimmed with wings, white at base, but blended at ends to harmonize with straw. Priced at **\$17.00**

## No Let-Up to Wash Goods Interest

UNDER the prosaic term of "Wash Cottons" we present a veritable wonderland of beautiful fabrics—lustrous, silky materials with a wealth of suggestion for charming party dresses, outdoor frocks, etc.

New "Helen Taft" pinks, new blues, new greens—a marvelous array of the new 1911 shades awaits you. See them tomorrow.

35c "Nyanza Silk," one of the new rough weaves. Full assortment of the season's shades. Special, yard, **25¢.**

50c Marquissettes, sheer and lustrous, with beautiful open mesh. Full assortment of colors. 32 inches wide. Yard **39¢.**

Wm. Anderson's Scotch Gingham in scores of new patterns. Priced at, yard, **25¢.**

25c Printed Dimities in beautiful new floral designs and dotted patterns. All wanted shades. Special, yard, **15¢.**

35c French Voiles, in beautiful checked and striped effects. Beautiful range of colorings. 27 inches wide. Yard **25¢.**

Printed Voiles in Persian designs, small and large floral patterns and silk striped and shadow effects. 27 inches wide. Yard **39¢.**

## Lovely New Arrivals in Imported Laces

DIRECT from Paris came most of them, with all the beauty, the finish and the exquisite tracings which have made famous the French Laces.

Marquissettes, Chiffons, Jasper Nets, Silk All-overs, finest Baby Irish and Venise Bands with edges and insertions to match in gold, silver and the newest of Persian effects. Yard, 25c to \$15.

## To \$2 Strips Embr'dery 98c

Fine sheer swiss, nainsook and cambric Embroideries in beautiful eyelet and blind work designs; 4 1/2 to 5 yards in a strip. Both edges and insertions, 1 to 18 inches wide.

**\$1.50 to \$2 Embroidery Strips at 98c**  
**\$2.50 to \$3 Embroidery Strips \$1.39**

## \$25.00 Cash for the Best Name for Our New Felt Mattress

WE WANT a name and trademark for our new Hygienic Felt Mattress, which is to be the best



that can possibly be sold at \$8.50. For the best name submitted the coming week \$25 cash will be paid.

The answers will be judged by a disinterested committee and based upon the following points:

- 1. Most original idea in construction of word or words.
- 2. Suitability of word.
- 3. Neatness of design submitted.

This new Mattress will be made according to our specifications of best layer felt and covered with 7-ounce A. C. A. ticking. It will be the equal of many other Mattresses at a higher price. Leave answers to contest in our Furniture Department.

## \$30.00 OSTERMOOR MATTRESSES AT \$18.50

As exclusive distributors for Oregon, we are able to offer for a limited time only these celebrated \$30 Ostermoor French Edge Mattresses at \$18.50. Extra thick, weighing 60 pounds, finished with French rolled edges, hand-laid and hand-sewed. Full double bed size. These Mattresses are now on sale at the low price of **\$18.50**

## 75c Venise Lace Collars for 47c

A ROUSING special on Venise Lace Neckwear, just unwrapped from their tissue coverings. Pretty collars, yokes and chemisettes in both white and ecru.

Regularly 75c. Special at **47c**

To \$3 Silk Scarfs \$1.79

50c Silk Ribbon, Yard 35c

One thousand beautiful new Silk Scarfs in plain, Persian and figured effects. Either square or long, also suitable for hat drapes. Worth \$2 and \$3 each. Special tomorrow **\$1.79**

Heavy, all-silk Ribbons of moire or plain taffeta; black, white and all Spring shades. Suitable for sashes and millinery purposes. Best regular 50c grades **35c** special at, tomorrow

## The New Shepherd Check Suitings

AS REGULARLY as Spring rolls around, the Shepherd Checks return to their old-time popularity. We're showing Shepherd Check Suitings from the smallest pin check to the largest, for smart tailored suits and dresses. Widths 40 to 56 inches. Prices 50c to **\$2.50**

New Silk-and-Wool Pop-lins—All the latest spring shades and exclusive patterns, 44 inches wide, Specially priced tomorrow **\$2.00**

New Hairline Chiffon Voiles—44 inches wide; a fine quality of silk and wool. Black and white and blue and white stripes. Tomorrow, the yard **\$2.00**

at, the yard **\$2.00**

## New Gossard Front-Lace Corsets

"WHAT PERFECT lines!" How often have you heard this exclamation from some admiring woman? Correct Corsetry is the secret of a perfect figure. Each day women are learning the merits of Gossard Front-Lace Corsets.

Number 360 is the latest Gossard Corset to be sold for less than \$5. It is of medium length and decidedly effective in imparting a taper to the waist and hips. Made of fine coutil. Now on sale at the very low price **\$3.50**

New Madame Irene Corsets

The new No. 1414 Madame Irene Corset complies with the radical change from the straight hipless effect to the more becoming waist line. Medium low bust, the waist curving beautifully, showing the taper at the sides. Of fine French coutil. Priced at **\$8.00**

Two New Successo Corsets

Model No. 222 Successo, for the average figure. Low bust and modified curved back. Made of white broche and mercerized batiste. Beautiful, graceful lines. Priced at low figure of **\$5.00**

Model No. 240 Successo, for the medium stout figure. Low bust and long skirt, with heavy boning. Made of strong coutil. These Corsets are placed on sale at the very low price of, each **\$5.00**



## Women's Famous Cousins' Spring Footwear Sold Here Only in Portland

IT'S a charming array indeed that awaits women here in our new Spring showings of the celebrated J. & T. Cousins' Footwear.

Chic new Pumps, Oxfords and High Shoes in styles distinctly new and different. The new brown or black ooze calf, the black buckskin, the tan Russia velour, as well as more staple patent and gun-metal leathers.

For years J. & T. Cousins' famous New York made shoes for women have set the pace for style and quality. Sold here only in Portland.

And the present vogue for velvet is carried out in smart black or brown Pumps. Other Pumps show the two-strap, ankle-strap and some without any strap. High Cuban, medium or low heels. Among the high shoes are new beaded vamp effects, for which Fashion has predicted such popularity the coming season. Vamps are still more "stagy" and high heels fashionable.

The prices on Cousins' high grade shoes range at \$3.50, \$4.00, \$4.50, \$5.00 and up to \$7.50. See them tomorrow while lines are so splendidly complete.



## \$5.00 Quadruple Silver-Plated Baking Dishes \$3.19

HARDLY a home that hasn't need for one of these splendid Baking Dishes. Made of best quadruple silver plate in two-pint size, with plain cover. Useful as well as ornamental. Regular \$5.00 Baking Dishes. For tomorrow **\$3.19**

\$12.50 Tea Sets—Four pieces of heavy quadruple plate in beautiful colonial design. Special tomorrow at **\$9.98**

\$5.00 Silver Plated Nut Bowls—Heavy quadruple plate, in handsome grape pattern, with gold lining, at **\$3.19**

\$4.75 Silver Plated Composites, with engraved center and open work edge. Special price tomorrow **\$3.69**

\$3.00 Silver Plated Trays—12-inch size, with plain satin center and bead edge. Special tomorrow **\$1.98**

50c Salt and Pepper Shakers—Best quadruple plate in satin lined box. Specially priced for tomorrow, only **39c**

\$2.50 Syrup Pitchers with Plates—Medium size, in plain quadruple silver plate; tomorrow at **\$1.99**