

PORTLAND, OREGON, SUNDAY MORNING, MARCH 12, 1911.

See Additional Advertisements on Pages 3 and 4, Section 5—
Principal Portland Agents "Vudor" Porch Shades, All Sizes—

Delightful Luncheon Served in Tea Room, 4th Floor
Custom Tailoring—Women's Suits, Coats to Order

Early Easter Exhibit New Spring Wash Goods

25c Yard to \$13.50 Pattern

The Easter parade will bring out many new dresses of wash materials. High-class imported "Volle Effleure" in lovely rainbow stripes and shadow effects and delicate plain shades, yard only 50c and 60c

BORDERED BATISTE—White or colored ground, 48 inches wide, embroidered in neat designs and bordered. The richest fabric shown this season. Put up in exclusive dress patterns. Make your selections while this fine line is complete. Each, only **\$13.50**

IRIDESCENT SILK CREPES—One of the choicest Wash Fabrics introduced this season. Particularly adapted for every-day wear. Placed on sale tomorrow at the very special price, the yard, only **50c**

SCOTCH DIMITY—A sheer, crisp corded fabric, printed in rich, delicate colorings. 100 pieces just in. At the special price, yard **25c**

Rare Conceptions Easter Dress Hats

Complete lines of Dress Hats for the Easter promenade, and richly tailored effects by Gage, Hyland, Fisk, Gearhart, Bendel, Lichenstein, Joseph and others of prominence. The great designers of Paris contribute to this style display. All the newest and most exclusive creations have been brought on by the big store for early Easter shoppers.



Portland's Greatest Display Easter Apparel

New Coats \$15.00 to \$45.00

One Lot Special for \$25.00

All Portland shows due appreciation of the remarkable values and truly beautiful Coats for women which we are now showing. They are planned after the best models brought over from Paris; many can not be distinguished from the real foreigners. They come in silk or wool materials in every weave and color; styles novel and attractive, embracing every new idea. Prices \$15 to **\$45.00**

SPECIAL—Women's new Spring Coats in the newest styles are shown in navy blue serge with pongee collars and cuffs, long roll and sailor collars of black satin, covert cloth coats, plain tailored novelty cloths; all true fitting and well made. Priced at **\$25.00**

Fashion Exhibit of Women's Waists

High-class handsome Waists, of silk, lace and washable materials. We firmly believe that the showing is superior to any in the Northwest. Chiffons, marquisettes, taffeta silks, foulards, nets, Jap Silks, and dainty lingerie materials are employed in their make-up. They are trimmed in Irish chochet, Val and Cluny laces, or ruffled, or embroidered in colors or beaded. Beautiful creations, from **\$3.50 to \$28.50**

Sale Tailored Hats \$15 Tailor-Mades \$9.95



\$12 Hats at \$7.95

\$9 Hats at \$5.95

The most seasonable as well as the most practical Tailored Hats of the day — Hand-made of the richest imported novelty braids — The non-breakable kind, beautifully lined, simple, but smartly trimmed with fancy feathers, wings, quills, braid, velvet, silk or ribbon bows and standing effects — The most popular hats for traveling, autoing, shopping, etc. — Specially priced now as follows:
REG. VALUES TO \$9.00, SPECIAL AT \$5.95
REG. VALUES TO \$12.00, SPECIAL AT \$7.95
REG. VALUE \$15.00, SPECIAL AT \$9.95

HOLLAND HATS in the little black turbans and toques, for middle-aged women who do not care for extreme styles. These are placed on sale at prices from **\$5.00 to \$10.00**

Easter Neckwear A Special Lot Priced at 25c

Dainty, neat designs in women's fancy Neckwear. Tomorrow we will feature thousands of new ideas in cascades, stocks with cascades attached, Dutch collar styles, with or without tabs, wash laces, stock collars, jabots, etc., in an endless variety. You may be your own judge. We think they are wonderful values at this price, each **25c**

\$2.25 Venise Collars 98c

\$3.25 Auto Vells for \$2.27

Many new styles and shapes in women's imported Venise collars, square and round styles, white and cream; worth to \$2.25 each; your choice for tomorrow's sale at this price, ea. **98c**

AUTO VELS—Fifty dozen extra size, satin-finished chiffon cloth in all the latest shades for Spring. Indispensable for motoring. Worth \$3.25, offered at special price of only **\$2.27**

Easter Ribbons 35c Values at 15c

Tomorrow, in the ribbon store, on main floor, a great sale of odds and ends, selected from our regular stock; 5-inch all-silk satin taffetas and plain taffetas, actual values to 35c, the yd. **15c**

Exclusive Easter Apparel Fashionable Tailored Suits \$20

Dame Fashion's own choice of Spring Suits just received — The materials are cheviots in gray and tan mixtures, striped novelties, navy serges, etc. — The coats are the regulation 24 and 26-inch length, well lined with silk — Skirts are narrow gored and plaited — A complete line of sizes up to 43 — For a leader we have grouped an assortment of new suits at **\$20.00**

Spring Suits at \$25 to \$75

For tomorrow's fashion exhibit we will show the newest creations in Easter Suits — All the late popular materials are employed in their makeup, foreign and domestic fabrics, mannish worsteds, English whipcords, neat little checked patterns, etc. — Rich Plain Tailored and Trimmed Suits just received direct from the authoritative style center of America — On special sale tomorrow from **\$25.00 a suit up to \$75.00**



Easter Silks \$1.25 Messalines 98c

Women of exquisite taste and economical turn of mind will thoroughly appreciate this unusual offering of Messaline Silks. The dainty Easter girl will look charming in a gown of this fabric. For tomorrow only we offer a splendid color assortment of Pointelle dots, which sold right up to last night a \$1.25 a yard; special for tomorrow, yd. **98c**

Foulards - Marquisettes And Other Dainty Silks

The big silk store will show tomorrow fresh lines of Foulards for all purposes, from the neat stripes to the most gorgeous French creations in bordered effects. Marquisettes in plain and fancy patterns, Crepe Meteors, Satin Crepes, Crystal Crepes, Accordion Crepes, etc., etc.



Early Easter Fashion Display Tomorrow

Elaborate preparations have been made throughout this store for the Easter season — Modish merchandise at lowest prices consistent with quality is temptingly displayed and shopping interest will be further augmented by innumerable special sales of seasonable goods — The Big Store now leads all Portland — Your inspection is cordially invited

Easter Calls for New Gloves \$1 to \$2 Gloves at 59c

Tomorrow we will place on sale 2000 pairs of Women's Kid Gloves in a complete line of sizes, and all wanted shades. Some with Paris points, others self or fancy stitched. Thrifty women will be here when the doors open tomorrow morning to take advantage of early choosing. The regular prices for these gloves range from \$1.00 to \$1.50 and \$2.00 the pair. On special sale for Monday only, at the pair **59c**

New Easter Gloves

Our glove stock is now complete in every detail. The showing comprises every wanted quality and shade. It will be easy to match your Spring Dress or Easter Hat. Expert fitters will double the life of your gloves.

For Dainty Spring Apparel

Valenciennes Laces

\$3.50 Dozen \$1.37
\$2.25 Dozen 98c
\$1.25 Dozen 48c

Thousands of dozens of the much-wanted Valenciennes Laces, insertions, etc., in a great variety of dainty designs, all widths, suitable for trimming dresses, waists, fine underwear, for fancy work, etc. Worth to \$1.25 a dozen, special at 48c; worth to \$2.25 a dozen, 98c, and values up to \$3.50 a dozen, on **\$1.37** special sale at only, dozen **\$1.37**

Sale of Dress Nets

\$1.25 Values 79c

Several hundred yards of dainty 42-inch Dress Nets, in white, cream and ecru, in all the latest small pattern effects, worth to \$1.25 yd., special **79c**



Embroideries

\$1.75 Values 69c
\$1.00 Values 37c
35c Values 17c

Embroideries for the new Spring Underwear and for trimming Summer dresses. Three sensational values are offered. Beautiful patterns in allovers, galloons, corset covers, edges, insertions, etc., at prices which will attract great crowds of thrifty women. Regular values to 35c, special, 17c; regular values to \$1.00, special at 37c, **69c** and values to \$1.75 special at **69c**

\$2.25 Allovers at 98c

Tomorrow we feature many special values in Allover Nets, 18 inches wide, in white, cream and ecru; regular values to \$2.25 a yard, sp. **98c**

Women's 50c Hose

3 Pairs for \$1.00

To complete the Spring Dress, we offer women's imported Lisle Hose in medium weights and gauge, with high spliced heels and soles and extra double welt; Hermsdorf dye; regular 50c grade, special, 3 pairs for only **\$1.00**
WOMEN'S HOSE, in black or tan cotton, seamless foot, extra spliced heels and toes; good medium weight; regular values to 25c, special, pair **14c**

Hair Goods at Half

\$20 Transformations \$10
\$5 Transformations \$2.49

Come to us for your Easter Hair Dress. In the hair goods store, second floor, we offer all-around outside Transformations, natural wavy; good variety of shades; regular \$20 values, special **\$10.00** for Monday only at, each **\$10.00**
TRANSFORMATIONS to go half round, dark and medium, brown, natural wavy; fine quality of hair; regular \$5.00 value, sp. 1, 2d floor **\$2.49**

Sale of Fine French Lingerie

Sale of Corsets

\$6.00 Values \$3.79
\$1.75 Values for 94c

In the corset salon, 2d floor, a sale of the famous Bon Ton Corsets, in sizes 25 to 36, made of fine coutil and batiste, with 4 and 6 hose supporters attached, trim'd tops; best regular \$5 and \$6 **\$3.79** values, on special sale, at only **\$3.79**
ROYAL WORCESTER CORSETS, model No. 200, made of fine coutil, finished at top with dainty lace; four hose supporters attached; sizes 25 to 30; regular \$1.75 values for only **94c**

BON TON CORSETS in broken lines of sizes, made of finest materials, durable new models; regular \$4.50 **\$2.94** values, on special sale, pair **\$2.94**

RENGO BELT CORSETS in medium lengths, made of heavy coutil, reinforced abdomen, double boning throughout; in sizes from 24 to 36; regular **\$1.32** \$2.00 values, special at only **\$1.32**



Combinations

\$8.00 Vals. at \$5.75
\$12.00 Values \$7.98

Women's beautiful French Lingerie. Finest materials, made by hand, beautifully embroidered. Two special lots:
LOT 1—Women's hand-made French Underwear, combinations of corset covers and drawers and corset covers and skirts of French linen and batiste, embroidered in floral, conventional and eyelet patterns; finished in beading, long and ribbon; reg. vals. up to \$8 **\$5.75**
LOT 2—Women's Combinations of corset covers and drawers or corset covers and skirts, made of linen and batiste materials, handsomely embroidered in every pleasing design, inlaid with double-thread lace; drawers made butterfly **\$7.98** style; values to \$12, garment **\$7.98**
GOWNS—French Linen Gowns, high and square neck, slipover styles, long or short sleeves; beautifully trimmed **\$2.95**—\$5 and \$6 values, special at **\$2.95**