

New Idea Paper Patterns in All Styles Are One Price, 10c--New Idea Magazine of Fashions Is 10c a Copy or 50c a Year--We Are Portland's Principal Agents for the R. & G. Corsets--All the New Models Are Here in All Sizes, Moderately Priced From \$1.00 to \$3.00

**Our Friday Shoe Bargains**

Unquestionably the best shoe values are to be found at this store. Tomorrow you have choice of several lines at a price reduction that permits of splendid savings.

**WOMEN'S SHOES** and Oxfords and one and three-strap Pumps in black and tan leathers; button and lace styles, with short vamps; all sizes; \$5.00 values, at only **\$3.50**

**MEN'S SHOES** and Oxfords in patent colt, vicl kid and tan Russian leathers. They come in button and blucher lace styles and in all sizes; \$4.00 values, at only **\$3.00**

**MISSSES' SHOES** and one and two-strap Pumps in good styles and leathers, the kind that look well and wear well; all sizes; best \$2.50 values, priced at only **\$1.75**

The Most in Value--The Best in Quality



**Embroideries, 85c Values 35c**

An out-of-the-ordinary offering of over 1500 yards of 22-inch Embroidery at less than half price. Fine swiss Embroideries, full 27 inches wide, with beautiful designs, worked very deep; good firm edges. Get first choice of these wonderful values. Bargain Friday **35c**

**Valenciennes Laces, Reg. \$1.65 Dozen at 85c Dozen**

The greatest bargain ever offered in Val. laces. Over 2500 dozen yards in the lot. Fine, dainty patterns from 1/4 to 2 inches in width, suitable for trimming handkerchiefs, dresses and underwear, also fancy work; 12 yards to the piece, with insertion to match. They sell regularly up to 15c a yard or \$1.65 a dozen. Priced **35c** this sale, per dozen yards

**OUR 588th BARGAIN FRIDAY SALE Here's Another Feast of Great Bargains**

Tomorrow this will be a mighty attractive place for economical buyers. Every counter will be overflowing with attractive merchandise marked at tempting prices. Wonderful, timely, important are the hundreds of saving opportunities which will present themselves tomorrow. Here's a partial list--very short and incomplete, but sufficient to whet your appetite for the good things awaiting you tomorrow.

**A Splendid Display of Women's Easter Wearing Apparel**

There's a reason for the spirited selling in our Suit Department, as nowhere is there such an extensive showing of all that is newest in Women's and Misses' Wearing Apparel. Style, individuality, rich materials and exquisite colorings are here in unlimited selection. THESE BARGAIN FRIDAY SPECIALS:

**A Suit Sale of Interest**

Strictly Tailored in Twenty Distinct Models. Made of the Most Wanted Materials in All Popular Colorings. Regular \$19.50 and \$25.00 Values. Special for Bargain Friday at Only **\$15**

Our display at this price surpasses anything we have ever yet shown. Finely tailored, in 20 distinct models, and made of the most wanted materials in all popular colors. If you have been contemplating getting a particular style of individuality, our exhibit affords the best opportunity here in the city, meeting the most particular requirements. Stunning new suits--arrived this week. Regular \$19.50 and \$25 values at **\$15.00**

**65c Dressing Sacques Only 39c** **Lawn Waists 75c, 95c Vals. 39c**

Our offering in Dressing Sacques is a very special one and prudent shoppers will be quick to take advantage of the low price. They are made of best quality percale and shown in black and colors--blue, gray, red and cadet in polka dots and figured effect; also shepherd checks. Several styles in high or low collar. Reg. 65c values for **39c**

A very special offering of women's Waists, made of excellent quality lawn and neatly trimmed with pretty lace and embroidery. Plain white tailored effects; also colored. Fresh, new and clean, and really the prettiest designs we have yet shown this season. Regular 75c to 95c values. Specially priced at **39c**



**Men's Underwear**

**Bargain Friday Special 39c**

Jersey-Ribbed Balbriggan Shirts and Drawers in All Sizes, Shown in Ecru, Blue and Salmon. Spring-Weight Underwear of 50c Quality Priced for Friday, the Garment...

An important sale tomorrow of Men's Fine Custom-Made Jersey-Ribbed Balbriggan Underwear, spring and summer weight, shirts and drawers in all sizes, shown in ecru, blue and salmon. Perfect-fitting, well-finished garments that were bought to sell regularly at 50c a garment. Specially priced for one day only, Bargain Friday at **39c**

**Closing Out of Men's and Boys' Hats**

**Men's Hats in Vals. to \$3.50--Boys' Hats of 1.00 Quality--79c**

Tomorrow, in our Men's Section, we place on sale our entire line of Boys' Hats at less than wholesale cost. Included are all the new shapes in gray, tan, brown, blue and black. They come in all sizes and are splendid values at \$1. We also include our remaining stock of Men's Hats in \$2.50 and \$3.50 grades at this ridiculously low price for Bargain Friday **79c**

**Wonderful Silk Sale**

**Bargain Friday Special 45c**

Six Thousand Yards of Plain Colored Swiss Messaline Silks, Shown in All Wanted Shades for Street and Evening Wear. Reg. 65c and 75c Qualities for Friday, Yard

We have gathered into one lot over 6000 yards of Swiss Messaline Silks--a display that surpasses anything ever shown in this city at such a wonderfully low price. Genuine Swiss Messaline Silks of pure dye and beautiful high lustrous finish, shown in all the new shades for both street and evening wear. It is a most durable silk, full 19 inches wide, that sells regularly at 65c and 75c a yard. Underpriced for one day only, Bargain Friday at **45c**

**New in Dress Goods**

**Storm Serges, Regular 50c Grade, Friday 35c** **Fancy Mohair, Regular 50c Grade, Friday 37c**

36-inch All-Wool Storm Serges in the new shades of blue, brown, green, red, tan, slate and black. A fine, medium-weight fabric, perfect in weave and finish. Our regular 50c and 65c grades. Specially priced for Bargain Friday at **35c**

38-inch Fancy Mohairs, shown in a splendid assortment of neat stripes. Come in cream and black grounds, with colored or white hairline stripes. It is a dust-resisting fabric that washes perfectly. Regular 50c grade on sale Bargain Friday at **37c**

**Sale of Nature's Rival Brassieres**

**Bargain Friday Sale at Only 35c**

A Bust-Supporter and Close-Fitting Corset Cover in One. They Are by Far the Best of Their Kind on the Market Today. Regular 65c Values for Bargain Friday

An extraordinary sale of Nature's Rival Brassieres, which combine in one simple garment an excellent-fitting boned corset cover, a correct and comfortable bust-supporter and a resting back and shoulder brace. They are made of very good quality material, trimmed with deep embroidery yoke, reinforced armholes and are boned with best grade non-rustible boning, which can be removed. All extra well shaped and finished throughout. Sizes 32 to 46. Regular 65c values. Priced for this sale, Bargain Friday only **35c**

**EXTRA**

**Women's Hose Supporters, 35c Values 17c**

At the Notion Counter.

A special sale of several hundred pairs of women's large pad Hose Supporters, made of excellent quality wide, plain and frilled elastic. They come in blue, pink, black and white. The kind that sell regularly at 25c and 35c a pair. On sale Bargain Friday at **17c**

**EXTRA**

**Tapestry Pillow Slips 40c Values, Friday at 22c**

At the Art Department.

A special purchase and sale of Tapestry Pillow Slips at almost half price. They are shown in a dozen neat designs in rich colorings; excellent wearing pillow slips, with saten back, sewed on three sides and finished with tassels at each corner; best 40c values on sale Bargain Friday at **22c**

**EXTRA**

**1000 Hair Brushes 50c Values, Friday at 29c**

At the Drug Sundry Counter.

A bargain sale of 1000 Hair Brushes. They come in seven different styles, all made with solid back and nine rows of good quality white bristles. They come in ebony and foxwood finish and retail regularly at 50c and 75c each. Your choice Friday at **29c**

**A Bargain in Women's Black Silk Boot Hose**

Five Hundred Dozen Women's Black Silk Boot Stockings With Heavy Reinforced Mercerized Heel and Toe and Garter Top. Best 65c Grade on Sale Bargain Friday Only at, the Pair

**HOSE 33c**

These Stockings at 33c a Pair Are Extraordinary! This bargain price is due to an unusual purchase. They are spick-span new stockings of fine quality, made with silk boot and heavy reinforced mercerized heel and toe and garter top, and full seamless throughout. They come in all sizes and are sold regularly at 65c a pair. They are the most popular stockings to wear with the fashionable short skirts or low shoes. Don't neglect to supply a full season's needs at this sale. Priced for Friday only at, the pair **33c**

**Women's \$3.00 Sweater Coats on Sale Friday for \$1.98**

A special one-day sale of Women's Fashionable New Sweater Coats. They come in both plain and fancy weaves in good styles, with V or high neck, and are shown in white, red, oxford and navy. All sizes. Best \$3.00 values. On sale Bargain Friday at **\$1.98**

**A Big Sale 400 Pairs of Scotch Lace Curtains**

**98c**

White and Arabian Curtains, 3 Yards Long and 60 Inches Wide, Shown in a Large Variety of Neat Designs. Best \$1.50 Values Friday Only, pair

As a special inducement for you to visit our new Drapery Department -- in our basement -- we have arranged an out-of-the-ordinary sale of Lace Curtains--about 400 pairs in Scotch lace, shown in a large variety of neat and attractive designs. All are 3 yards long and full 60 inches wide, and you have choice of white or Arabian color. The kind that sell regularly at \$1.50 a pair on sale Bargain Friday at, pair **98c**

**12 1/2c Turkish Towels Priced at 9c**

Two hundred dozen Turkish Towels of splendid wearing quality. They come 19 inches wide and 38 inches long, and both bleached and unbleached. The kind that sell regularly at 12 1/2c each specially priced for Bargain Friday at only **9c**

