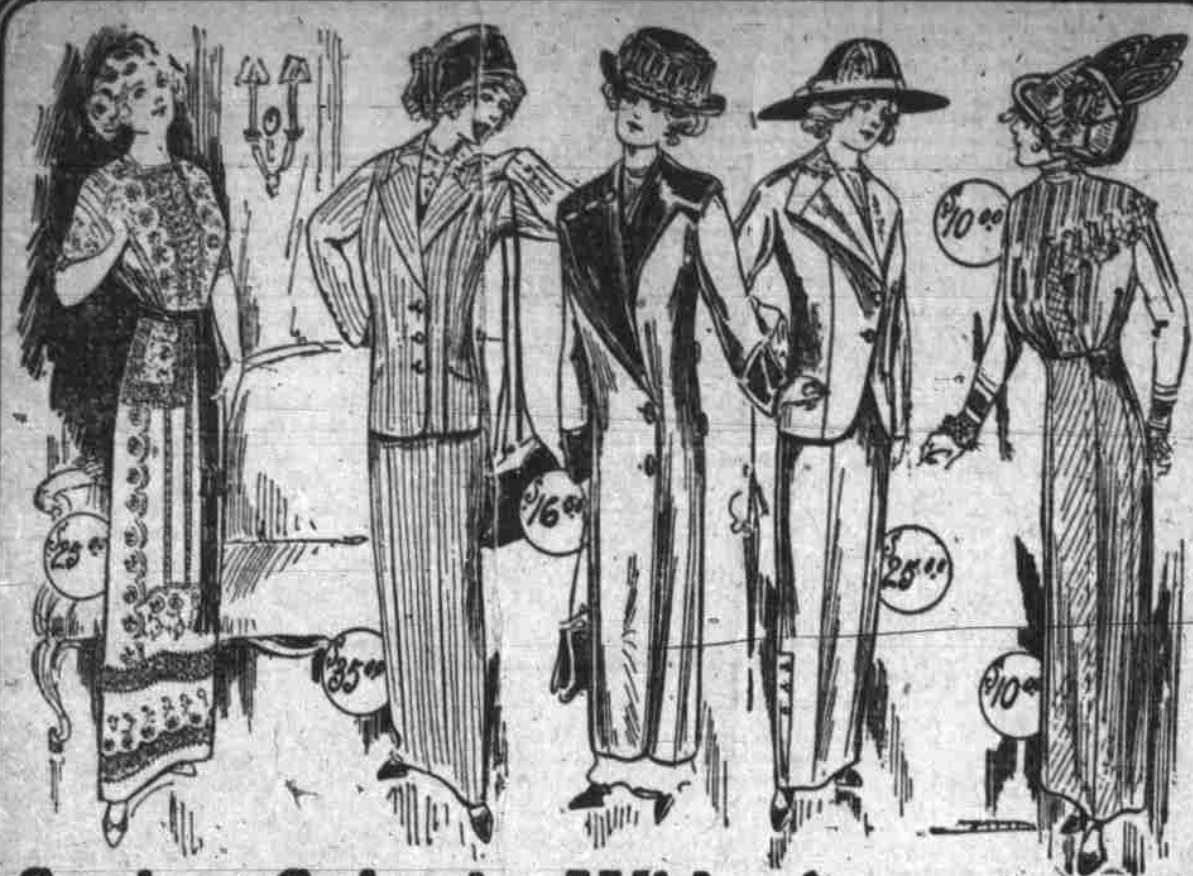


Our Beautiful 7th Floor Tea Room is Ideal for Shopper, Business Man or Entertainer—Orchestra Music 11:30 to 2—Menu a la Carte
The Only Place in Portland Where You May Purchase Ostermoor Mattresses, Globe-Wernicke Book Cases, and Angle Lamps

Ready, Spring's Fairest Wash Goods in Bountiful Selection!



Spring Suits in Wide Assortment

EVERY late fashion feature shown in the Suits for Spring and Summer. Jaunty jackets—straight and cutaway—caught with from one to four plain or jeweled buttons. Collars and revers plain notched, of satin, linen, dainty and heavy laces. The touch of lace one of the fetching features of the dressier models. Suits of white—one as illustrated at \$35. Includes diagonals, whipcords, chevrons and basket weaves. Plain and with black or blue stripe. And the smart models at \$25, typical of the prevailing tailored styles. Splendid, too, is the line of misses' Suits displaying all the style and chic of the women's garments. Every size for women and misses—priced

—at \$25, \$30, \$35 and up!

Daintiest of New Lingerie
Dresses Various Priced
Never have the Lingerie Dresses been lovelier than now! Such daintiness—such alluring close-fitting styles—such a profusion of fine laces and embroideries wonderfully combined with tiny tucks and the sheer batistes, marquisettes and lawns. Many—with the raised waistline with the fetching peplum frill—both narrow and deep, as sketched here. This model at \$25. Other styles range from \$10, \$15, \$20 to \$135.

High-Grade \$40 to \$75
Suits Special for \$21.45
Only the handsomest of high-grade Suits included in this final cleanup lot. Not one that sold less than \$40 and as high as \$75. Many a style among them suitable for immediate and early Spring wear. Fancy afternoon suits with three-quarter sleeves, deep revers and side fastenings. Also plain tailored styles. Of rich imported suitings. Beautiful \$40 to \$75 Suits, \$21.45 on sale tomorrow.

New Lingerie Waists
Model as illustrated one of the last to arrive. Of fine marquisette, with new shoulder overlay. Other dainty styles in lingerie waists, elaborately trimmed in fine laces and embroideries. Priced at \$2.50 to \$5.
New Dress Skirts
One as illustrated, fashioned with the new raised waistline. In plain and diagonal weaves. At \$10 to \$15. Other styles with and without stitched belt. Priced from \$5 to \$16.50.

SUCH filmy beauty—such fine, exquisite sheerness—running the gamut in iridescent shades—perfect to such a degree that it seems erroneous to call them merely Wash Goods. These lovely, dainty weaves for the most charming of evening gowns—and then every other fabric from the splendid staple Anderson's Scotch Ginghams to the newest of Linen Suitings. Our splendid first floor section fairly teeming with the practical and dainty in new-Wash Goods for Spring and Summer.

Dainty Voiles—Fine and sheer with the tiniest of dot stripes in self shades and rich satin border of like color. Lovely colors for evening wear. Pattern of 3/4 yard at the low price of **\$6.50**

Imported Voile Patterns—Words can't express the beauty of them. Sheer white with deep border of dainty colored silk stripe interwoven with hand embroidered design. **\$22.50** 3/4 yard pattern at only

Satin Stripe Voiles—By the yard. Exquisitely dainty and new. Solid colors with rich satin stripe border of like shade. Beautiful for party and evening dresses. 45 inches wide. Price, yard **\$1.00**

School Days' Suitings—Remarkable for their long wearing qualities for children's dresses and suits, shirts, etc. Firm, substantial weave. Plain, striped and checked; 32 in. **25c** Per yard only **25c**

New Lotus Cord—Of the madras weave though wonderfully fine and perfect in its texture. Fills a long felt want in a fabric of this kind. Neatest of stripe patterns. 32 in. wide. **50c** Per yard only, each **50c**

Auto Suiting—Of the natural linen shade. Ideal for street suits. Tailored dresses, auto and outing coats. Fully 54 inches wide. Wears and launders beautifully. **\$1.25** Per yard only **\$1.25**

Embroidered Marquisettes—Delightfully dainty and sheer. Made rich by prettiest of tiny silk embroidered designs. 45 inches wide. Light evening shades. Yard **\$1.25** priced at only **\$1.25**

Specials On New Beaded Trimmings!

WHAT an opportunity this—beautiful, new glittering garnitures at savings of a third and even more. Beautiful designs on fine nets—in pearl, crystal, steel, iridescent and Oriental colored beads. Also rich black jet. Beautiful for trimming the new evening and party frocks. **\$2.25 and \$2.50 grades \$1.50** **\$2.75 and \$3.00 grades \$2.25** **\$3.50 and \$4.00 grades \$2.50**

Every Day Finds More New Millinery



IT'S a delight to women who admire the beautiful in Millinery to visit our Millinery Parlors and French Room, on the Second Floor, where the fresh, new Hats for Spring and Summer are invitingly arrayed. Variety of styles, materials and trimmings a feature of the new Millinery. Hyland, Burgess, Pisk and Atchinson creations. Fetching Sailors, smart walking Hats—Derbies, as illustrated in center figure above—the three others also sketched from our parlors. Then flower Hats, Dutch and Poke Bonnets. Brims severely straight—some upturned at a chic angle. Trimmings of ribbon and feathers to add to the height of Madame Petite. Colored Facings—such color combinations—everything to make them refreshingly different and charming. Priced from \$7.50 to \$22.50.

Two Other February Sales--

begin tomorrow!
The big February Mid-Month Sale of Pure Foods, with a full page advertisement on back of Section 3, today's Journal.
The Tenth Annual Spring Sale of House Wares, with a full page advertisement in today's Oregonian.

Women's \$4 Perrin's Long, White, Real Kid Gloves \$3.19

NOW that the Springtime is here, the demand for Long White Gloves grows greater. So doubly important is this sale of the famous Perrin Real French Kid Gloves. The 20-button length, in popular mousetaire style. Sizes 5 1/2 to 7. Every pair fitted at our Glove Counter. Long White Gloves that sell in regular stock at \$4, tomorrow at **\$3.19**

Foulards—Fashion's Favorite

ONE of our most beautiful window displays today on Fifth street is the showing of these exclusive bordered designs in Cheney Bros. Silk Foulards for Spring and Summer! Every season seems to place Foulards more in the forefront as the queen of summer silks. This year has brought forth a host of lovely patterns in dots, figures, stunning scroll and geometrical designs. Nearly a dozen shades of blue alone—and the sought-for tans, browns, greens, pinks, dark reds, helio, etc. The 24-inch Foulards, \$1 and \$1.25; the 45-inch bordered Foulards, yard, \$2.50.

New Chiffon Taffetas \$2.00
Chiffon Taffetas rank high in favor for the coming season! A new showing, 36 inches wide, in rich two-tone colorings and smart hairline \$2 stripes, for afternoon wear, yd. \$2

The New Spring Dress Goods
Every day adds to the immense display of new Spring Dress Goods. The favored Whipcords, Bedford Cords, smart Tailored Suitings, as well as serges, broadcloths, here in every shade and quality, the yard 50¢ to \$4



Spring Foretold In Chic White Footwear

THEY'RE here—the new White Shoes—and when you see them on the dainty feet of Milady fair it hints, indeed, of the Springtime and sunny days to come. Exclusive Cousins' make—the only place in the city where a genuine kangaroo shoe can be purchased at \$6 a pair. Neat last, with covered heel. And the genuine white buckskin with white canvas tops and pearl buttons at \$7. These, too, in black. White canvas shoes at only \$5.00.

New tans, patents and gunmetals with cloth or kid tops, are here, \$5 a pair. Colonial slippers in tan, black satin and oozie at \$5. Any scores of other new lasts at \$3.50 and \$4.00.
Men's Knox Shoes for Spring
Famous high-grade make that's here exclusively. Many new lasts, including the nobby, comfortable low heeled English Walking Shoe. Plain—and raised toe models in black and tan. Priced at \$4 to \$6.

\$2 Comforts \$1.69
FULL-SIZE, Downy Comforters, filled with light, sanitary cotton, covered in pretty patterns of silkline. Our \$1.69 \$2.00 ones, tomorrow at \$1.69
\$2.25 Comforters on sale for \$1.85
\$2.75 Comforters, on sale for \$2.25
\$3 Tan Woolnap Blankets \$2.45
Floss Cushions—16-inch, 25¢; 18-inch, 30¢; 20-inch, 45¢; 22-inch, 50¢; 24-inch, 60¢; 26-inch, 70¢.
Pendleton Indian Blankets in new designs, \$8.50.

Baldwin Double-Service Dresses!



A Week's Special Demonstration Begins Tomorrow

SECOND FLOOR—MAIN BUILDING—ORDER BY MAIL

WOMEN have long been looking for such a garment as the Baldwin "All-Round" House Dress! It's a one-piece dress, neat and tidy in appearance, that can be slipped on or off in an instant, and when soiled, may be easily laundered.

The Baldwin "Double-Service" Dress is not a wrapper or an apron, but it gives the same service as TWO DRESSES. Note the two fronts, shown in illustration, each reversible and giving double wear

All this week a woman expert will demonstrate "Baldwin" Four-in-One House Dresses. They are made of splendid quality percales and madras, plain or in neat stripes and checks. Light, medium and dark colors. We price them at \$1.48, \$1.98 and \$2.15

To \$1.25 Corset Cover Embroideries, 69c

A SPLENDID special lot of Corset Cover Embroideries secured by our buyer after arrival in New York and hurried out with new goods! Dozens of large and small floral designs, 18 inches wide, woven on fine Swiss and nainsook. Our regular 85¢ to \$1.25 grades, placed on sale tomorrow at 69¢ \$1.75 to \$3.50 Allover Embroideries—Lovely Baby Irish and floral designs, \$1.39 on fine Swiss, for new lingerie waists and dresses. Tomorrow at, the yard

Some More Unrivaled Oriental Rug Values



ORIENTAL Rug lovers all over the Northwest have been attracted the past week by this unparalleled exhibit and sale! It's worth a trip to the store, if for nothing else but to see the magnificent array of Oriental Rugs shown in a special, enclosed bazaar, taking up a large part of the third floor.

Warfare and internal disturbances in Persia and Turkey caused many an importer and private collector to realize on Oriental Rugs at any price. A new shipment, as large again as our original stock, is here to sell at 1/2, a third and many at nearly half the intrinsic value. It's the opportunity of years. These room-size Oriental Rugs to—

INDIA RUGS			ANATOLIAN RUGS		
Size	Actual Value	Sale Price	Size	Actual Value	Sale Price
8.4x9.10	\$125	\$ 62.50	9.4x12.1	\$275	\$155.00
9.0x12.0	\$150	\$ 95.00	11.1x14.4	\$500	\$250.00
9.1x12.2	\$270	\$110.00	MAHAL RUGS		
10.6x18.8	\$350	\$195.00	8.0x12.3	\$225	\$105.00
10.2x14.2	\$350	\$195.00	10.5x18.5	\$300	\$148.00
9.7x15.1	\$375	\$210.00	10.6x12.10	\$325	\$165.00



TELEPHONES — PACIFIC, PRIVATE EX. 4; HOME, A-6101

Huge Sample Purchase Swan Brand Underwear Half Price

Imported direct from Switzerland! Over 2500 garments in spring and summer styles.

EACH year we secure sample and mill accumulations of Women's Celebrated Swan Brand Underwear, imported from Switzerland, to sell at exactly half regular price!

In this immense lot which goes on sale at 8 o'clock tomorrow are over 2500 garments, including—

- "Swan" Brand Vests in low neck, no sleeve, with beautiful fancy lace and hand-crocheted yokes.
- "Swan" Brand Vests in high neck; long, short or wing sleeve.
- "Swan" Brand Tights in knee and ankle lengths.
- "Swan" Brand Union Suits in low neck, no sleeve style with hand-crocheted yokes.

Materials are fine lises, mercerized lises, silk-and-lises, all pure silks, silk-and-wool and all-wool.



Regular prices range from 75c to \$8.50. In this sale tomorrow, exactly 1/2 price.

February Sale Lifetime Furniture

MORE and more people each year are growing to love the sturdy simplicity of Mission Furniture, which finds its best expression in the famous "Lifetime" line, sold by us exclusively in Portland. The greater portion of our Mission Furniture is this, make, and a special carload purchase is here for the February Homefurnishing Sale tomorrow at extraordinary savings.



This \$13.50 "Lifetime" Mission Chair—Solid fumed oak, with guaranteed loose leather seat. Special **\$9.85**

This \$40 "Lifetime" Mission Library Table, as illustrated, with large, spacious drawer and magazine compartments, on **\$28.75** special sale at **\$28.75**

This \$17.50 "Lifetime" Mission Rocker—Solid fumed oak, with leather back and seat. Just as picture. Sp'l. **\$12.45**

200 "Lifetime" \$1.25 Tabourettes at, Each **74c**

The splendid little "Lifetime" solid oak fumed Tabourettes, as illustrated. Regularly \$1.25. Specially **74c** just 200, at **74c**

\$22.50 Lifetime House Desks on Sale at **\$15.75**

This artistic "Lifetime" solid oak fumed House Desk, as illustrated. Regularly \$22.50. Specially for 3 days **\$15.75**