THE OREGON DAILY JUURNAL, PORTLAND, TUESDAY EVENING, MARCH 25, 1913

PERSISTENCY Was Bound to Win---What Six Months Has Demonstrated The Store Reliable --- The Store Authentic --- The Store Economical --- The Store of Lowest Prices

Wednesday Special Sales





At the Flash of the GREEN LIGHT

-Whenever you see the flash of the green light you know at once that it signals a special sale. It indicates at all times an unusual, advantageous and economical offering. -It directs the attention of our patrons to impor-

tant sales, often not advertised. -It is your guide to the many special events constantly occurring throughout the store.

New Trimmed Hats 500 Selling Regularly to \$10.00 Special \$5.00

Easter Hats at After Easter Prices

-The extraordinary worth of these hats will make this the greatest millinery day of the season.

-The assortment numbers about five hundred hats; their beauty depends upon the lines of the shapes and the harmony of color.

-Our milliners have embodied every fashion style in the creation of these new Spring hats. Not a detail has been overlooked.

-You will find every shape and every color here in pleasing variety.

-Every hat is the creation of an artist milliner.

-Attend this Wednesday sale without fail,

Second Floor

A Remarkable Sale of Fashionable Laces Sample Lengths at a Fraction of Regular Prices

-Venise in medium and heavy weights, Macrame, Venise Points, Batiste and Venise combined. Beautiful nets in medallion effects, bugle and pearl embroidered in white and pastel colors. Real Princess lace in edges, insertions and all-overs, Shadow allovers, Oriental allovers, Bulgarian allovers, Mefine gold net allovers, Persia and Bulgarian allovers and Real La Boheme lace, bands, edges and allovers in all widths, light, medium and heavy weights, in white, ecru, cream, black and Persian and Gold.

Laces Selling From 50c to \$12.50 the Yard 4 Lots-Special the Length, 10c, 25c, 50c and 95c

Stylish Dresses Selling \$22 to \$25 Wednesday\$16.50 -Here's an event where beauty and economy go hand in hand. A sale of the most fashionable one-piece dresses for street wear.

-Dresses made of an excellent quality all-wool soft-finished French serge, in light and dark navy, golden brown and Copenhagen.

-These dresses are designed on lines of utmost grace and simplicity, in accord with the newest fashions, yet so practical as to appeal instantly to your demand for comfort as well as style.

-The dainty embroidered square batiste collar with cuffs to match is the principal trimming - in addition to fine crochet buttons and a jaunty silk bow at the neck.

> Our Regular \$5.00 Silk Petticoats at \$3.95

-Of messeline and chiffon taffeta in all shades. Third Floor.

Soaps

At Bargain Prices 25c Woodbury's Facial Soap...15¢ 15c Pear's Unscented Soap 9¢ 10c Cal. Medicated Soap..... 6¢ 25c Packer's Tar Soap 6¢ 25c Lee Egg Tar Soap 14¢ 15c Juvenile Soap Se

25c Cuticura Soap 15c

25c Dr. Fenner's Soap......15¢

10c Violet Glycerine 6¢ 35c Savon de Luxe Soap 19¢

10c Bath Soap 6¢

50c Bar Castile Soap 39¢

25c Box Toilet Soap in assort-

OUR LOW PRICES Are Attractive Only Because OF HIGH QUALITIES

You Can Find No Such Suits Elsewhere Selling for Less Than \$35.00 Wednesday Special \$22.50 -The excellent quality-the superb style

and the fine tailoring reflected in these suits makes this Wednesday offering one of the most important suit sales of the season.

-This particular model is made of allwool hard-twisted English serge, such as is used in the making of men's suits.

-The jacket is cut in the season's most popular three-button cutaway style with mannish notched collar and revers. The sleeves are perfectly plain-tailored. Lined with the best quality Skinner's guaranteed satin.

-The skirts are cut in the new straight gored model.

-Suits in navy and black.

-Exactly as illustrated. -Third Floor



\$20.00 Pigskin Oxford Bags at \$14.00

-A large 18-inch oxford bag of genuine pigskin, hand-sewn. Imported English steel frame with brass catches and lock, Corners and edges sewn. Two pockets. Leather lined.

-These pigskin bags are sold with the assurance that they will supply years of service. They could be made no better from any standpoint of materials or workmanship.

-A GREAT BARGAIN. Shown in our Washington street Window.

A Regular \$11.50 Suit Case Goes on Sale at \$9.25

-Of genuine heavy cowhide, sewed edges, large handle, double

SPRING TIME IS Picture Time IN MANY HOMES Half-Price Sale

Special Sales

Wednesday

Now in Progress

-Photogravures, water colors, etchings, carbons, facsimile of water colors and pastels --French and English printsmezzo tints and hand-colored photographs.

-Most of these pictures are reproductions of famous paintings, and all are artistically framed to suit the picture. Some in antique gold, walnut veneer, mahogany and carbon brown mouldings.

-We mention here but a few of the most popular subjects such as "The Angelus," "Sir Galahad," "Lady Hamilton," "Madam Le Brun and Daughter," "The Aurora," "End of Day," "Hope," and a complete assortment of the Madonnas and religious subjects, many landscapes and marine scenes. -These pictures range in price from 25c to \$10 regularly.

- \$.50 Pictures \$.25
- 4.00 Pictures \$2.00
- \$ 7.00 Pictures \$3.48 \$ 7.50 Pictures \$3.75
- \$ 9.50 Pictures \$4.75
- \$10.00 Pictures \$5.00

Spring Waists Of Voile and Lingerie

At \$2.45 Regular Price \$3.50

-Charming waists of fine white voile and lingerie with threequarter or long sleeves and high necks, trimmed with fine Valenciennes lace.

-These laces are very desirable for waists, yokes, collars and cuff sets, dress and hat trimmings. Never before have you ever seen the equal of this offering.

-In order to supply the greatest number we limit each customer to three lengths.

-These laces average about a half yard in length, and in most instances there are four and five pieces alike, and in many instances these different widths come three and four pieces to a bunch.

BOWLS, SPECIAL \$8.00

-A 10-inch Vase in Pinwheel

and Star cuttings. An orna-

ment to any home, and an al-

ways prized possession in this

land of flowers. Other vases

in this sale range in price reg-

ularly from \$8.50 to \$20.00,

Special \$2.60

Hobstar design-something one

can always use, though duplicat-

wife's glass closet. These come

in the well-known cuttings: Star,

Crest, Old English, Sunburst and

Comports, Special \$2.80

-A beautiful comport in Sunburst

design at the low price of \$2.80.

The regular price is \$3.50, and a

-A dainty sugar and cream set in

now \$6.80 to \$16.00.

ed.

Florida.

bargain at that.

-Pirst Ploor.

Extraordinary Sale of Cut Glass One-Fourth Off on Every Piece In Our Large Stock

-A large consignment of cut glass of the finest American cuttings has just been received by us. It arrived a bit late for the before Easter trade, but just in time for the Easter bride's gift. And is there anything more welcome to the new home-maker than a piece of congealed sunshine for her table?

-We are making a sweeping reduction of 20 per cent on each and every piece of cut glass. A visit to the department will prove a veritable inspiration; a tonic to the most fagged shopper.



SPECIAL

-WATER JUGS in Florence, pin wheel and star cuttings. Regular price \$5.75 to \$12.00, now \$4.60 to \$9.60.

-FERN DISHES, 8-inch, in hub, star and prism cuttings. * SUGAR AND CREAMERS Regular price \$5.00 to \$12.00, now \$4.00 to \$9.60.

-CELERY TRAYS, 11-inch, in star and crest designs. Regular price \$4.00 to \$8.50, now \$3.20 to \$6.80.

-COLOGNE BOTTLES. Regular price \$3.50 to \$10.00, now \$2.80 to \$8.00.

-POWDER BOXES. Regular price \$6.50 to \$13.50, now \$5.20 to \$10.80.

-WINE SETS, including decanter and 6 glasses. Regular price \$16.00 to \$31.00, new \$12.80 to \$24.80. .

FLOWER CENTERS. Regular price \$6.50 to \$25.00, now \$5.20 to \$20.00.

\$1.00 Bocabelli Castile Soap ... 59¢ Many New Spring Silks Afford Greater Savings 85c Instead of \$1.50 Think of It -Just 3000 yards of a yard-wide silks

of the dependable quality. The most fashionable and wanted silks of the day are here for your approval.

-Chiffon taffetas in striped effects, attractive figured patterns and changeable colors. These silks are suitable for dresses, waists and petticoats as well as lining purposes.

-All the most wanted stripes and colorings are in this lot. Second Floor.

Choose From Six Styles Crepe Gowns Selling Normally From \$1.50 to \$1.75 Wednesday Special \$1.19

-Round neck styles-slipover styles with kimono sleeveshigh neck and tucked styles, long sleeves and round neck styles and empire styles, formed by an insertion simulating the short-waisted effect. Also slipover round neck styles in extra sizes.

-Trimmed with dainty torchon lace, insertions, ribbons drawn through lace.

-In plain white crepe and white with dainty stripes of blue, pink and lavender.

A Remarkable Fine Assemblage New Hosiery

-New goods are constantly arriving in various weights and styles-the ever-popular black is still in favor, with tan very popular and white as a strong factor for later season use.

-Pretty gray shades are now in demand as well as the bright Neilrose-all of which are to be found here.

-Seamless silk lisle hosiery in black, white, tan and colors. Full fashioned silk lisle or medium weight in fast black. Full fashioned cotton, light, medium or heavy weights, in fast black or tan.

with lavender tops.

85c a Pair

silk or with cotton tops and soles.

locks, shirt fold and linen lined.

Regular \$9.00 Traveling Bags For \$7.50

-Traveling bags of genuine cowhide on steel pin frame, double handles and leather lined. 18-inch size.

Spring Corset Opportunities Arrive With Spring Corset Needs

-The uppermost thought in every woman's mind should be not "my new gown," but "my new corset," for the charm of the prettiest Spring costume ever created will be lost unless the corset be the right one.

-Co-operation with our regular corset-makers will enable us to make some surprising corset offers on Wednesday.

-Not one of these models but is well known to women who make a point of knowing the right corsets.

-W. B. SPECIAL, \$1.50-This new model has decidedly straight lines with low bust, extreme length over the hips, back and abdomen. Two pairs of hose supporters attached. Finished with wide lace beading and ribbon. --W. B. NUFORM, SPECIAL \$1.00-Corsets with the extreme-

ly low bust, long over the abdomen, back and hips. Two pairs of hose supporters attached. Lace trimming at top. -\$6.00 W. B. REDUSO, \$3.50-Of fancy broche with low and

medium bust, extreme length over the abdomen, back and hips. An elastic band over the thigh. Three pairs of hose supporters attached. Embroidery finish at the top. -Fourth Floor.

Full Length Curtain Samples The Regular \$2.50 to \$5.00 Qualities Wednesday 79c Each

-200 full-length net and scrim curtain samples, edged with Battenberg laces and insertions in pretty designs. The net and scrim used in their construction is of a fine imported quality. White or Arabian color, 2 to 3 yards long.

\$4.00 to \$4.50 Lace and Scrim Curtains \$2.95 \$5.00 to \$6.00 Lace and Scrim Curtains \$4.19 -Scrim and net lace curtains made with lace edges and inser-

tions, designed in many new and effective patterns, 40 to 50 inches wide, 21/2 yards long. White, cream or ecru color.

\$2.50 Couch Covers, Special \$1.68

\$3.95 Couch Covers, Special \$2.95

-These couch covers are made of a heavy quality reversible tapestry in pretty Oriental designs. In red, green and tan colorings, 3 yards long and 60 inches wide. Fifth Floor.

In Our Custom Tailoring Salon We Specialize in the **Making of Three-Piece** Afternoon Suits

-From the most exclusive silks such as Brocades, Matelasse, Moire, Biadire, Pin Ottoman, Needlecord and Silk Serges.

-Ours is the only tailoring shop in the city catering to the exclusive trade in the making of three-piece fancy suits. -Tailoring Salon, Seventh Floor. -Other styles with sailor collar of voile and lace with tucking. -The fronts of these blouses are elaborately trimmed withembroidery, rows of lace insertions and medallions of swiss embroidery.

-Third Floor

Ribbons! Ribbons!

-Never, perhaps, in the history of fashion, has the ribbon, celebrated in song and fiction, played so prominent a part as at the present day. The colors and designs are simply bewilderingit isn't what shall I buy, but which?

-It is impossible to enumerate ALL our offerings in this line; a few staples now on our counters are:

-VELVET RIBBON-In all silk satin back, full 21/2 inches wide. This ribbon comes in all colors, navy blue, green, scarlet, Cardinal, Amer--A SPLENDID LINE of Dresden, Jacquards, Roman stripes, from 7 to 9 inches wide. In all shades, including pink, blue, lavender, maize, Old Rose, white, pink and blue, 49¢ yd. _25¢ Special-Taffeta Ribbon, plain and moire; just the thing for hair bows. An endless variety, in-cluding Dresden, Picot Edge, plain and taffeta stripe. Scotch plaids, plain taffetas with border of contrasting colors.

-LINGERIE RIBBONS-In white. pink and blue; in checks, polka dots or basket weave designs. TA . Verd

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Hoover Sweepers \$58.00 to \$110.00

-The Hoover Elastic Suction Sweeper is a combined carpet sweeper and vacuum cleaner. It has all the good points of both without the faults of either.

-Because of the ease with which it is used-the rapidity with which it cleans-and its ability to remove all forms of dirt and litter. The Hoover Suction Sweeper is the only vacuum cleaner that women will or can use regularly for the doing of the daily and weekly cleaning.

-We are sole agents for the Hoover Suction Sweeper in this city. Payable at the rate of

\$5 Down, \$5 Month -Fifth Floos

25c a Pair 50c a Pair

\$1.00 a Pair

-Our regular \$1.50 pure thread silk stockings, extra wide and long. In black, white or tan. Made with double fine cotton tops and heavily spliced cotton

soles, toes and heels.

We also have in stock many similar bargains, at prices ranging from \$2.60 to \$4.60. NAPPIES Special \$1.00 to \$2.00 -Handled and unhandled, in countless numbers. One of the most useful articles in a house-

-Extra fine cotton in fast blackall weights-black lisle or silk lisle gauze, light or medium. Some -Also silk boot stockings and

fine gauge silk lisle in colors.

-Our regular \$1.25 and \$1.50 pure thread silk stockings in black, white, tan and colors. All



