"Spring"—and the Whole Store Reflects the Spirit of the New Season!



Exhibit of New Fashions

-Revealing the Spring Season's Smartest Modes in Women's Suits, Coats, Dresses, Waists

-That magic worker, Spring, together with that other I rush of excitement and admiration. Our Spring Exhibit spirit, "Lower Prices"-has brought about new condi- is most interesting, because it features modes for every tions in the matter of women's apparel. These changes | type and to please all tastes. No selection of exclusive bring to the women of this city a wealth of beautiful outer apparel was ever selected with greater discriminastyles that will start the Spring season with a breathless I tion and you will enjoy viewing the wonderful creations.

Featuring Women's Spring Suits



—A Suit that is modish and fits properly gives one a striking appearance. If you want a real smart, fashionable model, one which will be admired, come to this store. No description or illustration can do justice to the wonderful styles, shades and fabrics.

-Garment Salons, Second Floor

Popular-Priced

-Brief description of four attractive models in Women's New Spring Suits.

—AT \$37.50—Suits of checked Velour with flare peplum and tuxedo collar. Trimmed with rows of buttons and bias Good colors. Best of tailoring. —AT \$55.00 — Smart Sport Suits of checked material. Straight line effect with leather belt and leather trimmed pockets. Coat is finished with wide folds. -AT \$49.75-Suits of navy blue Trico-Full box coat trimmed with rows of fancy stitching and tailored bands. Bell sleeves. Lined with fancy silk

Suits of the Better Grades

—AT \$62.50 — New Spring Suits of Poiret Twill. Strictly tailored model, trimmed with folds, roll collar and narrow belt. One button fastens front. -AT \$79.50 - Suits of taupe color Poiret Twill in a very smart new box coat model, trim med with novelty stitching. Heavy silk embroidered.

AT \$110.00—Beautiful Suits of navy blue Tricotine, Straight line model with narrow belt. Two buttons in Tuxedo collar. In several sizes. -AT \$175.00 Handsome new Spring Suit of navy Tricotine. Coat trimmed -AT \$57.50-Suits of navy blue Trico- with embroidered band, and with jet tine. Coat has inverted plaits down back. Bell-shaped sleeves, Tuxedo collar.

Effectively trimmed with black braid.

With emblodered band, and with jet beads. Finest of tailoring throughout.

—Many other models on display at practically any price you care to pay.

Stylish Stout Suits

Second Floor—With our splendid collection of Stout Suits, we are ready to correctly and fashionably fit stout women just as satisfactorily as with a made-to-measure garment. Perfect fit is assured. If your figure is above the average size, this announcement should be of interest to you. MODERATE PRICES PREVAIL THROUGHOUT!

Extra!

-Monday morning at the Bargain Circle on the First Floor, we will place on sale a special lot of handsome

Women's Aprons

at a very low price. Ginghams and percales in plain colors, checks, stripes

-MAHOGANY finish Table Lamps

with 2 Mazda lights and ex-tension cord. Special at \$6.00

—POLYCHROME finish Table Lamp with one Mazda light and \$7.95 silk cord. Specially priced

BOUDOIR Lamps—polychrome finish. Equipped with one \$3.98 light. Priced special at only

—Art Metal Boudoir Lamps at \$4.98 —Desk Lamps—complete for \$4.75 —Chair Lamps—complete with light

and parchment shades-priced \$22.50

All Silk Shades

Reduced

plies to parchment and glass shades.

Footwear of Distinction

-Popular Prices

—WOMEN'S PUMPS in smart new last with flat heel, welt sole and saddle strap across \$10 vamp. Fastens with 2 small buckles. Pr. \$10 -HAND-MADE SLIPPERS of soft calfskin with covered full Louis heel and two straps over instep. Also same last with one \$11.50 strap. Very dainty. Priced, pair —BROWN KID Laced Oxfords with \$10.50 military heels and walking soles. Pr. -BLACK SUEDE or Satin high heeled Slippers. Wide strap over instep. \$11.50 For Monday's selling priced, pair



Electric Lamps at Notable Savings -February Sale



The home without an Electric Lamp can scarcely be said to be up-to-date these days. No one article adds so much to the cheerfulness of a room. Here is a great opportunity to choose from our entire stock of Floor, Table, Boudoir, Desk, Davenport and Chair Lamps at substantial reductions in prices.

\$15 Lamps \$9.98

Third Floor-Electric Table Lamps in attractive design with fancy decorated shade and metal stand. These have \$9.98 sold heretofore at \$15 and are exceptional values at —MAHOGANY finish Floor Lamps with 2 Mazda lights and silk extension cord. Monday \$10.50 Lamp with 2 Mazda lights and silk extension cord. Extra \$12.50

A Drop in Tea Pot Prices!

Choose Now and Pay Less

Third Floor-English and American Earthenware that brews such good tea. A few of the many styles: -65c Tea Pots in 2-cup 45c size—specially priced at only 45c -\$1.00 Tea Pots in 3-cup 69c size—specially priced only 69c -\$1.25 Pots-4-cup size at 85c —\$1.35 Pots—5-cup size \$1.00 —\$1.50 Pots—6-cup size \$1.15 —\$1.90 Tea Pots, decorated, \$1.25 —\$2.00 Tea Pots, decorated, \$1.38 —\$2.85 Tea Pots, decorated, \$1.85 —Unrestricted choice of any Silk Lamp Shade in our splendid stock at 20% off regular prices. This also ap-



-\$3.00 Tea Pots, decorated, \$1.98 -\$3.50 Tea Pots, decorated, \$2.48 -We Give S. & H. Trading Stamps

THE RIGHT CORSET

is essential to the cor-rect fitting of your new Spring Apparel, Consult our expert Corsetieres on the Second Floor.

The Standard Store of the Northwest

Entire Block-Morrison, Tenth, West Park and Alder Streets

GARDEN SEEDS

of Morse's Garden and Flower Seeds is now on display in Model Grocery on Fourth Floor,

Special Exhibition of New Silk Luster Laces For Spring Frocks

-Saturday's Express brought us a large shipment of the new Silk Lustre Laces which are to play such a prominent part in the making of milady's Spring and Summer frocks. These are shown in the popular hexagon meshes in a wide range of beautiful patterns. 18, 27 and 36-inches wide. Navy, brown and black. Prices range from \$2.75 to \$4.75 yard

> SEE DISPLAY OF MODEL FROCKS IN MORRISON STREET WINDOW

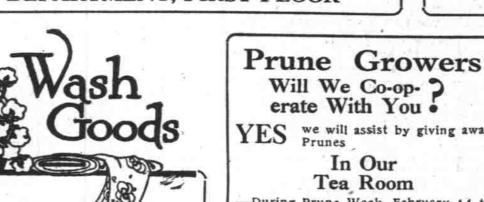
-These show garments are made up in the new Silk Luster Laces and are very beautiful. Don't fail to see attractive display at your earliest convenience. -LACE DEPARTMENT, FIRST FLOOR

Spring Sale of Hosiery



First-quality Stockings from our regular stock. Black and white with embroidered clocks and fancy embroidered designs. Hose of standard make selling heretofore at \$3.95 the pair. Lisle soles and garter \$2.25 tops. Monday special, the pair

SHOP EARLY!



Every New and Pretty Weave Is Here

—The Aisle of Cottons resembles a Spring Festival with its great piles of dainty new tub fabrics. Walk through this department and feast your eyes on the most attractive showing of Wash Goods to be found in all Portland. 'Among new arrivals are

Embroidered Mulls Printed Voiles Dotted Swisses Embroidered Voiles Silk-Mixed Organdies French Ginghams Scotch Ginghams

-Now is the time to buy materials for Spring sewing. The goods are all new and fresh, while choosing is made easier when you can select from unbroken lines. Plan your summer sewing and buy what you need this week. The new Crash Goods are marked to sell at much lower prices, too.

Mercerized Damask At 98c Yard

Main Floor-Mercerized Cotton Damask of excellent quality. Rich satin finish and very attractive patterns. 64 inches wide. Specially 98c priced for Monday's selling at, the yard 98c—LINEN PATTERN CLOTHS—Small lot in various sizes, at 1/4 off regular-No napkins to match.

Toweling

—Heavy grade Crash Toweling—plain white or with colored border. Very absorbent. 25c Extra value—For Monday's selling, a yard

Quilted Batts

—Quilted, pure white Cotton Batts in the full comfort size. These are full 3 pounds \$1.25 in weight. Monday specially priced at 75c Bath Towels at 50c

Fireless Cookers

At \$37.45

sale at special prices. All Fire Screens and Andirons reduced, All Heaters are reduced.

-Regular selling price \$48.30. This is the famous Ther-

matic Cooker you

hear so much about!

Buy now and take

advantage of our

SPECIAL

TERMS

\$1 DOWN

and \$1 A WEEKs Two compartment

style, as sketched

(without legs).

-Saves time, labor, fuel and expense.

STOVE SALE

-Our entire line of Detroit Jewel Stoves

and Ranges now on

Will We Co-op- 2 erate With You YES we will assist by giving away

Tea Room -During Prune Week, February 14 to

19, we will serve delicious evaporated stewed prunes FREE with all lunches in our Tea Room on the Fourth Floor,

Prunes 10c Pound -We will sell excellent Prunes at only

Delivered to Any Point in Oregon

-We are doing our best to dispose of the 22,000,000 pounds of prunes unsold in the state of Oregon. Send a box to your friends back East and encourage others to do likewise. Telephone orders given prompt attention.

> Model Grocery, Fourth Floor

Gorgeous New Silks For Springtime

—It's going to be a great Silk Season and no wonder, for never were the weaves and colorings so beautiful. Pay a visit to the Silk Section and see the many new arrivals and among them are the following-

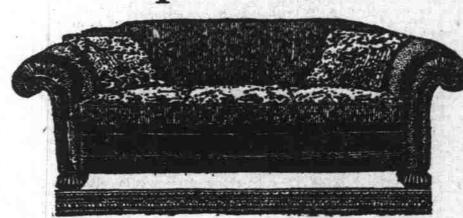
SATIN CREPES ROMAN CREPES BROCADED CREPES SATIN PLAID TAFFETAS TAFFETA CHECKS GROS DE LONDRES SATIN FRANCAISE

-All the newest shades, including Jade, Begonia, Peach, Mocha, Sea Foam, Cerulean Blue, Styx Gray, Orient and New Yellow. Prices are much lower than last season.

Special Sale of Linings

-36-inch Fancy Habutine for skirts and \$1.00 linings—For Monday's selling priced, yard -36-inch Habutine in all wanted plum 60c

Tremendous Cut in Prices of High-Grade Upholstered Furniture



-Upholstered Davenports, Rockers and Chairs are included in this extraordinary sale. A great opportunity to buy quality Furniture at big savings.

Davenport

-Covered with high-grade tapestry in pleasing colors. Regular price \$280 -\$270,00 Arm Chair \$160.00

\$385 Davenport \$228

-Long low model, luxuriously upholstered in best grade tapestry. Former selling price \$228.00 —\$178 Uphoistered Arm Chair to match at \$110.00 —\$62.00 Uphoistered Ottoman to match at \$40.00 —DAVENPORT, uphoistered in blue \$212.00 and taupe Velour. Regular \$310.00 -DAVENPORT, upholstered in tapes-try. High back. Pillow arms. \$260 val. \$187.50

\$400 Davenport \$235

—Davenport and Chair—two pieces in this set. Covered in tan colored poplin. Full spring arms, highest grade workmanship. Regular \$400 \$235.00 value. Monday specially priced at only —BED DAVENPORT with loose cushions in genuine Spanish leather. \$246.50 value \$185.00 -DAY BED-mahogany frame, cane \$125.00 ends, covered in damask. \$175.00 value \$125.00

BED DAVENPORT with cane back and velour cover--BED DAVENPORT with loose cushions, tapestry upholstered. \$257.50 val. \$193.50 ing. Three pillows. Regular selling price \$198.50

Chairs and Rockers At Half Price

-Overstuffed Chairs and Rockers | -Upholstered Chairs covered in

Leather Rockers Fourth Off

—Genuine No. 1 Leather and Craftsman Leather Rockers—roomy and comfortable pieces that would be an ornament to any home. High grade Rockers from famous makers. On sale at 25% off regular selling prices. Dining Chairs About Half Price

-Many Different Styles to Select From

-\$12.50 Waxed Oak Dining Chairs with \$6.75 genuine leather box seat—Monday priced at \$6.75 -\$11.75 Waxed Oak Dining Chairs with \$6.50 box seat of genuine leather, priced at only \$6.50 box seat of genuine leather, priced at only \$6.65

-\$10.50 Fumed Oak Dining Chairs with \$5.85 box seat of genuine leather—priced at only \$5.85 —\$11.50 Jacobean Oak Dining Chairs in \$5.75 William and Mary design—specially priced \$5.75 —\$12.75 Jacobean Oak Dining Chairs, Will-\$6.50

box seat of genuine leather, priced at only 00.00 iam and Mary design. Monday specially priced \$6.50 —Regular \$2.50 Sewing Table of maple. \$1.79 box seat of genuine leather. Monday only \$5.50 Folding style. Monday specially priced at \$1.79 —FURNITURE DEPARTMENT. FOI IPTH BY