

Prepare for Easter!—This Great Store Is In Full Readiness to Supply Your Every Need

New Veils and Veilings

—To every stylish costume a Veil adds a fascinating charm, and behind its delicate meshes the sparkling witchery of a smile reflects the mystical Orient. Newest creations ready in Veiling Dept., 1st Floor.

Olds, Wortman & King

RELIABLE MERCHANDISE — RELIABLE METHODS.

MORRISON, ALDER, WEST PARK AND TENTH STREETS

Easter Neckwear

—Everyone can have the distinctive appearance which fresh-looking neckwear gives to the costume. Here is a wonderful collection of new and dainty Collars, Sets and Vests at moderate prices. 1st Fl.

Portland's Premier Fashion Exhibit

Invites Your Inspection of the Favored Modes



The Garment Store Is Filled With Beautiful New Apparel

—The style leadership of this store was never so strikingly illustrated as in this masterful presentation of Women's Apparel, surpassing in scope and completeness anything heretofore assembled in Portland. It will be well worth your while to view this display, embracing as it does the foremost creations of world renowned designers and makers of apparel for women who appreciate style.

Women's New Spring Suits Easter Blouse Fashions

—\$32.50 —\$39.75
—\$49.75 —\$59.50

The great majority of women prefer to pay a moderate price for their Suits and buy an extra one during the year. With this fact in mind, we have given special attention to selecting garments that will meet with their approval both in style and value. At the above prices we are showing an excellent range of models developed in Pin-Stripe Serge, Tropicane, Checked-Velour and Mixtures. Sport styles with patch pockets, novelty belted and straightline effects, embroidered and braided. Also dressy styles with tasseled sashes and fancy sleeves. These are extra values at prices ranging \$32.50, \$39.75, \$49.75, \$59.50

New Silk Petticoats

—Silk Jersey and Taffeta Petticoats in all the wanted shades, including desirable navy blue and gray. Dainty styles with tucked, plaited, corded and ruffled flounces. Plain colors and changeables. At \$3.95, \$4.75, \$5.00 to \$14.50

Easter Blouse Fashions

—The woman who buys her Easter Blouse here has the satisfaction of choosing from the largest and most complete stock to be found in the city. Moreover, the styles have been selected with care, giving assurance of correct styles. Come to the Blouse Section and let us show you the many delightful models on display. Tailored and novelty styles with long and short sleeves. Every desirable color included in the lot. —Georgette Blouses \$5.50 to \$20 —Crepe de Chine \$5.75-\$23.75 —Minuette priced \$3.98-\$12.50

Garment Salons
Second Floor

Easter In the Junior Shop

—A notable showing of high-class Wearables for Girls and Misses, featuring the new season's smartest modes. You will want to see these charming styles—the last word in the realm of Junior Fashions.

Girls' and Misses' Coats

—Delightful styles in Coats and Capes for the young miss of 8 to 16 years. Velour, Cypress, Polo, Polret Twill, Serge, Bolivia and other materials. Plain colors, checks and plaids. Belted and loose models with tailored cape, shawl or scarf collars. Large selection of beautiful styles. Priced \$10.00 to \$98.50

Girls' and Misses' Dresses

—Taffeta Dresses in many dainty styles for street and party wear. Others of Georgette Crepe, Tricotine and Serge. Blouse, straightline and novelty models, trimmed with ruffles, ribbons, flowers, plaitings, etc. Some have fancy pockets and collars of pretty laces. Sizes 7 to 17 years. Priced \$12.95 to \$55.00

—Girls' Middy Blouses \$2.50 to \$5.00

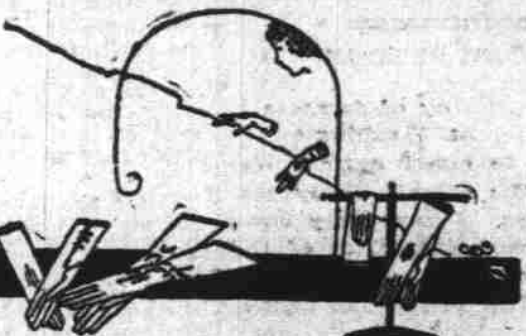
Save On Your Easter Gloves

\$2.48

for French Kid Gloves formerly priced at \$4.50. 2-clasp style with fancy embroidered backs. Black, white, tan and gray. Sizes 6 to 7. These are of a famous make and are first quality—from our own regular stock. On sale at Center Circle, First \$2.48 Floor. Special, the pair \$2.48

\$3.50 Gloves \$1.98

—2-Clasp Imported Kid Gloves with Paris Point backs. Black, white, tan and mode. Sizes 6 to 7. Formerly \$3.50—Special, a pair \$1.98



Long Silk Gloves \$2.50

—Women's Silk Gloves in the 16-button length. White only. Sizes 5 1/2 to 7 1/2. Double Tipped. Standard quality. Special, pair \$2.50

Women's Silk Hosiery

THE carefully gowned woman will give particular care to her Hosiery, now that this is to be a great season for low shoes. Our stock offers Silk Hosiery of dependable makes in plain, fancy clox and embroidered effects at moderate prices.—Dept., Main Floor.

Presenting the New Season's Smartest Fashions In MEN'S QUALITY CLOTHES



BUDDING TIME that brings to mind pleasant thoughts of the glorious Spring days also brings the desire to men to change to wearables that are in accord with the new season. The man who gives care to the selection of his clothes—in other words, the critical dresser—will find here Spring Suits that will meet every reasonable demand for appearance and serviceability. Our Spring lines now on display afford a wide range of choosing, both in conservative and ultra-fashionable cuts. Several world-famous makes, including the celebrated "L System" Clothes. Spring Suits priced \$25.00 to \$75.00

Men's Easter Neckwear In Great Variety

—The smart, snappy patterns, fresh from the maker! Beautiful Silks in heavy and light weights. Wide and narrow styles with slip-easy collar bands. Also knit Silk Ties in the latest colorings included. Here—for quality Neckwear—priced special at \$1.00 up to \$5.00

Men's Shirts

Main Floor—Arrow, Bates Street, Savoy and many other well-known makes. Very best of materials and you'll like the classy new patterns. Shirts with soft cuffs at prices ranging \$2.50, \$3.00 and \$4.00 —Men's Shirts with stiff cuffs, extra values priced at only \$3.00 —Men's Silk and Fiber Shirts priced special \$4.00 up to \$8.50

Easter Hosiery

—We are principal Portland agents for Men's Interwoven and Phoenix Hosiery. Full assortment of the different weights and all sizes. Look to your Easter needs. Priced at 75c up to \$1.25 a pair. —Silk and Silk Mixed Pajamas special at \$2.50, \$3.25 to \$12.50

Men's Spring Hats \$5 to \$11

—Frank Schoble, Hi-Lo, Borsalino and other famous makes. Soft Felts, Derbies and Straws. We have the style best suited to your individuality. Come in and try it on. Our hat expert will tell you all you may wish to know about quality and style. Dept., First Floor.

Boys' 2-Pant Suits At \$10.85

Main Floor—Boys' Suits with 2 pairs of pants—wonderful values at the above price. Fancy Mixtures, Tweeds and Homespun in smart styles. Pants full cut and lined throughout. All sizes 7 to 17. Priced \$10.85 —Boys' Corduroy Suits in dark brown. Latest Norfolk models with patch pockets. Special at \$8.95 —Boys' Suits of the better grades at \$16.88 to \$27.50

Sample Handkerchiefs At 1/3 to 1/2 Off

Main Floor—The biggest thing in Handkerchiefs we have been able to offer since the holidays! No matter how well supplied you may be, you cannot afford to overlook this opportunity to buy and save from a third to a half.

—Plain colored Sport Handkerchiefs with French hem and corner —Spanish embroidered pure Linen Handkerchiefs in white —Fancy colored border Handkerchiefs—Hand embroidered and Linen Handkerchiefs—Shown in beautiful designs. See them. —NOTE—As these are samples, some may be a trifle mused, but not enough to hurt them in the least. Shop early in the day if you would get the best.

Sale Prices Range 5c to 75c —Regular 12 1/2c to \$1.50 Values

Easter Sale of Low Shoes

WOMEN'S \$11.00 White Kid Ties \$7.95

—Very smartest dressy Women's Theo Ties with Baby French heel and hand turned soles. Narrow plain toe. Widths AAA to C and full \$7.95 range sizes. \$11 grade. Now \$7.95

—\$11.00 White Kid Street Pumps with covered military heels and welt soles. Widths AA to C. Good sizes. Specially priced, the pair \$8.95

WOMEN'S \$11.50 Tan Calf Pumps \$7.95

—Tan or black calf walking Pumps with Cuban heel and welt soles. Medium pointed toe. Widths AAAA to B. Regular \$11.50 Pumps, on \$7.95 special sale now at, the pair \$7.95

—One of the season's favorite numbers. Ankle strap Slippers, brown or black kid with inset of suede, hand-turned soles and covered full Louis heels. Widths AA to C and full assortment of sizes. \$11 Slippers at \$8.95

Easter Showing of Infants' and Children's Apparel

—Our new Spring stock is now at its best. Fresh shipments recently arrived are now on display. Come and see the season's dainty wearables for little tots.

Children's Coats —Of silk and wool materials in a large selection of beautiful styles. Plain colors, checks, etc. Ages 2 to 6 Priced special from \$5.00 up to \$21.50 —Children's Straw and Fabric Hats in dozens of dainty styles at prices ranging from \$1.75 up to \$7.50

Dresses —The prettiest and most becoming styles we have ever shown. Ages 2 to 6 Priced \$1.50 to \$4.95 —Perky Prim Frocks in dainty styles, priced \$3.95

For the Baby —Infants' Bonnets of dainty sheer organdies. On sale at 65c up to \$3.75 —Philippine and Madeira Pillow Slips in pretty designs at \$1.98 to \$3.50

Groceries

—Fourth Floor —Experienced telephone clerks at your service 8 a. m. to 5:45 p. m. **Friday Specials** —Preferred Stock Peaches priced special at, a can only 40c —Sliced Pineapple, 3 cans for \$1.00—per can only 35c —Wilson's canned Apricots, 3 cans for \$1.00, per can 35c —Paris brand Corn special at \$2.35 dozen, per can only 20c —Minne-Paul canned Peas on special sale at 3 cans for 50c

Armour's Star Bacon 54c lb.

—Delicious for your Easter breakfast. Corn-fed sugar-cured Bacon—none better to be had. Strips weigh from 4 to 6 pounds. Sold in full or half strips only. Phone your order if you cannot come in person. Armour's Star Bacon, on sale Friday. Specially priced at, the pound only 54c **Model Grocery Fourth Floor**

Charming Easter Hats



On Sale in the Basement

\$5

—When you see how sweet these Hats are and how well they are made, you will wonder how they could be produced to sell for so little money. Candidly speaking, there isn't a Hat in the lot worth less than \$7.50, and some are worth considerably more. Sashed Turbans, Satin Sailors, Banded Sailors, Colonial, Rolls, etc. All the newest Spring colors. Priced special at \$5.00

Girls' Hats

In a large collection of charming styles for Easter wear. Headquarters for Millinery, Flowers, Wreaths, Braids, etc. Select now.

BASEMENT MILLINERY

Sale Extraordinary! Bleached Sheetings

—A very special purchase and sale of 800 "mill run" pieces of bleached Sheetings, offering the greatest values in years! One of America's largest mills—an old, reliable brand noted for its soft, snow-white appearance and good wearing quality.

Sheet Lengths \$1.13

Bleached Sheetings in lengths of 2 1/2 yards. This come 1 1/2 yards wide. Only 350 pieces in this lot. Splendid Friday, while they last, at \$1.13

Sheet Lengths \$1.25

—Bleached Sheetings in lengths of 2 1/2 yards. Full 2 yards wide. About 450 pieces in this lot. Splendid quality. Friday, per length \$1.25

No Telephone Orders Accepted None Sold to Dealers

Special Sale Wool Auto Robes \$6.95

—Full size Wool Robes with fringed border. Attractive new plaid patterns in good serviceable colors. Some of these are of a famous make and all are wonderful values. \$6.95 very special now at only \$6.95

Also Special Lot Wool Auto Robes At \$4.95

—These are extraordinary values. ROBE DEPARTMENT THIRD FLOOR