

MAIL ORDERS

Promptly and carefully filled by expert shoppers. Send us a trial and be convinced of the efficiency of this department.



LACES AND BUTTONS

The new spring lace designs are now in and on display and sale. Exclusive designs only to be found here. The new gold and gun metal button trimmings are shown in a great variety.

OUR FACILITIES

For handling large quantities of goods are far superior to any other house in the Willamette Valley. By buying large quantities and paying cash, we are enabled to secure better freight rates and better wholesale discounts which materially lessen the price of our goods but not the quality. Instead of dwelling upon the remarkable growth from a small store in 1880 to the largest store in the Willamette Valley, we at once call the attention of our readers to the bargains we have to offer. We believe it will prove more interesting to them to learn how much money they can save at this establishment than to read the story of our success. In order to fill the store with eager purchasers we quote items that everybody knows are bona fide offerings that conclusively prove the importance of shopping here, and we shall sustain our reputation of 24 years standing for delivering the goods advertised as advertised. Glance over the items, make your notations, and come here for the greatest bargains.

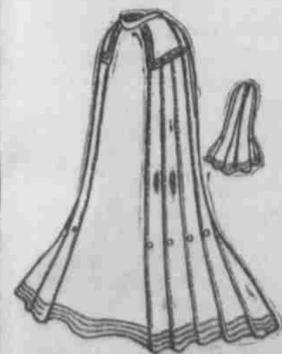


The Leading Cloak and Suit Store

Women's Spring Apparel

Bright and beautiful, bustling with style, splendidly made with becoming neatness, our fashionable creations in tailored garments are being enthusiastically welcomed by hundreds of appreciative women—right now's the time to make your selections—you have a wide choice in styles and fabrics, besides you'll have the pleasure of wearing your clothes longer while they are stylish and fully get their worth and remember we can do best for you from a money saving stand point. A great many new arrivals during the week

New Skirts



Beautiful new spring skirts, made in the very latest styles and shades in the following big assortment. Black and blue etamines, light and dark tweeds, wire cloths, homespuns, chevots, serges covets, panel fronts, yoke effects, button trimmed etc.

\$2 to \$27.50

- FIRST FLOOR DEPT
- WAISTINGS
- CALICO
- PRINTS
- GINGHAMS
- HOSIERY
- LINENS
- LININGS
- LACES
- EMBROIDERIES
- GLOVES
- SILKS
- NECKWEAR
- UMBRELLAS
- SWEATERS
- SHIRTS
- COLLARS
- HATS
- SHOES
- SOCKS



- SECOND FLOOR DEPT
- SILK
- WAISTS
- SILK
- PETTICOATS
- WRAPPERS
- KIMONAS
- CORSETS
- TRUNKS
- SUIT CASES
- VALISES
- COMFORTS
- BLANKETS
- PORTIERES
- LACE
- CURTAINS
- SUITS
- SKIRTS
- INFANTS
- WEAR
- ETC.

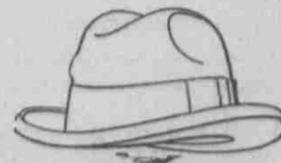


Men's Clothing

Correct in Style
Correct in Fit
Correct in Price

The new men's clothing is especially well adapted to meet the demands of men who want to be well dressed at small cost. From moderate priced suits to the highest grades in stock in complete variety and range of prices. Our men's clothing cannot be surpassed. In material and workmanship, none is better; we doubt if it can be matched elsewhere in fit and style. It is always correct. Our prices are always as low as prices of these grades can be sold.

\$15.00 up



Men's Spring Hats

The new spring blocks in their first showing. The hat tree is full of new and choice blossoms for spring. Do you prefer to lead with the new styles or merely follow? Surely you had rather be among the first to wear the favorite fashions of a season. It costs no more than to wait until they're commenced to get old—and it's far pleasanter.

\$2 to \$4

We Point With Pride to the Store That Saves You Money.

This store has become the Willamette Valley's shopping center, because absolute confidence can be placed in every word announced in their advertising. The store where bargain facts are behind all offerings. THE STORE THAT GIVES BETTER VALUES FOR THE SAME MONEY AND THE SAME VALUES FOR LESS MONEY.



New Wash Goods

The top round of the ladder must have been reached by the designers and weavers in the production of the present season's washable fabrics. We have never seen anything so beautiful in all these years of wash goods selling. It doesn't take long to say that these cotton summer cloths are new and beautiful, but to give an accurate description of them would mean a lot of time, paper and patience, and even then you could not know as much about the showing as your own eyes can tell you in a moment's time. Samples sent on request.

Spring Neckwear

The Woman's neckwear department teems with the latest creations in neck dressing. Many pretty little things shown to day fascinating little bits of daintiness—how can we describe them? In exquisite variety, too—And customers haven't been a bit backward in telling us that our selection is not only by far the largest, but our prices are decidedly the lowest hereabouts. Be sure to see our large display.

Lace Curtains

We are just in receipt of an immense line of new lace curtains in the latest designs in Nottingham, Beige, Champaigne, Arabian, Point de Luxe, Fil de Fer, Louis XIV, Saxony, Renaissance, Irish Point, etc.

50c to \$15.00

Over 100 different patterns

Black Dress Goods

Many new ideas in black dress goods from that famous maker Priestly in a great variety of weaves, such as Cravenette Suitings, Cravenette Mohair, Cravenette Prunella, Cravenette Sicilian, Mohair Raxona, Camels Hair Voile, Duchness Voile, Chiffon voile, etc., etc.

Kimonas

The new spring kimonas are here in all their sheer loveliness. An elegant line of fine percales, lawn and fancy swisses. All sizes, all colors, all prices.

50c to \$2.50

Spring line of wrappers in all desirable patterns.

80c to \$2.50

SPRING SHIRT WAISTS

Beautiful white lawn waists. In woman's waists there is no questioning the fact that white has the call for favor. And among the spring waives the sheer, immaculate, dainty lawns, take precedings over all others. It's really refreshing to one to look over our beautiful showing. From every standpoint, greatness of quality, diversity of display, richness of styles, quality for price, it stands without a peer.

50c and up

SHIRT WAIST SUITS

In delightful abundance. These dainty, airy dresses are the perfection of our makers. FINE ASSORTMENTS IN COTTON AND SILKS.

Men's Shirts

Our showing of men's shirts, neck wear, hosiery, gloves, underwear, night robes, etc., comprises about every new style on the market. We show values and styles that no other house will show you, and you are absolutely sure of getting the very latest and the very best.

Portieres, Couch and Table Covers

In a large and varied assortment in the latest Oriental shadings and colorings, some are plain, others are plain with fancy oriental borders, others have the conventional Oriental designs in Ottoman, Oriental, Bagdad, Ottoman, Ribbed, Savoy Kashyan, etc., etc.

Embroideries

Beautiful new embroideries. Our complete stock of new embroideries for spring and summer are ready. You will find the styles more beautiful than we have shown previously, and assortments several times as large. When you have a little time to spare, come and look at them. All prices.



Spring Dress Goods

The gathering of new dress goods. It is interesting to come here day after day and watch the coming of the spring wool dress fabrics—There's so much that's new. Goods that come under the head of veilings will be much worn. It would seem that their weavers had stolen the spider's secret, for these fabrics are lighter, more airy, gauzier than you have yet seen them. The stocks are so full and new that you can get just what is wanted. Samples sent on request.

Spring Hosiery and Und'wear

The warm weather approaching will soon necessitate lighter weight garments. Are you properly supplied? The exceptionally fine quality of our garments, coupled with their unusually low prices, offers you values that will be impossible to duplicate. We were never better prepared to supply your wants than at the present time. Stocks are now complete.