

Meier & Frank Co. The Quality Store Meier & Frank Co. See Also Page 13 Meier & Frank Co. Established 1857 Meier & Frank Co.

New Goods, Right Goods, Courteous Service and the Confidence of Our Customers

All Charge Purchases Go on April Bills

EASTER FASHIONS



To those women and misses who are now giving thought to the important matter of Easter apparel and to those who are primarily concerned with more immediate needs we offer rich treasures of fashion-favored apparel, of which the following will give some idea:

Dresses for Every Occasion

Dresses for street, business, afternoon and evening wear. The assortment is so all-inclusive that every taste may be satisfied. The selection embraces every model, every variation of trimming, every conceivable fancy of the mode.

In this, as in the other groups, smart modes may be found here in **EXTRA SIZE GARMENTS** designed to afford good lines to women of ampler proportions in accord with the modish silhouette.

Serge, gabardine, tricotine, wool jersey, taffeta, tricolette, Crepe de Chine, satin and Georgette Crepe are favored materials, in addition to which there are gingham, lawn and organdy dresses in charming array. \$15 to \$250.

Coats, Capes, Dolmans

The snug shoulders and soft-flowing lines, the altogether delightful swing of them, the graceful way they envelop the figure—these are features of the new wraps which commend them to every woman and miss.

We have them in serge, poplin, tricotine, Bolivia, pom pom, burella, satin and tricolette. All the leading shades and combinations. Coats of tweed, wool jersey, gabardine, etc., are also shown. \$12.50 to \$165.

Hosts of New Suits

Box jacket, blouse, belted, high waistline, plain tailored and semi-fitting models. Serge, Poiret twill, poplin, tricotine, wool jersey, tweed and tricolette materials. All colors in all sizes for women and misses, including stylish stouts. \$25 to \$115.

New Furs

We have a splendid selection of the much wanted squirrel, fox, wolf and lynx furs for Spring and Summer wear. Scarfs, capes, coats and throws. Natural, brown, taupe and black. \$35 to \$125.

New Skirts

New separate skirts for dress and sports wear. A large assortment of plaids and new sport colorings in plain and pleated skirts, \$5 to \$27.50. —Meier & Frank's, Fourth Floor. (Mail Orders Filled.)

NEW

Underthings

of Crepe de Chine have just been received on the Third Floor. Gowns and envelope chemise of high quality, finely made and trimmed. \$3.59 to \$12.50.

Madame Irene

corsets for particular women. Low-bust style with elastic tops. High-grade materials. Superb designing and workmanship. \$5.50 to \$25.—Third Floor.

Waistcoats

and vests in a multiplicity of new materials, styles and colors. Pique, gaba rdine, broadcloth, hand-embroidered linen, novelty silks, metal brocades, etc. \$2.50 to \$14.50.—Main Floor.

Georgettes

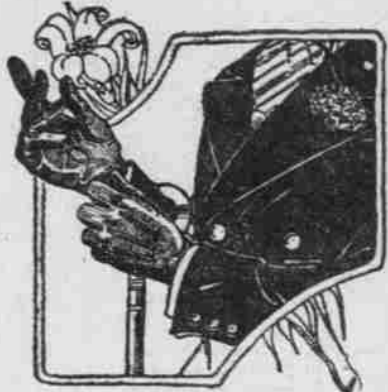
in plain and printed designs are shown in the newest colorings. Plain: \$2, \$2.25, \$2.50. Printed: \$2.75 to \$3.50.—Main Floor.

Junior Capes

150 of them—illustrating all the foibles of fashion. Of blue serge, silk lined and unlined. Just out of their boxes. \$13.50 to \$45. Genuine leather coats for misses are lined with Skinner's satin. \$75.—Second Floor.

MEN

Your spring and Easter things are here, readily accessible, the best qualities at the prices, correct in style, the sort of things we've learnt from years of experience. Portland men and young men want. Ample stocks. Competent sales service. Many special values made possible by the merchandising mastery the Store for Men enjoys. Step inside our Morrison-street entrance for these or any of the new furnishings you have in mind.



New Shirts

A splendid collection. Percalé \$1.15-\$1.50. Madras \$1.50 to \$5. Filter silk \$3.55 to \$6.50. Pure silk \$7.50 to \$12.50. See our authentic spring showing of the new MAN-HATTAN shirts.

New Sox

"Silk Mats" for men in all colors, \$1. Clocked silk hose, \$1.50. Heavy "Onyx" silk hose, \$2. "Phoenix" silk hose, \$2c. Cotton, hosiery and cashmere socks at a wide range of prices.

New Hats

From Knox, Stetson, Mallory, Borsalino, Meier & Frank Special new felt hats, \$5. Complete line of new cloth hats.

New Ties

Featuring new regimental stripes in silk ties at \$1. Other silk ties in all patterns and colorings at prices to suit every man.

The Store for Men is also headquarters for standard makes of gloves; starched and soft collars in all styles; underwear in such famous makes as Munsing and Vassar; pajamas and night shirts—in a word, everything carried by a complete high-grade furnishings store. —Meier & Frank's, Main Floor. (Mail Orders Filled.)

Easter Cards and Novelties

Easter post cards with appropriate greetings, decorated in many designs, each 1c.

Easter greeting cards with verses, envelope for mailing, each 3c to 20c.

Easter seals and stickers, box 10c.

Crepe paper for Easter decorations, Easter napkins, etc. —Main Floor.

Easter nut cups, boxes and favors, 5c to 50c.

Easter baskets containing chicks, bunnies, etc., 25c to 50c.

Easter chicks, ducks, bunnies, 1c to 20c.

Easter snappers, box 65c to \$1. —Fifth Floor.

Milo Will Advise You FREE

'MILO'

Hours: 10 to 12 to 5

Former Champion Strong Man of the World Here Tomorrow and All Week—Sixth Floor

We have secured the services of Milo—ex-world's champion strong man, famous health and hygiene specialist and physical culture expert—to give free physical instruction and advice to all who consult him on our Sixth Floor this week. Milo will tell you what exercises to do—simple exercises that you can follow at home—and assist men, women and children in the attainment of health and strength. Consult him free in our Sporting Goods Store, Sixth Floor.

New Ready to Wear and Sports Hats

From the Most Famous Designers

Plain tailored mostly, but with such dash and chic these new hats from

Phipps Knox Gage Vogue

Meadowbrook unmistakably proclaim their aristocratic origin.

Rough straws, lisesers, milans and milan lemps, trimmed with plain ribbon bands and embroidered wool flowers, are shown in small and large shapes and in all colors.

\$5 to \$16.50.

—Meier & Frank's, Fourth Floor. (Mail Orders Filled.)



New Crepe de Chine and Georgette Blouses \$5

Forehanded buying accounts for this exceptional offering of just-unpacked Georgette and Crepe de Chine blouses at \$5. Patrons will accord a warm welcome to this emphatically desirable group at this special price.

Flesh, white, maize and gray.

There are cleverly embroidered, braided, hemstitched and tucked models. Round, square and V necks, flat and roll collars, some with insets of Point de Venise lace. A number of distinctive high-neck models also included. Cuffs that flare and turn back, invisible and pearl button closings—many are the attractive characteristics of these dainty new blouses. One style illustrated.

They Are Remarkable Values at \$5

Choose your Easter blouse from among this assemblage tomorrow.

—Meier & Frank's, Fourth Floor. (Mail Orders Filled.)



Our Daylight Silk Shop Announces for Tomorrow An Easter Sale of 1000 Yards

New \$3 Dress Satins \$1.98

Our silk buyer while recently in the eastern markets secured in an extraordinary special purchase this fine lot of 1000 yards new dress satins and charmeuse that would sell for \$3.00 yard if bought in the regular way.

Firmly woven silks in wanted shades of pink, coral, rose, navy, and midnight blue, Belgian, jay and turquoise blue, seal, sand, nickel, gray, taupe, Burgundy and black. Suitable for every purpose. As the quantity is limited we advise early selection.

Buy tomorrow—have the silks made up in ample time for Easter.

—Meier & Frank's, Silk Shop, Second Floor.



Insure Safety For Your Winter Furs

by storing them in our perfectly refrigerated vaults on the premises, where they are secure from moths, theft, fire, loss or damage from any cause.

Repairing and Remodeling

expertly executed for a very moderate charge. Phone and our auto will call.

—Meier & Frank's, Furs Received, Fourth Floor.

This Is "Baby Week"

Tomorrow and balance of week we offer infants' Domet flannel (double-faced outing) wrappers, gowns, petticoats, jackets and blankets at worth-while savings.

Wrappers 69c

White Domet wrappers in V-neck and round collar styles. Buttonhole edges in colors. 75c to \$1.25 values.

Blankets 83c

White Domet receiving blankets, may also be used for sheets. 36x36-inch size, 83c. The 36x54-inch size, \$1.19.

Gowns 69c

White Domet nightgowns in high and round neck styles, open front and back. Buttonhole edges in colors.

Blankets \$3.50

"Rosebud" blankets with pink and blue borders and silk-bound edges in dainty colors to match. 36x50. Regularly \$5.

Petticoats 49c

White Domet Gertrude, petticoats with button shoulders. Finished with buttonhole edge. Heavier quality, 98c.

Bootees 49c

Infants' crochet and knitted bootees in white with pink or blue colored stripes. Plain or scalloped tops.

Jackets 69c

White Domet jackets with kimono sleeves. Tied with soft ribbon bow to match silk-bound front, neck and sleeves.

Dresses \$1.98

Fine soft nainsook dresses without yokes. Very attractively finished. Regularly priced at \$3.50, special at \$1.98.

—Meier & Frank's, Second Floor. (Mail Orders Filled.)

Maternity Corsets

We make a specialty of fitting maternity corsets. We have complete stocks of the world's most famous maternity corsets—the

"Frolaset"

front-lacing maternity corsets. Experts to advise you. Courteous, careful service.

—Meier & Frank's, Corset Shop, Third Floor.



A Very Special Sale of 35c to 65c Wash Laces the Yard 25c

A fortunate special purchase of small lots imported and domestic wash laces accounts for this exceptionally low price. Women should supply all their spring and summer needs in this special sale. Laces suitable for neckwear, blouses, camisoles, petticoats, negligees and art work are included.

Venise and Filet edges and bands, 1 to 5 inches. Shadow flouncings, 17 inches. Filet, Val, and Platt Val. edges and bands, 2 to 6 inches. Imitation Duchesse edges, Filet crochet bands, 5 inches. Cluny edges, 3 to 5 inches. White and cream.

New Dress Embroideries, Yard 89c

36-inch dress embroideries of white organdy with floral patterns and voile with colored designs on white grounds. 5 yards of this material will suffice for an inexpensive and attractive frock.

"Maytime" Net Rufflings Just In

These net rufflings are very desirable for young girls' party and graduation frocks. A wide variety of patterns. 27 and 40 inches wide. Yard, \$1.59 to \$4. —Meier & Frank's, Main Floor. (Mail Orders Filled.)

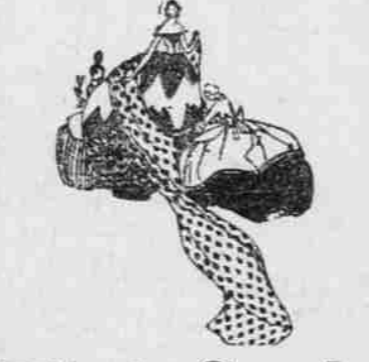
New Stamped Blouses

Our Art Needlework Shop is, as usual, first to show new round-neck model blouses stamped for embroidery in many attractive designs.

The Model Illustrated

is in a particularly desirable design and is stamped on best-quality "Lykline." All sizes 32 to 44. Special \$1.25. We have several other patterns in these new blouses.

Mail order patrons please state size. —Meier & Frank's, Needlework Shop, Second Floor.



Wash Goods

Among the most wanted of the new spring wash goods:

Voiles
White, printed and satin stripe voiles are here in great variety. White, 38 inches, 25c to \$2. Printed, 36 and 38 inches, 50c to \$1.50. Satin stripe, 36 inches, \$1.25.

Organdies
White and all the wanted plain colors. 36-inch, 60c and 75c. 38-inch, \$1.25. 44-inch, \$2.

Ginghams
Plain colors, stripes, checks and block plaids, 27 and 32 inches, 35c to \$1.50.

Percalés
Plain colors, stripes, checks and floral designs, 36 inches, 25c and 40c.

Suitings
Gabardine suitings in all the leading plain shades, 36 inches, \$1.

Beach Cloth
Three shades of blue and tan, rose, green, red, helio, 36 inches, 50c. —Meier & Frank's, Second Floor. (Mail Orders Filled.)

New Spring and Summer Sweaters

To be a glowing bit of color against the golf green, to obtain just the ideal warmth and freedom of action for outdoor sports, choose from our new lines of spring and summer sweaters.

Lightweight Shetlands, zephyrs, mohairs and brushed wool effects in liberty red, overseas blue, American Beauty, Pekin, gray, pink, brown, taupe and white. Many attractive styles.

Wool sweaters \$10-\$21.50. Silk sweaters \$19.50-\$42.50.

—Meier & Frank's, Third Floor. (Mail Orders Filled.)



Mme. Lyra and Mme. Irene Corsets

In a Special Sale at

\$2.98

Values to \$10.00

These corsets are made of good quality coutil in medium bust style with long skirts and elastic insert in hips and low top models with medium length hips. Plain white and fancy brocaded effects. Sizes 21 to 36.

Come early for these fine to \$10 corsets at \$2.98.

—Meier & Frank's, Corset Shop, Third Floor.

