

Tickets for Portland "Ad" Club's Special Show at Baker Theater, March 21, on Sale in Our Men's Furnishing Department—75c Each  
Join Our March Sewing Machine Club—Willamette Machines on the Club Plan, \$2 at Purchase, Then \$1 a Week, No Interest Charged

MEIER & FRANK'S

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Benefit Luncheon—Entire Proceeds Today in 7th Fl. Restaurant Go to People's Charity Institute



Great Introductory Display and Sale of the Famous "American" Undermuslins



See the Big Window Display.

SECOND FLOOR, NEW BUILDING

ORDER BY MAIL

EVER on its watch for NEWER AND BETTER MERCHANDISE, Meier & Frank's, less than a year ago, acquired the sole Portland agency for the celebrated "American" Undermuslins, acknowledged by women from Maine to California as the highest perfection yet attained in Muslin Undergarments.

"American" Undermuslins are made under the most modern and sanitary conditions. Their large, airy, sunny factories combine with skilled labor and highest quality materials to produce garments which for style, daintiness and dependability are unequalled.

Our huge new Spring and Summer stocks of "American" Undermuslins have arrived, and to introduce this celebrated make to Portland women, we begin this great Three-Day Display and Sale today.

All the savings quoted here are big, actual reductions, in force until Saturday night. See the Fifth street display windows. Read on—share in the savings.

Sale "American" Gowns

Exquisite quality of cambric, nainsook and muslin, prettily trimmed in lace and embroidery edgings and insertions, tucks, featherstitch, braid, beading and ribbons. High or low neck styles, in hubbard, empire or slipover style.

- \$1.75 "American" Gowns, now \$1.29.
- \$3.50-\$4 "American" Gowns, \$2.97.
- \$4.50-\$5.50 "American" Gowns, \$3.95.
- \$1 "American" Gowns, special at 79c.
- \$2-2.25 "American" Gowns, \$1.47.

'American' Combinations

Drawer and corset cover combinations of excellent quality nainsook, cambric and lawn. Princess style or with beading at waistline. Wide or narrow drawers, trimmed in val. or linen laces, tucks, insertions, beading and ribbons.

- \$2 "American" Combinations, \$1.49.
- \$3 "American" Combinations, \$1.98.
- \$4 "American" Combinations, \$2.98.

"American" White Skirts

Made with pretty flounces of lawn, daintily trimmed in neat embroideries, tucks, beading, insertions, ribbons and linen and val. laces. All of superior quality cambric and lawn. Introductory sale prices follow:

- \$5 "American" White Skirts, \$2.98
- \$3-\$3.50 "American" White Skirts, \$1.98
- \$2.25 "American" White Skirts, \$1.47

"American" Short Skirts

Dainty knee-length skirts of splendid lawn and cambric. Some plain hemstitched styles, others prettily trimmed with embroidery and lace-finished ruffles. For 3-day Introductory sale:

- 65c "American" Short Skirts, 49c
- \$1 "American" Short Skirts, at 79c
- \$1.35 "American" Short Skirts, 93c

"American" Drawers

Wide circular styles, open or closed. Daintily trimmed in embroideries, val. and linen laces, beading, ribbon, ribbon insertions and tucks. Made of splendid quality cambric and muslin.

- 75c "American" Drawers, special, 49c
- \$2 "American" Drawers, special, \$1.39.
- \$3.50 "American" Drawers, special, \$2.67.

"American" Corset Covers

Finest nainsook and lawn corset covers, with fitted peplum. Daintily trimmed in embroidery and lace edges, insertions, beading and ribbons.

- \$1.25 "American" Corset Cover, 98c.
- \$1.00 "American" Corset Cover, 73c.
- \$1.75 "American" Corset Cover, \$1.29.

"American" Princess Slips

Of beautiful quality lawn, with flounces handsomely trimmed in dainty laces, embroideries, beadings and ribbons. "American" Princess slips which sell regularly at \$5. Special Introductory sale

\$3.79

Portland's Ideal Corset Store

SECOND FLOOR, NEW BUILDING.

ORDER BY MAIL.



NO LONGER is the Corset considered a mere adjunct to the perfect-fitting costume. Time was when women had new gowns fitted over old, out-of-date Corsets—and wondered why the "lines" were not right.

Meier & Frank Corset service is individual. Each of the famous makes sold here has its own distinct specialty. And every Corset is fitted personally by a skilled corsetiere.

All the new 1911 models for Spring and Summer are already in.

- Madame Irene's Corsets from \$6.50 to \$22.50
- Warner Rustproof Corsets, at \$1.00 to \$5.00.
- Redfern Whalebone Corsets \$3.00 to \$8.50.
- Gossard Front-Lace Corsets, \$3.50 to \$15.00.
- Nemo Self-Reducing Corsets, \$3.50 to \$10.00.
- Successo Improved Corsets, at \$2.50 to \$5.00.

Complete assortment of all corset accessories—brassieres, bust supporters, pads, etc., many with distinctly new 1911 improved features. Ask to see these stocks.

Opening Sale of Draperies Continued

THIRD FLOOR, MAIN BUILDING.

ORDER BY MAIL.

STILL splendidly complete assortments despite the tremendous buying of yesterday. Scrims, Cretonnes, Lace Curtains—everything that is needed for brightening the home, at reduced prices. Share in the savings today.

- 50c WALL PAPER 29c
- All new Spring patterns in fully 100 different designs—floral, two-toned, art nouveau and other popular effects, suitable for any room. Every wanted coloring. Best 50c Wall Paper 29c today, for Opening Sale, the roll. 29c
- IMPORTED CRETONNES.
- Handsome English and French Cretonnes in a charming array of patterns. Both corded and plain materials.
- 50c Imported Cretonnes, yard 29c
- 75c Imported Cretonnes, yard 38c
- \$1 Imported Cretonnes, yard 57c
- \$1.25 Imported Cretonnes, yard 68c

- TO 35c SCRIMS, 14c
- Single and double Printed Scrims in charming floral, art Nouveau and Oriental designs. Wide choice of colorings in the patterns, but all on tan, white, ecru and champagne grounds. Best regular 25c to 35c Scrims. Special 14c
- BRUSSELS CURTAINS, 1/2.
- Genuine Saxony Brussels Curtains, in beautiful patterns. Some with neat, simple borders and plain centers, others in handsome all-over patterns with elaborate borders. Some with slightly irregular edges. Worth \$12.50-\$60 pr.; today

Half Price



1000 Sample Strips of Portieres in Basement

Today in our famous Basement Bargain Square, a manufacturer's entire sample line of Portiere Strips, also a few odd Portieres from our regular stocks at splendid savings!

Beautiful range of colorings and patterns—mostly in striped, mercerized reps. Some with slight imperfections which are hardly noticeable. Note the compelling economies:

- Portieres worth \$5.00 the pair, strip \$1.39
- Portieres worth \$10.00 the pair, strip \$2.68
- Portieres worth \$17.50 the pair, strip \$3.60
- Portieres worth \$25.00 the pair, strip \$4.80

Hosiery Stocks Spell Completeness and Economy!

FIRST FLOOR, MAIN BUILDING.

ORDER BY MAIL.

DIRECT from Chemnitz, Germany, as well as the best American sources, have come our Hosiery supplies—assortments that in variety and quality probably surpass any on the Pacific Coast. Yet while all is so splendidly complete, these compelling price reductions will be in force for Thursday:

- Women's \$1 Silk Hosiery, 69c.
- Exceptional \$1 quality of Women's Silk Hosiery, lisle-lined throughout and reinforced. Black and all new and wanted Spring shades. Special sale today, 3 pairs for \$2, or single pair at only 69c
- Women's Silk Hosiery—our fine "Kaiser" and other famous makes. Lisle split sole and wide garter-proof tops. Black and colors. \$1.39 Special the pair at only \$1.39
- Women's Black Lisle Hosiery, in out-sizes only. Light weight. 29c Special, the pair for only 29c
- Women's Silk Lisle Hosiery, light weight, with 4-inch garter-proof tops. Beautiful lustrous quality. In all the wanted Spring shades. 50c Extra good quality, at pair 50c
- Misses' Silk Hosiery, fine weave, soft finish, seamless and light weight in all the most wanted 1911 colorings. Special today 3 Pair for \$1
- CHILD'S 15c HOSE 10c.
- The famous "Rushline" brand, warranted against the wear and tear of frolicking children. Heavy ribbed, reinforced throughout. Sell regularly at 15c. Special today at 10c the pair for the low price of 10c
- INFANTS' HOSE AT 20c.
- Infants' and Children's fine weave lisle Hose, with seamless feet and elastic tops. Black and wide assortments of fast colors. Special 20c three pairs at 50c or the pair
- INFANTS' 50c HOSE 25c.
- Infants' extra quality plaited silk Hosiery, with hemmed tops and seamless feet. All sizes, and splendid assortments of colors. Sell regularly at 50c, special for three days, at, the pair, for only 25c

What Ribbon Beauty---What Bargains!

FIRST FLOOR, MAIN BUILDING.

ORDER BY MAIL.

ALL day yesterday women exclaimed enthusiastically over the beauty and unrestrained choice in the Grand Opening Sale of Ribbons—and how every one did buy! Assortments still splendidly complete—share in the economies today.

- 75c Silk Ribbons including over 5000 yards of All-Silk Taffeta and Moire Ribbons, 7 1/2-inches wide. Every wanted Spring shade—pink, blues, white, cream, black, etc. For today's Opening Sale, reduced to the extremely low price, the yard, 35c
- 50c to 75c Ribbons, comprising All-Silk Warp and Dresden Ribbons with handsome Satin edges. Full 6 to 9-inches wide in a splendid assortment of 1911 colorings and color combinations. Today for this Big Opening Sale, special, the yard, 33c
- 35c-45c Fancy All Silk Warp Print Ribbons in wide assortments. Six and 7 inches wide. The yard 25c
- 30c All-Silk Taffeta Ribbons, also Silk Moire, 4 and 4 1/2 inches wide. The yard 12c
- 25c Warp Print Ribbons, in floral effects. All colors. Special rd 17c
- 35c All-Silk Moire Taffeta Ribbons with cord edge, 5 1/2 inches wide. The yard 18c
- 35c All-Silk Satin Ribbons, 5 inches wide in all colors. Yard 21c
- 50c All-Silk Satin Ribbons, 5 inches wide. Extra heavy quality. rd 29c
- Wash Ribbons, plain and checked, in every wanted color, 5 yard bolts.
- 10c Bolt No. 1 Wash Ribbons 6c
- 15c Bolt No. 2 Wash Ribbons 9c
- 25c Bolt No. 3 Wash Ribbons 17c
- 35c Bolt No. 5 Wash Ribbons 25c
- 25c Plain and Moire Ribbons, 5 inches wide. All wanted shades, rd 17c
- 35c All Silk Taffeta and Moire Ribbons, 6 inches wide. The yard 19c
- 40c All Silk Taffeta and Moire Ribbons, in all shades. Special rd 22c
- 50c "Hairbo" Taffeta Ribbon, six inches wide, in black, white and colors. The yard 29c

