

Lunch Today in Our Beautiful Seventh Floor Restaurant—Special a la Carte Menu From 11:30 Till 2—Express Elevator Service
Ask for List of 300 Select Houses and Apartments at Free Rental Bureau—High Grade Service in Wall Paper and Interior Decoration

THE MEIER & FRANK COMPANY, ESTABLISHED 1857. MEIER & FRANK'S. MEIER & FRANK'S. THE MEIER & FRANK CO.—5TH, 6TH, MORRISON AND ALDER STS.

Women's \$1.50 to \$3 Black Silk Hose From the World's Most Famous Maker \$1.19

Unprecedented Easter Sale of Paris Hats Fourth Less

Second Floor New Building

Order by Mail

EXTRAORDINARY!—but it's the Meier & Frank way. Rather than hold these exquisite Paris Model Hats at their full prices until the middle of the season, we offer every one of them, beginning today—right when every woman is choosing her Easter Hat—at exactly a fourth reduction.

All the beautiful Paris creations you've seen here and admired, besides an even 25 new arrivals, just released from the Custom House this week. The roll-call of makers include such world-renowned modistes as

Georgette Louise Carlier
Marie Louise Lichtenstein
Kurzman Susanne Talbot

This sweeping reduction embraces every high-grade French and New York Pattern Hat in our stock from \$35 up to \$150. Five of them selected from over 100 for description:

\$65 Hat by Lichtenstein, \$48.75—lovely kings' blue imported straw with black silk taffeta top, trimmed in black silk rosettes with small American Beauty roses.

\$37.50 Hat by Madame Louise, \$28.10—large black hemp braid, edged in cherry red velvet with large red wings.

\$85 Hat by Lichtenstein, \$63.75—natural Jap straw with cream shirred lace top and pink crepe under-lining. Trimmed in exquisite moss roses and green marquisette foliage.

\$135 Hat by Lichtenstein, \$101.25—elegant black Milan with black satin top, trimmed in two sumptuous natural colored dogtail plumes.

\$75 Hat by Kurzman, \$56.20—fine black Milan, turned high on left side with dome crown. Trimmed in 2 large white French ostrich plumes.

ONE of the phenomenal purchases made by our Hosiery buyer on his last trip East—a "capture" of Women's Fine, Pure Thread Black Silk Hose, to sell right before Easter, at this amazing saving!

Just 1500 pairs, a "run-of-the-mill" from the world's most famous maker of Silk Hosiery. Owing to the marvelously-low price, we've agreed not to mention the name. Absolutely the identical grades we ourselves sell in regular stock at \$1.50, \$2, \$2.50 and \$3. Fast, fadeless black only—no colors. Entire lot on sale at 8 o'clock this morning. Positively no phone orders filled, and none to dealers.

Women's Black Silk Hose with lisle lining and split sole.
Women's Black Silk Hose with the improved flare tops.
Women's Black Silk Hose—extra wide garter-proof tops.
Women's Black Silk Hose with high spliced heel, split sole.
Every pair guaranteed pure thread silk—unfading black.

\$1.19



See Big Fifth Street Window---Be Sure to Come Early

Easter Gloves



To \$4 Long Gloves \$1.98

OUR Great Easter Glove Sale in full force again today! An extraordinary bargain at \$1.98 in Long Gloves of chamois, suede, cape, lambskin and real French kid, worth \$2.50 to \$4 and some even higher! Incomplete lines of 12 and 16-button lengths in white and wanted pastel shades—a few slightly soiled and mused. Priced today at, the pair \$1.98

To \$3 Gloves 98c Silk Gloves 89c
Comprised are long Gloves, 8 and 12-button lengths, which sell regular at \$3 and \$3.50; also 1, 2 and 3-clasp styles, worth from \$1.25 to \$1.50. Black and all wanted 98c shades. On sale, the pair \$1.98

Women's \$1.50 to \$3.50 Silk or Lisle Vests Special at 98c

WE'VE grouped together three big special purchases of Women's \$1.50 to \$3.50 Silk and Lisle Undervests for today's Easter selling at 98c.

Dozens of dainty styles, both of fancy Swiss-ribbed lisle with charming hand-crocheted yokes and Italian silk vests, plain and embroidered. Some slightly soiled and mused. That's the only reason, if there is any, for selling these \$1.50 to \$3.50 grades today at the low price 98c

Women's to \$1 35c Ribbons
Kerchiefs 47c Special for 25c

A suggestion for Easter Gifts—these dainty Handkerchiefs, prettily finished in Armenian laces, also hand-embroidered in Madeira, Appenzelle and Ariswyle, scalloped and hemstitched. Are worth 65c to \$1.00. 47c

Easter Sale of Hat Pins 1/4 Off

FIRST FLOOR, NEW BUILDING. ORDER BY MAIL.

MOST one hundred per cent attractiveness is added to your Easter Hat by a jeweled or fancy Hat Pin nestling among the trimmings—and here, today, just before Easter, is a 25 per cent price-reduction on all \$2.00 to \$8.00 Hat Pins in stock. No reservations—entire 1/4 Off stock, both imported and domestic Hat Pins, priced at just

\$2 Hat Pins at 98c 50c Hat Pins 28c
Charming Rhinestone Hat Pins in the prettiest of new designs, set in genuine Britannia. Worth \$2.98 each. Special today at only 98c

Select Easter Footwear Today

THIRD FLOOR, NEW BUILDING. ORDER BY MAIL.

THE style you seek in Easter Footwear is sure to be found among our almost 800 different models in Women's high and low Shoes. Every wanted kind of leather in staple and new lasts here.

Charming styles in new Pumps, Oxfords and High Shoes, models that are different and up-to-the-minute. New brown or black ooze calf, black buckskin, new tan Russia calf, as well as the staple patent and gunmetal leathers, are shown. Many novelty features displayed—beaded shoes, cravenette models, velvet styles, etc. Prices range from \$3 to \$8, but we feature lines at

---\$3.00, \$3.50 and \$4.00



Easter Silver and Brassware \$2.25 Fern Dishes at \$1.79

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

SEE that your Easter Table is properly appointed—and supply the missing pieces of Silver today at these worth-while savings!

One special on Silver Fern Dishes, quadruple plated in a charming open-work floral design with scalloped top, similar to illustration. Footed, with removable porcelain lining. Worth \$2.25, for 3 days at only \$1.79

See Sixth-Street Window



\$3.50 Silver Fern Dishes, at \$2.74
\$2.25 Silver Plant Pot Holder \$1.79
\$5.00 Silver Jardinieres, special \$3.97
\$6.00 Silver Jardinieres, sp'l \$4.78
50c Salt and Pepper Shakers at 39c
\$2.50 Bon Bon Dishes, special \$1.98
\$1.50 Silver Card Trays, sp'l \$1.19
\$1.50 Silver Bud Vase, sp'l \$1.19
\$1.35 Silver Bon Bon Spoons, sp'l \$1.07
\$1.25 Silver Sugar Spoons, sp'l 98c
85c Silver Hat Pin Holders, at 67c
\$6.50 Silver Flower Holders, \$5.19
\$2.50 Silver Candle Sticks, \$1.98
\$2.50 Silver Violet Holders, \$1.97
\$1.35 Silver Vases, 6-in. size \$1.07

\$1.65 Silver Vases, 7-in. size \$1.28
\$2.50 Silver Vases, 8-in. size \$1.97
\$7.00 Silver Vases, 10-in. size \$5.37
\$1.25 Brass Jardinieres, 6-inch 89c
\$2.00 Brass Jardinieres, 7-inch \$1.49
\$2.50 Brass Jardinieres, 8-inch \$1.78
\$3.50 Brass Jardinieres, 10-in. \$2.68
85c Brass Hang. Baskets, 2 1/2-in. 59c
\$1.50 Brass Hang. Bask. 3 1/2-in. \$1.07
\$2.25 Brass Hang. Bask. 5 1/2-in. \$1.49
\$2.75 Brass Hang. Bask. 6 1/2-in. \$1.99
40c Brass Candle Sticks, special 29c
90c Brass Flower Baskets, special 64c
Easter Candles, all colors, small 2c
Easter Candles, all colors, large 4c

Lovely Gowns for Easter Wear

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.

EVERY day brings its additions to our splendid showing of elegant Reception, Evening and Dinner Gowns for Easter wear!

An exposition of the season's sumptuous styles from the celebrated Paris couturiers of Paquin, Drecoll, Callot, Soueors, Cherouit, Paul Poiret, as well as the foremost creators of New York.

Evening Gown by Drecoll—exquisite spiral skirt model of emerald green chiffon over rich white satin. Long graceful train. Price \$175.

Dinner Gown by Paquin—elegant white satin with black chiffon over-drapery. Trimmed in white porcelain beads. Long train. Price \$78.

Exquisite Empire Reception Gown by Poiret—pale blue marquisette over shimmering satin. Lovely fringed and beaded tunic. Priced \$85.

Black Lace Evening Coat by Paquin—of heavy black lace with velvet embroidered bands. Price \$75.

Blue Satin Afternoon Coat by Poiret—emphasizing the new cape collar, with Irish crochet lace facing. Lined in crepe silk. Price \$85.

Other Reception and Evening Coats—of fine Broadcloths, Serges, black satin and new "Knitweave" fabrics. Large sailor, shawl and hood effect collars. Lengths 45 to 50 inches. Priced \$20 to \$85.



PURE FOOD GROCERY

Hot Cross Buns 15c a Dozen

BASEMENT, MAIN BUILDING. ORDER BY MAIL.

FOR Good Friday, old-fashioned Hot Cross Buns! Fresh, crisp and deliciously good—made in our own sanitary bakery. Special price for today and tomorrow at only, the dozen 15c

Butter 2-lb 57c Eggs 21c Doz.
An extra special price on Butter! Butter, the best butter made. Pure and wholesome. Today and tomorrow, 2 57c pounds, low price only

Hams, genuine Eastern Sugar-Cured, small size, pound, 16 1/4c.
Hams, little California Pienie hams, the pound 13c.
25c Postum Cereal, the pkg. 21c
55c Gloss Starch, "Kingsford," 6-pound boxes, 49c.
10c Gloss Starch, Kingsford," 1-pound box, 2 boxes 15c.
40c Chow Chow, Crosse & Blackwell brand, 37c.
85c Olive Oil, Crosse & Blackwell brand, 71c.
25c Lea & Ferrin's Worcestershire Sauce, 22c.
72c Lard, "ye olde-fashioned kind," 5-pound pail, 67c.
25c "Victor" Pickles, 22c.
Evaporated Milk, the "Yeloban," "Holly" or "Carnation," case, \$3.75, dozen 95c, can 8c.
20c "Victor" Catsup, at only 18c
25c "Blue Label" Catsup bot. 19c
25c Snider's Oyster Cocktail Sauce, only 20c.
"Old Dutch Cleanser," "Round-up," "Swift's Pride Cleanser," or "Beatsol," special, can, 7c.
10c Peaches and Apricots, "Karnelli" brand, 2 cans 15c.
15c Green Lima Beans, dozen cans, \$1.45, can, 13c.
Tomatoes, "Queen" brand, dozen, only 92c.
45c Oranges, Washington. Navels, dozen 37c.

Easter Sale of Luggage

FOURTH FLOOR, MAIN BUILDING. ORDER BY MAIL.

S TURDY, 42-inch Trunks with three large dress trays and top tray, full linen lined. Heavily duck covered and water-proof painted. Strong brass trimmings and bolt locks. Splendid reductions for three days:

\$48.50 Trunks only \$41.20
\$34.50 Trunks only \$29.30
\$29.00 Trunks only \$24.10
\$36.00 Trunks only \$30.50
\$31.00 Trunks only \$26.25
\$25.00 Trunks only \$21.25

Oxford Bags

High-grade genuine leather Oxford Traveling Bags with real leather lining. All other genuine plain Alligator Club and Oxford Bags one-fourth reduction:

\$16.50 Walrus Oxford Bags, only \$13.95. \$12.25 Hippo. Grain Bags, only \$10.40.



\$1.25 to \$1.50 Black Velvet Handbag 98c

THIRD FLOOR, MAIN BUILDING. ORDER BY MAIL.

TODAY'S rousing Easter special from the Fancy Goods Store! New Black Velvet Hand Bags, stamped ready for embroidery or beading. The fad of the season. Regular \$1.25 98c and \$1.50 grades on sale

Women's to 50c Fancy Apr's 25c

Big special lot of Women's dainty, lace-trimmed Aprons, with pockets, stamped ready to embroider. Regular 35c to 50c kinds for today's Easter sale, 25c your choice, at only, each

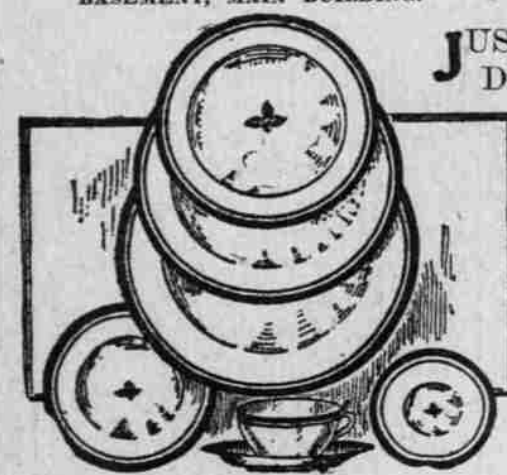
Easter Sale China Dinnerware

BASEMENT, MAIN BUILDING. ORDER BY MAIL.

JUST arrived from Austria—Dinner Sets selected by our Chinaware chief on his recent European trip, and on sale for Easter at these splendid savings:

Dinner Set of thin Austrian China in a charming open-stock pink floral pattern.

60-pc. Dinner Set \$10.99
100-pc. Dinner Set \$16.99



Dinner Sets, in neat pink rose border decoration with gold edge. Fine Austrian ware.

60-pc. Dinner Sets, sp'l \$12.69
100-pc. Dinner Sets, sp'l \$17.69

Dinner Sets of Austrian China in green bordered open stock pattern with small rose design.

60-pc. Dinner Sets, sp'l \$17.99
100-pc. Dinner Sets, sp'l \$27.99

Easter Cards, Favors and Gifts

FIRST AND FIFTH FLOORS, NEW BUILDING.

AS Easter Gifts, we suggest the beautifully tinted pictures of the Madonna, Lily subjects, etc., priced from 50c to \$1.50. Also there are in our vast assortment of Easter Gifts, Favors and Cards:

Easter Postals, price from 1c to 5c
Easter Folders, with verses at 35c
Greetings and Posters 25c, \$1.50
Pasce' Easter Egg Dyes, pkg. 5c
Easter Novelties, 15c, 20c, 25c

At 5c—Easter Frogs, Chickens, Etc.
At 10c—Tinted Porcelain Eggs.
All Bibles at reduction of one-fourth.
Children's Easter Books at one-half.
Splendid Stocks of Easter Perfumes.

