

Enjoy a Delicious Luncheon or Afternoon Tea in Our Seventh-Floor Tea Room—Woman's Orchestra Plays From 12 to 2 P. M. Daily
Sole Portland Agents Drucker Guaranteed Trunks, Ostermoor Mattresses, Acorn Stoves and Ranges, Bundhar Wilton Rugs, Carpets

THE MEIER & FRANK COMPANY, ESTABLISHED 1857.

WEATHER REPORT: FAIR TODAY.

THE MEIER & FRANK CO., 5th, 6th, Morrison and Alder Sts.

The Fashion Show Reveals Fascinating Paris Millinery

Brilliant New Gowns, Inspired by Reign of Louis XV

Second Floor



ALL the famous Paris couturiers—Paquin, Worth, Jeane Lanvin, Lucille, Poiret, Francis, Drecoll, Cheruit, have become infatuated with the quaintly charming costumes, worn by the famous beauties who graced the royal court of Louis XV. It does not seem far-fetched to imagine they are paintings come to life, with the pannier, which dates back to the Second Empire; the cutaway coats, tunics, the picturesque sash, the Pompadour styles.

Afternoon and Reception Gowns are beautiful, with their rich trimmings of laces—the peplum, the fichu, the postillion back. Developed in rich iridescent taffetas, charmeuse, crepes, black and white silks, chiffons, etc. A host of charming white serges and ratines.

Evening Gowns show the tendency of silks, charmeuse and chiffons, with profusion of lace for trimming. The illustration at left is a model inclining to the Polonoise effect, of cerise embroidered in gold, over white satin.

—Afternoon Gowns, \$25 to \$85
—Evening Gowns, \$60 to \$200

The Smartest Tailored Suits

Scarcely two Suits alike in this great assemblage. Handsome.

models, rich in their faultless tailoring. And the dressier Suits, many of them exact reproductions of Paris masterpieces.

All incline to the cutaway coats—these Suits showing French influence, with long Tuxedo revers and chic short, Empire backs. Here and there are Suits of ratine and eponge, the talked-of Turkish toweling weaves.

Suits at \$25 Misses' Suits

We call special attention to the line of tailored Spring Suits at \$25! Whipcords, diagonals, homespun and basket weaves in handsome grays and tans. Also blue and white serges. Cutaway coats predominate. Remarkable for tailoring, style, finish—at \$25!

Afternoon Costumes of Silk

Such stunning costumes as you might see any day on the Champs Elysees in Paris. Developed after models by Drecoll, Callot Souers, Cheruit. Lovely little blouse effects, with short sleeves and various modifications of the basque and peplum.

Brilliant, changeant silks, poplins, bengalines and taffetas, lavishly trimmed with lace. All have shaped belts. Prices \$48, \$60, \$72, \$82 to \$148.



TO PARIS, the inspired, the creative, every woman looks as the fountain-head of Millinery fashions! And it is for that reason that we import scores of these beautiful, original Paris creations, each one the signed masterpiece of a famous modiste. They also serve as inspirations for hundreds of modish Hats designed by our own skilled trimmers.

Hats From These Paris Milliners on Display

CAROLINE REBOUX GEOGETTE LOUISON MARIE GUY
SUSANNE TALBOT ALPHONSINE
GERMAINE PAULETTE ET BERTHE VIROT

—as well as equally beautiful Hats by the celebrated quartet of New York designers—Litchenstein, Kurzman, Francois and Joseph.

—Paris and New York Pattern Hats \$25 to \$150
Hundreds of Fine Tailored and Semi-Dress Hats

The smart Derby Sailors, the charming variations of roll brims, the high crowns of flowers and ribbons! Bur-gesser, Phipps, Hyland, Fisk, Gage, Regina makes, of hennips, tagals, Milans, leghorns, rough braids. We feature immense lines at \$5, \$8, \$10, \$12, \$15, \$18 and \$20.



Paris Pattern Hat by Virot, of lace over burnt leghorn, at \$30.00.

Spring Ribbons Are Exquisite

in wonderful array and never so many charming, fashionable uses for them as now! Weaves for the new millinery, girdles, bows, etc. Every staple and novel weave—rich brocades velvets, two-toned or Ombre satins, lovely chiffon taffetas, plain and changeant. Plaids, stripes, checks, lovely florals—never such rare blendings of color tones. Every width—every price to \$5 a yard.

Chic Colonial Pumps, \$5



OTHER NEW PUMPS—With and without straps—all made to fit perfectly. The high-grade Cousin's make, that's here exclusively. All styles of leather. Pair at \$4 and \$5.

JUST the sort of Footwear the fashionable women of New York are wearing today! Smart, new Colonial Pumps, just as pictured here. You'll be delighted with the chic, smart appearance when they're slipped on your feet. Made to fit snugly about the ankle with an invisible strap fastener.

Finished with Colonial gilt or bronze buckle. In black or tan imported Russian calf, black buckskin, patent colt or light gray ooze calf. The famous high-grade Cousin's make. Pair, \$5.

Beauty in Negligee & Boudoir Robes

WHAT grace of line—what classic beauty as displayed in the Negligee and Tea Gowns.

Tunic Tea Gowns—Wonderfully rich and beautiful—one of fashion's latest creations. A model such as worn by the ultra-fashionable women of Paris! Of heavy white Duchess satin with long, graceful sweep. Pointed tunic of gold embroidered cerise satin, combined with fine cerise lace. The heightened semi-fitted waist line, finished with tie cord of gold. What could be handsomer than this rich, delectable Tea Gown? Priced at \$85.

Hair Bands, distinctly Grecian in style. For wear with the Boudoir Robes or Tea Gowns. Of rich satin, covered in glistening tinsel cloth of gold or silver and finished with pearl fastenings. In white, pink, blue or cerise to match the negligee. They're new. Priced from \$3.00 to \$4.00

Other Negligee—Beautifully made, of soft, clinging crepe de chine, with long tea jacket of chiffon—others in quaint fichu styles and graceful high-waisted models. In white, delicate pink, blue, gray. Then, too, scores of pretty color combinations.

Lovely variety of short and three-quarter Tea Jackets in dainty shimmering silks. But see them all—they're all fastidious women could wish for! Priced from \$6 to \$30.00

Boudoir, or Breakfast Caps—Just as dainty and pretty as can be. The hair needs but slight dressing if one of these picturesque Boudoir Caps adorns the head. Of fine laces, nets and sheer silks with glint of gold. Tiny rosebuds and ribbons finish many of them. Priced from \$1 to \$8.50



'The Notre Dame' New Pattern in Fine Linens

A CURIOUS window in a famous, old Notre Dame Cathedral of Paris, is copied in this beautiful, new pattern of Moravian Linen Damask. A handsome scroll design, which stands out on the snowy background like a steel engraving.

The Notre Dame pattern is shown in cloths of various sizes—70x70-inch \$8; 70x90-inch, \$10; 70x108, \$11; 80x80, \$10. The 26-inch Dinner Napkins to match, doz., \$10.

Other Lovely Designs

in these superb Moravian Damask Cloths and Napkins are: Morning Glory Dresden China, Maiden Hair St. Patrick, Wheat-Poppy Iris, etc. Cloths in all sizes, \$8 to \$20. Napkins to match, dozen, \$10 to \$20.

Notion Day Darning Cotton 15c

IDEAL Darning Cotton, in black, white and tan. 45 yards to the spool. Regularly 2c each. Special, 12 spools 15c. Charter Oak Thread, best 6-cord guaranteed Thread, 6 spools 25c. 15c Bone Hair Pins, 6 in a box, special at only 10c. 5c Flat Corset Laces, 2 1/2 yards long. Special, 2 pairs for 5c. 10c Florence Hair Nets, with elastic, each 5c, or 6 for 25c. Lastikbone Washable Collar Supports, 6 to the card, special at, card 5c. 7c Dragon Basting Cotton, in cream and black, 500 yards at only 5c. 5c Black Lisle Elastic, 1/4 inch wide, special at two yards for only 5c. 10c Unique Snap Fasteners, black only, numbers 1 and 2, dozen, 5c. 15c White Nainsook Dress Shields, the pair 8c, or four pairs at 25c. 5c Cube Pieces, 100 count, only 3c. 15c Shoe Laces, the dozen at 10c. 50c Ideal Skirt Hangers, nickel plated, special at only, each, 25c.

New Stamped Underwear

THE new Spring line of popular D. M. C. Package Goods is here, ready for your choice. Dainty undergarments, ready-made—stamped for embroidering. All styles of garments, completes with enough D. M. C. Embroidery cotton to finish.

Slipover or Open-Front Corset Covers The Stamped Chemise at only \$1.25 at 75c
The Stamped Gowns at only \$1.50
The Stamped Drawers at only \$1.10
Combination Corset Covers and Drawers, special this sale only \$1.50

Reliance Lawn Mowers, \$3.99

BASEMENT STORE—MAIN BLDG. MAIL ORDERS FILLED.



Our No. 0 Reliance Mowers—well built, of good material, and will give years of satisfactory service. Considering quality, they are remarkably low priced. No. 0 Reliance Mowers, 12-in. at \$3.25
No. 0 Reliance Mowers, 14-in., at \$3.75
No. 0 Reliance Mowers, 16-in., \$4.00
No. 3 Reliance Mowers—Hall-bearing and easy to operate. Of durable and high-grade construction. 16-in. size at \$5.25, 14-in. at \$5.50, 12-in. size at \$5.25.
Philadelphia Mowers—Famous the world over and for which we're principal Portland agents. Both plain and roller bearings, 18-inch size at \$9; 16-inch at \$8.50 and 14-inch size at only \$8.00

THE well and favorably known Reliance Lawn Mower—all that its name implies—reliable! A mower of great strength and durability. Unexcelled for even cutting. The frame strong and rigid, fitted with four crucible steel, oil-tempered blades, every part warranted against defective material and workmanship. The 14-inch size, regularly \$4.75, today, \$3.99

\$7 Garden Hose at \$5.79

Splendid grade solid rubber, 3/4-inch, 5-ply Garden Hose, fully 50 feet long. Will not kink or burst. Complete with 40c nozzle and 15c couplings; \$7 grade, \$5.79
1/2-in. Cotton Hose, 50 ft., \$4.75
3/4-in. Cotton Hose, 50 ft., \$5.75
1/2-in. solid rubber Hose, 50 ft. \$9.00
3/4-in. Solid Rubber Hose, 50 ft. \$10
3/4-in. Indian Hose, 7-ply, 50 ft. for \$7.00
1/2-in. black rubber Hose, 5-ply 50 ft. for \$7.50
3/4-in. black rubber, 5-ply, 50 ft. at only \$8.50
1/2-in. Obelisk Cotton Hose, 50 ft. at \$6.50
3/4-in. Obelisk Cotton Hose, 50 ft. at \$7.50

Never Such Variety in Spring Carpets

NO MATTER what grade of Carpet—no matter what design, what coloring is wanted you're sure to find it here in our third floor section—Portland's Best Carpet Store! Weaves suitable for every room in the home—hotels, apartments, business offices, etc. It's an established fact that every yard sold is absolutely the best grade that can be purchased at the price. Spring Carpets are here for your selection. These specials today: Prices include sewing, laying and lining.

\$2.50 Wilton Carpets for \$1.75

Fully 25 patterns in this lot of high-grade, heavy quality Wilton Carpet. A choice selection of colorings. The pieces range 14 to 35 yards each. Regularly \$2.50 a yard. We price them for today at \$1.75

\$1.75 Body Brussels for \$1.25

Body Brussels Carpets of firm, heavy weave, sure to give satisfactory wear. Fully fifteen patterns to choose from. Pieces range from 12 to 35 yards each. Regular \$1.65 to \$1.75 grades priced today, yard \$1.25

Cleanup of Carpet Remnants

Wilton, Velvet, Axminster, Body Brussels and Tapestry Carpets and Borders included in this group of remnants. In 1 and 1 1/2-yd. length, suitable for many uses. Borders, 50c-75c ea. Carpets, \$1 to \$1.50

Food Specials

PURE FOOD GROCERY—BASEMENT

NO place in all this City of Portland where Groceries are purchased in greater quantities—where market conditions are more closely considered. That's the reason for the generous savings that have made our Pure-Food Grocery famous. These specials today:
Mecca Asparagus, large can, special at 20c
Fancy Asparagus Tips, the can, only 20c
Log Cabin Syrup, gal. can, special \$1.10
Yeloban Milk, four cans, special at 28c
C. & B. Chow Chow, quart, special at 50c
Sapolio, four 10c cakes for low price, 30c
45c Jars Beef Extract, special at only 25c
Sail Soap, eight bars, special at only 25c
Arm & Hammer Brand, 4 packages, 23c
Lima Beans, 3 pounds, special at only 21c
Imported Sardines, three cans for only 25c
Blue Ribbon Butter, two pounds for 70c
Lemons, the dozen, special at only 11c
Fancy Oranges, special, the dozen at 17c
New Cocoanuts, each, special at only 10c
Fancy Honey in bottles, special at 20c

Last Day for These Furniture Savings

These \$14 Metal Beds Only \$6.98
Less than half for these well-made, all-steel Beds, just as illustrated. Full size, finished in ivory, white or Vernis Martin. Regular \$14 Beds. \$6.98 For this sale only
Dressers, \$13.84
Handsome White Enamel Dressers with French plate mirrors. Special at only \$13.84
\$16.50 Tables for \$8.98
Solid Oak Pedestal Tables, just as illustrated. Full 6-ft. size, in Golden or Early English. Regularly \$16.50, now only \$8.98
\$20 Buffets Only \$13.29
Large, solid oak Buffets, with beveled plate mirror, just as illustrated. Handsome finish. Reg. \$20, now \$13.29
\$5.25 Dining Chairs for \$2.87
Well made, solid oak Chairs, with genuine leather covered slip seats. They are regular \$5.25 Chairs. Finished in waxed, fumed, golden or early English. We special them for this sale \$2.87 at low price.
\$33.50 China Cabinets, \$19.90
Beautiful solid oak China Cabinets, with glass door and three adjustable shelves with round ends. Rich serpentine design. They sell regularly at \$33.50 but we special them for this sale \$19.90 today only
\$22.50 Leather Couches, \$12.28
One of the most important offerings of the whole sale. Custom-made Couches, covered with Boston or imitation Spanish leather, on massive solid oak frames. Our regular price, \$22.50. Today only \$12.28

Mission Clocks, \$1.23
SOMETHING new! Handsome Mission Easel Clocks, of weathered oak, just as illustrated. They stand 15 inches high, with polished brass numerals and hands. Wind with key. Guaranteed absolutely for one year. But 65 of them for this sale, so come early for your choice of these \$2 Clocks today, \$1.23

EST. 1857
MEIER & FRANK STORE
TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101