

Wanted, Experienced Alteration Workers on Women's Suits, Coats and Dresses—Apply at Superintendent's Office, 8 o'clock, Ready for Duty
"They Gotta Quit Kickin' My Dawg Aroun'" and Other New Special Victor Records on Sale Today—Easter Books, Postcards, Testament

Every Department Contributes Unprecedented

Men, See the Back Page for Details of Sensational Purchase and Sale of Gotham Shirts and Underwear Supply the Entire Season's Needs Now



SEVEN city blocks of floor space filled to Spring and Summer merchandise at prices v... With this big double-page advertisement of sensational immense assortments, the high quality, the reputation fo... mous with the Meier & Frank Store since 1857. Be here when the doors open at 8:00 this morning for... are scores of others not advertised, almost as phenomena...

\$15-\$20 New Dresses, \$11.85



JUST the sort of an offering women have been wanting at this Eastertime. Pretty Dresses of silk and wool—not an old-styled garment in the lot—every one in a smart, new style. Attractive Frocks of messalines and taffetas. Dutch necks finished with deep collars of lace. Others with high, dainty yokes of white and trimmed in striped silk, as illustrated here. Then clever little styles of black and white Shepherd's check, one as sketched. Scores of models to choose from in \$15 to \$20.00 Silk and Woolen Dresses. We place them on sale today at low price of **\$11.85**

Misses' and Small Women's Suits \$10.85

Just from a New York maker—a special line of new Spring Suits at an extraordinary sale price today. Misses' sizes, 14, 16 and 18 years and 34, 36 and 38 bust measure for women. Jaunty semi-fitted and box coats. Either plain tailored or semi-fancy, with silk collars and long revers. In new Spring fabrics and shades. Suits worth a third and more than the sale price—**\$10.85**

New Full Length Coats, Today at \$9.85

Smart Spring Coats that would sell regularly for \$15.00 and more. Made full length, semi-fitted with large satin-trimmed round collars. Others with shawl and notch collars, deep and notch revers. Tweeds, worsteds, diagonals, etc., plain and mixtures. Special today while they last at **\$9.85**.

10c Notions for 4c

NOTION SPECIALS that'll bring the crowds today! Everyone of these is a 10c item for 4c. Buy all you want.

- 10c colored Cube Pins, special for only 4c
- 10c Children's Supporters, special for 4c
- 10c Plated Silver Thimbles, special for 4c
- 10c 3-4 or 7-8-inch Lisle Elastic, only 4c
- 10c Celluloid Hair Pins, special for only 4c
- 10c Kid Curlers, during this sale at only 4c
- 10c two spools Button Thread, special at 4c
- 10c three papers of Pins, special, only 4c
- 10c Wilson Hooks and Eyes, special, only 4c
- 10c Slip-Out Collar Supports, for only 4c
- 10c Elite Hat Pins, six on card, special 4c
- 10c 2 packages 5c Wire Hair Pins, only 4c

4c

FIRST FLOOR—NEW BUILDING.

Reg. 50c Pure Linen St'mp'd Towels 23c

PURE Linen Huck Towels, stamped for embroidering in large variety of designs. 18x36-inch size. Splendid 50c grade today at low price of only **23c**

75c to \$1 Waist Patterns—Of voile. Are stamped for embroidering in ten new designs. Special today at only **39c**
25c and 35c Aprons—Ready-made and stamped for embroidering. Of cross-bar muslin, lace trimmed. Special today at the very low price of only **10c**

\$1 Kayser Silk Hosiery 49c

WHERE is a bargain more wonderful than this of the world-famous \$1 Kayser Silk Hosiery today at 49c?

Kayser—The name you know stands for all that is desirable in Silk Hosiery. In this lot are 1100 pairs, of extra heavy pure thread silk. Rich fadeless black, with garterproof welt tops, high spliced heels, double soles. Actual \$1 quality, today—6 pairs to customer **49c**

50c and 75c Hose Now for 29c

About 1200 pairs of women's finest 50c and 75c Imported Lisle Hosiery in black and colors. Beautiful silk embroidered boots. For the Easter sale today, special at only **29c**

Women's 25c Burson Hose for 17c

Famous Burson Hosiery, the only full-fashioned hose without a seam. Black only—best 25c grade, today, three pairs, 50c; pr., only **17c**

Child's 25c Black Cat Hose for 16c

Another celebrated make—Black Cat Hosiery for children. Fast, stainless black, in medium and heavy rib. Staple 25c hose, sizes 6 to 9½, offered for this sale, a pair, only **16c**

25c Victor School Hose Now for 15c

Our celebrated Victor School Hosiery for boys and girls. Medium and heavy ribbed, with linen heels and soles. Extra good 25c grade, at **15c**



FIRST FLOOR—MAIN BUILDING.

MAIL ORDERS FILLED.

\$1.50 Lingerie Today



WAISTS that are ordinarily different styles. Dainty trimming and allover embroidery styles included. Three models in neck with the new Choose from the

Lingerie Waists

Remarkably new Lingerie Waists and insertion. Tailored Waists or white collars. Special for today

Women's \$3.50 Smart New 1911 Styles Every One of Them \$2.60

THERE couldn't be an offer the city ever to it—smart, new Pumps at \$2.65. Not old or undesirable shoe in the entire lot. Taught right from our own splendid Spring stock—in the store only some few weeks.

Styles just as illustrated here—tan Russia Gunmetal Calf and patent colt and black ve Pumps with silk bow. And the modish Color Pumps of gunmetal calf and black satin.

All with Goodyear-welt soles and Cuban heels. Women, come early for your choice, **\$2.60** and \$4 Pumps today only **\$2.60**

THIRD FLOOR—NEW BUILDING.

Easter Glove Sale Brings Matchless Savings

SAVINGS that are the result of six months of planning! For nearly half a year we've been working on this great Easter Glove Sale. Our buyer visited the country's greatest manufacturers—discussed in detail his needs for this sale—he bought in immense quantities, and as a consequence we're able to place them before you at prices we've never before been able to offer at Eastertime.



1000 Pairs of Women's \$1 Lambskin Gloves, for the Easter Glove Sale, the pair for only **79c**

They're the two-clasp, overseam style Lambskin Gloves, with one row of stitching. Come in black, tan, white, mode and gray. All fresh, new stock, just received. Sell regularly at \$1 pair, special for the Easter Sale at only **79c**

500 Pairs Women's \$1.50 Lambskin Gloves, for the Easter Sale at the low price, the pair, **98c**

A splendid lot of two-clasp, overseam Lambskin Gloves, with Paris Point stitching. Come in black, white, tan and gray colors, all sizes. They're regular \$1.50 Gloves. Offered special for this great Easter Sale, the pair, only **98c**

1200 Pairs Women's \$1.75 Lambskin Gloves, for the Easter Sale at, the pair, only **\$1.29**

One and two-clasp, pique-sewn Lambskin Gloves, with Paris Point stitching. They come in assorted shades, with black, white, tan and beaver predominating. Regular \$1.75 grades, special for this Easter Sale at **\$1.29**

Women's \$2 Real Kid and Lambskin Gloves, at Easter Sale, pair, **\$1.39**

Two-clasp, overseam, Real Kid Gloves, also pique-sewn Lambskin Gloves, with two large pearl clasps. In black, tan, white and beaver. Pair at **\$1.39**

Women's \$3.00 Long, White, Lambskin Gloves, at the pair, **\$2.19**

Splendid 16-button white Lambskin Gloves, with three pearl clasps at wrist. They're regular \$3.00 grade. Perfect fitting. Special for Easter Sale **\$2.19**

Women's 20-button White Gloves, the \$4 Grade, at the pair, **\$3.19**

An unusual lot. Fine, white Glove Lambskin Gloves, in mousquetaire style, 20-button lengths. Sizes 5½ to 7. \$4 grades. Special for Easter Sale at **\$3.19**

Pure Millanaisse Silk Gloves, 75c grades, for the Easter Sale, the pair, **43c**

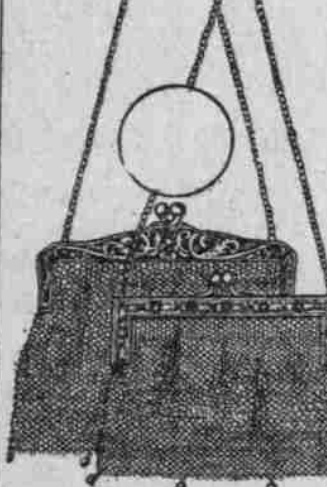
A big assortment of pure Millanaisse Silk Gloves with double finger tips. Two-clasp styles, in black, white, gray and tan. 75c grade, only **43c** for Easter Sale, only

16-Button Heavy Silk Gloves, \$1.50 grades today for the **98c**

Heavy Silk Gloves, in 16-button Mousquetaire style. They're double finger-tipped. Come in all sizes, in black and white only. **\$1.50** grades, for this sale at **98c**

Silver Mesh Bags

In Various Sizes and Worth \$3.00, \$3.50 and \$4.00, Special at **\$1.69**



MILADY never seems to tire of these handsome German silver Mesh Bags. They're more popular now than ever.

When in New York our Jewelry chief searched for weeks before he found this lot of Mesh Bags to sell at a saving worth while.

Strong, closely woven links, with 4 and 5-inch beautifully embossed frames. White kid lined and extra money pocket. Even the smart drawing top Mesh Bags are included, with long chain handle.

Not a Bag in the lot worth under \$3—most of them \$3.50 and \$4. Smaller shops would ask even more. You may choose any one of them at **\$1.69** for Easter Sale.

—First Floor, New Building.

Irish Crochet Net

Savings of THINK of securing wear at savings. Thousands of pieces in and sailor collars, large fichus, etc. \$1.75 to \$2 Irish Crochet \$2.50 and \$3 Irish Crochet \$3.50 and \$4.00 Irish Crochet \$5 to \$7.00 Irish Crochet \$7.50 to \$8.50 Irish Crochet \$9 to \$10 Irish Crochet \$11 to \$13 Irish Crochet \$13.50 to \$16 Irish Crochet \$16.50 to \$20 Irish Crochet

Lingerie Dresses \$14.45

AN extraordinary purchase which brings sixty-five of these exquisite Lingerie Dresses to sell right before Easter at \$14.45 instead of \$22.50!

Made in the very latest models, in semi-princess, peplum and tunic effects, of handsome all-over embroidered batiste and combinations of Cluny and Val Laces. Beautiful for Graduation today at the low price of only **\$14.45**

New Wash Dresses for \$5.85

An excellent assortment of new tub frocks, made in dainty little models with the high waist line and set-in sleeves! Round or square Dutch neck. Materials are splendid, washable, striped and checked gingham or batiste. One model is of natural color linen. Placed on sale today at **\$5.85**

Women's \$5 Sweaters \$1.95

Think of it! We bought 300 of these high-grade, all-wool Sweater Coats for women and misses to sell at \$1.95, though not one is worth under \$3.50 and many up to \$5.00.

New Easter Silk Petticoats, Today at \$3.45

At first sight you will recognize them as unusually good Silk Petticoats for \$3.45! Of rich all-silk messaline, in new, close-fitting models with stitched, pin tucked and pleated flounces. Black and every wanted shade to match the Easter costume. Special today at the low price of **\$3.45**

—Second Floor, Main Building.—Mail Orders Filled.

Linens, Wash Goods, White Goods—Matchless Values

WOMEN have but to glance over the offerings mentioned here and you'll recognize them as the greatest savings of the season. Staple goods needed in every home—bed and table linen. White and colored Wash Goods. Fresh, new and high-grade—all of them!

Sheet Specials—

Splendid quality, extra heavy, soft finished Sheets.
65c Sheets, 72x90 size, at only **55c**
70c Sheets, 81x90 size at only **60c**
75c Sheets, 81x90 size at only **65c**
17c Pillow Cases, 45x36-in. size **12½c**
\$1.75 Crochet Spreads—Unusually good quality even at the regular price. All made full size, neatly hem'd. Large purchase them today at only **\$1.25**

Linen Cloths—

Handsome Linen Pattern Cloths in scores of attractive designs. All full bleached of good quality linen.
\$2 Linen Pattern Cloths, the 38x68-inch size now at only **\$1.48**
\$2.50 Linen Pattern Cloths, the 68x88-inch size, now at only **\$1.87**
35c Turkish Towels—Good heavy quality with hem'd ends. Large 22x24-in. size, today only **25c**

35c Silk Mulls—

Both plain and printed. Dainty for Spring and Summer frocks. This sale the yard at **19c**

50c Dotted Silk Mulls—

In pretty bordered designs. 36 inches wide. Special low price the yard at only **25c**

\$1 Bordered Voiles—

Fine imported qualities in lovely bordered designs. All new patterns and colors. 46 inches wide, the yard at **75c**

35c White Waistings—

In the pretty embroidered weaves. Laundered beautifully. Special the yard, at only **25c**

75c White Batistes—

attractive striped weaves. Handsome for tailored waists and frocks—the yard only **39c**

Women's \$1 Union Suits 69c

WOMEN will surely supply the season's Underwear needs with this matchless saving today on regular \$1 Union Suits at 69c. Of fine ribbed cotton in low neck sleeveless style with tight and umbrella knee. All regular sizes. Easter sale price is **69c**

Women's 35c New Cotton Vests 19c

Excellent 35c quality of light-weight cotton vests in high neck, long-sleeves style, all the regular and out-sizes on sale at **19c**

Women's 25c Low Neck Vests 15c

You can't have too many of these low neck, sleeveless Vests for Summer wear. The regular and out-sizes; 25c garm'ts, **15c**

Children's 20c Under Waists at 15c

Children's Under-waists with patent taped-on buttons, which place strain of garments on shoulders **15c**



Easter Grocery Sale

THE Big Food Grocery teems with unusual Grocery order of \$1 or more—sugar not lated Sugar for \$1.00.
Grizzly Bluff Butter, two pounds, special 69c
Otter Clams, for the Easter Sale, the can 23c
Jellycon, for the Easter Sale, 4 packages 25c
Lemons, special for Easter Sale, a dozen 11c
Oranges, special Easter Sale price, dozen 16c
Cove Oysters, Easter Sale, three cans only 25c
Fancy Raisins, Easter Sale, 5 pounds at 25c
Bar-le-duc Jelly, Easter Sale special at 20c
Fancy Asparagus, Easter Sale, sp'l, can 20c

—Basement, Main Bldg.