

Come Early This Morning for One of the Large Calla Lily Flowers—Leave Orders in Grocery for "Hot Cross" Buns, Delivered Friday Alteration Workers Wanted at Once—Fitters, Tailors and Seamstresses—Apply at Superintendent's Office at 8 A. M., Ready for Duty

THE MEIER & FRANK COMPANY, ESTABLISHED 1857.

WEATHER REPORT: SHOWERS TODAY.

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

Untrimmed Shapes From Our Own Stock in Sale Today!



What Can It Be?

The vessel is approaching. What message it carries all Portland is anxious to know. You won't have long to wait now. Watch this space again tomorrow.

\$5.00 Hair Switches Special for \$2.98!

LARGE, fluffy, genuine German Wavy Hair Switches, 26 inches long, which sell regularly at \$5!

Any shade can be matched. Easter Sale price today only **\$2.98**

\$12 and \$15 German Wavy Switches—26 inches long, in all shades! Special, **\$5.98.**

\$2 Hair Switches, 20-inch, at 89¢.

\$2 Cluster Puffs, any shades, 98¢.

\$4 Transformations, any shade, today only \$1.98.

—Beauty Parlors, Balcony.

SMART, new Spring and Summer Shapes that, with a bit of trimming make the most attractive of Hats for the Easter-time.

Splendid variety to choose from—shapes of every type—large, medium and small. Brims, straight, rolled and up-turned. In fine Milans, hemp, tagals, leghorns and rich straws. Black, white, burnt and colors. Plain and with black facings.

\$5.00 Untrimmed Hats, special at \$3.33
\$6.00 Untrimmed Hats, special at \$4.00
\$6.50 Untrimmed Hats, special at \$4.31
\$7.00 Untrimmed Hats, special at \$4.67
\$8.00 Untrimmed Hats, special at \$5.33
\$9.00 Untrimmed Hats, special at \$6.00

\$10.00 Untrimmed Hats, special at \$ 6.67
\$11.00 Untrimmed Hats, special at \$ 7.33
\$12.00 Untrimmed Hats, special at \$ 8.00
\$13.00 Untrimmed Hats, special at \$ 8.67
\$14.00 Untrimmed Hats, special at \$ 9.33
\$15.00 Untrimmed Hats, special at \$10.00

Millinery Flowers 1/4 Off

Positively nothing in our immense stock of beautiful new Spring and Summer Flowers is reserved. And only those who've seen them can appreciate the remarkableness of this offer. Flowers of every sort and hue, including wreaths and fancy 1/4 Off arrangements. \$25 to \$5. Today 1/4 Off

All Fancy Ostrich 1/4 Off

Lovely array of the much-favored Fancy Ostrich trimming to choose from. Fluffy and "stickup" arrangements. Come in white, colors and a wide range of shades and in many styles. For the tailored or dressy hat. Fancy Ostrich worth regularly 1/4 Off \$1 to \$20, for today at just 1/4 Off

Women's \$2 Easter Silk Hose 98c

AN immense purchase of thousands of pairs from the most famous maker in the world—that's the secret of this wonderful offering of actual \$2 Silk Hose at 98c a pair!

Splendid high-grade make of pure thread silk—rich, lustrous quality in plain black. Some with dainty colored 2-inch tops. All with double reinforced feet and garter tops. Choose Easter Silk Hose today while they last, the pair **98c**

50c and 75c Hose at 29¢

Finest imported lisle Hose for women. Black and all colors. Beautiful silk embroidered boots. Hundreds of pairs in the Easter sale, regularly 50c and 75c, today to go today at the low price of only **29c**

Women's 25c Burson Hose, 17¢

Women know them as the Hose "Knit to Fit"—the only full-fashioned Hose without a seam. Black only. Best 25c grade, specially priced for tomorrow, 3 pairs, **50¢**; the pair at low price of only **17c**

—First Floor, Main Building.

Unequaled Choice in Easter Suits at \$25, \$30 and \$35

WITHOUT hesitation—without exaggeration we state that they're far above the usual line of Suits at \$25, \$30 and \$35—styles at each price far better than women expect to find. A richness of fabric, a smartness of style—a perfection of finish and tailoring that most stores put into their suits at \$40 and \$45.

Garments that are different—refreshingly so! And nowhere are selections greater—styles more diversified! Models of every sort from the plain, severely tailored to the clever, dressy styles, with deep and pointed revers of satin and lace.

Suits as sketched in either tan or blue whipcord. Deep collar and cuffs of ecru macramé. Priced at \$35. Equally as jaunty and attractive are the scores of other styles—

--at \$25, \$30 and \$35



Lingerie Dress Silk Petticoats Special \$14.45 Special \$3.45

Women—you must see them to appreciate their unusual beauty and attractiveness. Such pretty, becoming styles, and every one a new 1912 model.

Exquisitely made in one-piece styles—skirts and pretty bodices joined with bands or inserting or with the new neplum fill. Of lovely allover embroidery, baliste and lawns, combined with rich chun and val. laes. Suitable for graduation, for afternoon and semi-dress occasions. Today at only **\$14.45**

See them, and you'll wonder that the price is only \$3.45. Just another of the splendid Easter specials in store for you here!

Well made of rich, all-silk messalines in the new, close-fitting styles. Finished with stitched, pin-tucked and pleated flouncies. In black and every shade to match the new Spring and Easter costume. Special today at only, each, **\$3.45**

—Second Floor, New Building.

More \$1.50 to \$2 Gotham Shirts at 95c

GOTHAM SHIRTS at less than ordinary wholesale prices—it's the opportunity thousands of men have profited by the last two days!

Box and knife pleated White Shirts for Easter. Plain white, tan and fancy Oxford Outing Shirts, with soft French cuffs. Stiff bosom Shirts. Negligee and Golf Shirts, with plain or plaited fronts. Cuffs attached and detached. All sizes, 13 1/2 to 18. Every one full cut and perfectly finished. They're \$1.50 and \$2 Shirts, special today only **95c**

To \$2 Gotham Underw'r 65c

Gotham is the original athletic Underwear! Cool, sanitary, coat style, sleeveless Shirts and knee Drawers. Fine mercerized cloths, fancy silk-striped and silk-and-linen fabrics, in white, pink and blue. Regular \$1, \$1.50 and \$2 grades in the purchase, today at **65c**

Men's Easter Neckwear 25c

We had a great New York Neckwear house make up all their short ends of silks at a price which brings beautiful, new 50c Four-in-Hands here right before Easter at half! Every plain color and new fancy pattern. Moires, bengalines, taffetas, etc., satin stripes, etc., today at this low price **25c**

Easter Glove and Ribbon Sale--Notable Savings!

EQUALLY important to Easter shoppers are the worthy offerings in new Spring Gloves. Quality considered, they're at savings greater than you'll find in the usual run of sales.

Women's \$1.50 Lambskin Gloves, Pair at 98c

Splendid quality Lambskin Gloves in the 2-clasp, overseas style. New Paris point stitching. In black, white, tan and gray. All sizes. \$1.50 Gloves today at only **98c**

Women's \$1.75 Lambskin Gloves, Pair at \$1.29

One and two-clasp, pique sewn Lambskin Gloves with Paris point stitching. Assorted shades—black, white, tan and beaver predominant—\$1.75 vals. **\$1.29**

Women's \$3.00 Long White Gloves, \$2.19

Ideal for the Easter costume—splendid 5-button white Lambskin Gloves. Three pearl clasp fasteners at wrist. Perfect fitting, \$3 grades, pair only **\$2.19**

35c and 40c Fancy Bordered Ribbons, 19c

Lovely for millinery, girdles, etc. Fancy silk and satin combinations in pretty floral and conventional designs. All with colored borders. 5 inches wide. 35c and 40c grades, in Easter Sale today, yd. **19c**

50c Silk, Satin and Velvet Ribbons, 29c

Rich all-silk and satin Ribbons—Taffetas and Moires in rich Dresdens, pretty floral and conventional designs. Mostly 6 inches wide. Velvet Ribbons, 2 ins. wide **29c**

An Easter Sale of Dainty Perfumes

WONDERFULLY sweet and rare are the odors of these high-grade Perfumeries. Suggestive of the Springtime flowers. They're the delight of dainty women. These Eastertime specials today:

- 75c Roger & Gallet Perfumes, all odors, ounce, **50¢.**
- 50c Rieger's California Perfumes, all odors, ounce, **39¢.**
- 50c Willow Sachet Powders, all odors, ounce, **33¢.**
- 50c Dorothy Vernon Perfumes, ounce, **39¢.**
- 25c Dorothy Vernon Perfumes, ounce, **19¢.**
- 50c Dorothy Vernon Toilet Waters, bottle, **39¢.**

25c Popular Fiction at 17c

THE new Athol Series of popular fiction, embracing over a hundred titles by favorite authors. Cloth bound, with beautiful colored cover design. Regular 25c edition for the Easter Sale at only **17c**

Inez—Augusta Scott
Evans-Wilson—Jane Eyre—Charlotte Bronte
In Golden Days—Jeanne—Charles Garvice
Edna Lyall—Mrs. Southworth
Ivanhoe—Sir Walter Scott
The Knight Errant—Edna Lyall
Lady of the Rubies—The E. Marritt
Lamplighter, The—Maria Cummins
Last Days of Pompeii—Lytton
Last of the Mohicans—J. F. Cooper
Leighton Homestead—The Mary J. Holmes
Lena Rivers—Mary J. Holmes
Loola Dale's Fortune—Charles Garvice
Lorrie—Charles Garvice

Leslie's Loyalty—Charles Garvice
Little Minister, The—J. M. Barrie
Love's Dilemma—Charles Garvice
Lost Half of Lighthog—Mrs. Southworth
Lucifer, or, the Lady of Darra Court—Charles Garvice
Macaria—Augusta Evans-Wilson
Maggie Miller—Mary J. Holmes
Marble Faun, The—Hawthorne
Mildred—Mary J. Holmes

Smart, New \$3.50-\$4.00 Pumps, \$2.65

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

Styles just as illustrated here—tan Russia calf, gunmetal calf and patent eolt and black velvet Pumps with silk bow. And the modish Colonial Pumps of gunmetal calf and black satin.

All with Godey-welt soles and Cuban heels. Women, come early for your choice, **\$2.65**



—Third Floor, New Building.

Good Luggage for the Easter Trip!

STRONG, vulcanized fiber-covered Trunks, as illustrated, with durable hardwood slats, angle iron edges at top and bottom. Brass corners, fastenings and locks. Two large cloth-lined covered trays; two cowhide straps all around.

- Easter Sale price—34-in. **\$11.10**, 36-in. **\$11.60**, 38-in. **\$12.10**.
- \$7.50 Cowhide Suitcases—24-inch, linen lined, with shirtfold, brass lock, bolts and leather corners. Strong, non-pull-out handle, only **\$5.45**
- Three-Piece Oxford Bags—black walrus grain, full leather lined, with leather corners. The \$8, 16-inch \$6.35; the \$9, 16-inch, priced only **\$7.15**

To \$3.25 "Woolnap" Camp Blankets \$2.45

WOOLNAP—the Blankets which look and wear like all-wool. Full size, in gray and tan, with colored borders. Splendid for the Summer camping season, close at hand. Regular \$3.25 grades, today, the pair, only **\$2.45**

- \$5 White Wool Blankets—full size, with colored borders, **\$3.65**
- \$6 Fancy Plaid Blankets—heavy, warm grade in gray, blue and tan checks, **\$4.65**

'Wearever' Aluminumware

- 95c Preserving Kettles for 54c
- Full 2 1/2-quart size "Wearever" Aluminum Kettles, as illustrated. They'd sell regularly at 95 cents **54c**
- 65c Aluminum Stew Pans at 37c
- Every Pan in perfect condition with handle, as illustrated here. Regular 65c, three-quart **37c** size, special today at only **37c**

Our Famous Victor Flour \$1.29

THE Flour that's used successfully by hundreds of women and sold here only in Portland. Made expressly for us **\$1.29** of best, selected wheat. Special today, barrel, \$4.98; sack **\$1.29**

- New Corn Meal, the sack at **24¢**
- Fancy Rolled Oats, the sack only **43¢**
- Gram Flour, sack, special at **32¢**
- E. C. Corn Flakes, 3 packages at **23¢**
- Egg-O-Sec Wheat Flakes 3 pkgs. **23¢**
- Cream of Wheat, special a pkg. **15¢**
- Violet Wheat, large package, for **10¢**
- Pure Eastern Lard, large pails, **\$1.30**
- Dry Onions, 8 pounds, special at **25¢**
- Table Peaches or Apricots, 3 cns. **50¢**



TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101

Superb Grafonola Outfit Here at \$59

THE Columbia Phonograph Company paid \$5000 for a double-page advertisement in the Saturday Evening Post this week to tell you of the new offer which puts the latest improved, beautiful Hornless Talking Machine within the reach of every home.



For \$59 we will deliver the beautiful Columbia Grafonola "Favorite" Machine, exactly as illustrated, with 12 double-disc records, 24 selections.

And you may buy this superb outfit on our easy Club Plan, paying only \$7 now and \$5 a month—no interest, no extras.

The Grafonola "Favorite" is a notable combination of high quality and low price. The mechanism is fully cabined, the reproducer operating beneath the lid, the sound waves being led

through the tone arm to the tone chamber and thrown through the opening unobstructed by mechanism.

The 24 selections include the famous "Rigoletto" quartet and others. Place your order now for one of these outfits, as the supply we have on hand is limited. The prices are just as advertised, 5th floor, only **\$59.00**

OR THE OUTFIT, WITH CABINET, FOR ONLY **\$69.00**

This same "Favorite" Grafonola will be sold with 20 selections and a beautiful solid, quarter-sawn oak or mahogany-finish Record Cabinet, for only **\$69.00** The Cabinet has place for over 140 10 or 12-inch disc records.