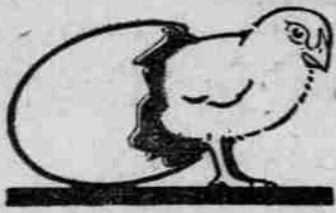


All Charge Purchases Made Today Will Appear on May First Accounts

Come Here for Your Easter Novelties



Chicken Easter novelties, for table decorations, priced 5¢, 3 for 5¢, 2 for 5¢ and each 1¢.

Rabbits, chickens and dozens of other novelties, 75¢ to \$1.50 and 50¢, 25¢, 15¢, 10¢, 5¢.

Easter Baskets, a complete line, priced 15¢, 10¢, 5¢.

Paper Easter bells, your choice at 15¢ and 10¢.

Almond and Nut Cup Favors, 5¢, 6¢, 10¢.

—Temporary Annex, Sixth Floor.

Meier & Frank Co.

1867 1915

THE QUALITY STORE OF PORTLAND

Fifth, Sixth, Morrison, Alder Sts.

Easter Gifts in Bibles and Prayer Books

\$1.20 Sunday School Scholars' Illustrated Bibles 98¢

45¢ pocket-size Text Bibles reduced to... 35¢

\$3.50 Text Bibles, Family Registers and Maps \$2.50

15¢ Testaments for... 10¢

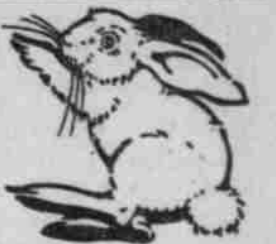
50¢ Leather Testaments 39¢

All Prayer Books and Hymnals combined, less... 25¢

Key of Heaven, less... 25¢

Family Bibles, less... 25¢

—Bookstore—Sixth Floor, Sixth-St. Bldg.



New Easter Neckwear

Received by express direct from Timothy F. Crowley, that famous New York maker. Portland women know the "Crowley" quality.

75c Neckwear, Special 48c

Your choice of a great many styles. Hand-embroidered collars, the new rolled-edge effects, hemstitched trimmed and soft roll and military styles are shown. Made of sheer organdy, ribbon trimmed in many instances, others developed in net.

New Automobile Caps—in black and white checks, tans, browns, greens and red, fine for all sorts of outing wear—today at 89¢.

—First Floor, Sixth-St. Bldg.

Children's Dainty Hair Bow Ribbons For Easter Wear

Pure Silk Ribbons 19c Plain or moire ribbons in all the desired colors, 5 1/2 inches wide, fancy ribbons in light and dark colors 5 inches wide, and lovely satin taffetas 6 1/2 inches wide.

Silk Hair Ribbons 12c Pure silk in plain taffeta or pretty moire. Light, dark and fancies, in a very wide assortment. Yard, only 12¢.

—First Floor, Sixth-St. Bldg.

New Easter Shoes

Great varied assortments for the whole family. We are exclusive agents for J. & T. Cousins' Shoes for women; French, Shriner & Urner Shoes for men, J. H. Cramer Shoes for misses and children.

Women's Shoes in various styles range in price from... \$3.00 to \$7.50

Women's Pumps and Party Slippers range in price from... \$2.50 to \$8.00

Misses' and Children's good Shoes range in price from... \$1.00 to \$3.50

Misses' and Children's Slippers and Mary Jane Pumps, moderately priced... \$1 to \$3

Men's Shoes, Oxfords, great variety to select from... \$3 to \$7

Boys' Shoes, high or low cut, \$2 to \$4

—Third Floor, Sixth-St. Bldg.

IT'S EASTER TIME AT MEIER & FRANK'S



Easter Suits for Little Boys \$5

Today we specially feature our great stocks priced at \$5.00.

All-Wool Blue Serge Suits Middy, sailor blouse, vestee and "Oliver Twist" styles, in a great many different models, 2 to 8-year sizes—priced \$5.00.

Fancy Cheviot, Cassimere, Worsted Suits "Oliver Twist," vestee, sailor, middy styles, in a large variety of colors and trimmings, sizes 2 to 8 years, priced at only \$5.00.

Balmacaan Spring Coats Many materials and colors that include tans, grays, browns, shepherd checks, Tartan plaids and checks, sizes for boys 1 to 10 years—\$5.00.

—Temporary Annex, Second Floor.

A New Petticoat for Easter Wear?

Petticoats that flare are again in vogue. Today we are showing

Petticoats at \$2.95

Splendid All-Taffeta or Milanese Jersey Petticoats, with messaline flounce, made in the new corded ruffled styles, or all messaline skirts. Shown in all the new colors and smart black and white stripes.

—Fifth Floor, Sixth-St. Bldg.

Women's Gloves for Easter

Washable Glace Gloves \$1.50

The new sand and putty colors, in several different shades. Washable glace, the greatest glove economy ever offered, pique sewn. One-clasp style, with embroidered backs. All sizes.

\$1.50 Real French Kid Gloves 90c

Your choice of black, white, tans, brown, mode, grey and blue; 2 clasps, overseam sewn, in all sizes.

FREE—A Glove Box

With every glove purchase of \$2.00 or over, we will present—FREE—a handsome Japanese hand-decorated glove box, with key. These boxes sell regularly at 50¢.

—First Floor, Sixth-St. Bldg.

Underwear Specials

Women's Ribbed Lisle Union Suits, extra quality, light weight. Low neck, no sleeves, lace-trimmed loose knee, Hirsch tailored garments. Extra sizes special 69¢, regular... **59c**

Women's Swiss Ribbed Union Suits, in light weight, soft finished, tailored cut. Knee length, regular sizes only, special 2 for 95¢, each... **48c**

Women's 50c Swiss Ribbed Vests, fine and elastic, with French hand tops fagot stitched, low neck, sleeveless, in regular sizes, garment... **39c**

Women's \$1.25 Mercerized Lisle Union Suits, Summer weight, very fine and elastic, low neck, sleeveless, knee-length and silk-taped tops, regular sizes, special... **98c**

Children's and Misses' 25c Vests and Pants, light weight. High or low necked, long or short sleeved vests, knee-length pants. Sizes 2 to 14 years, each... **19c**

—Second Floor, Sixth-St. Bldg.

It's Time to Think About Your New Easter Frock

Select Them While Stocks Are New and Complete Hundreds Now On Display In Our Garment Salons

We were never better prepared, so early in the season, to offer new frocks. We have them in all styles and grades, but especially wish to call your attention to some of the lower-priced models that we are showing.

Those at \$6.45

Dozens of splendid models, made of fine lawns, dimities, gingham, linens, cotton voile, crepe and gabardine. Plain colors, stripes, checks and embroidered effects. Some in plain tailored styles, others dressier. Great choice of colors.

Those at \$10.00

We are offering very handsome dresses, made of linen, Palm Beach cloth, dainty lawns, voiles, batiste, cotton crepe, etc. One charming model, a tailored style, is developed in heavy white linen, with pearl button trimming, patch pockets. We also noticed in the huge collection shown us many with touches of hand embroidery on collars and cuffs, black velvet sashes, and other attractive features.

Those at \$15.00

Are dozens of new frocks, heavy white linen and natural linen tailored frocks, all made on very attractive lines, button trimmed, full skirts and patch pockets, especially adapted for street wear. There are also many "fluffy, frilly frocks" at this price, and lingerie effects as well.

In Addition We Would Call Your Attention to Our

Evening Dresses

Developed in net and embroidered batiste, lovely organdies Valenciennes lace trimmed, and rosebud garlanded.

New Confirmation Dresses

In suitable styles, also being shown in great assortment. Range of Prices in Our Dress Section Extends from \$4.50 to \$35.

—Garment Salons—Fourth Floor, Sixth-St. Bldg.



New Smocked Rompers, Just In

Attractive little garments, copies of English models.

Rompers and Creepers \$1.25

Made of fine plisse crepe, smocked in front, lace trimmed at neck and sleeves. Shown in pink, blue and white.

Rompers and Creepers \$1.98

Made of finest quality chambray, pink, white and blue. Cluster smocking at neck and on sleeve, turnback collar, wide belt.

Rompers and Creepers \$2.50

Fine dimity, with smocking in pink and blue at neck and on sleeves. Turnover collar lace trimmed.

—Second Floor, Sixth-St. Bldg.

Mail Orders

FILLED FROM THIS AND ALL OUR ADS. If Received Within Three Days of Date of Publication

We give our out-of-town customers the same privilege of buying from our daily advertisements as those who live in the city. Moreover, our method is not a "mail-order system," it is, rather, a systematized shopping service which gives the personal attention of a trained shopper to the filling of every mail order.

Your order is studied and promptly filled with as much "intelligent interest" as if you were here yourself. Should you come in person we will be glad, upon request, to have one of our experienced shoppers assist and conduct you to any one of the 75 different departments as you choose. There is no charge.

Easter Blouses

Have you found the blouse you decided upon to complete your Easter costume? Is it a soft, white crepe de chine, Georgette crepe, or dainty lingerie that you think will harmonize best with the new tailored costume of black, green, blue or the new sand or putty shades?

Perhaps, though, you prefer the dainty combinations of lace, nets, chiffons, satins that we're displaying in so many different styles—but whatever it is, it's here. Prices on Waists range from \$1 to \$25.

—Fifth Floor, Sixth-St. Bldg.

Specials In Hosiery

Women's \$1 Silk Hose, black, white and tan shades, 79c

2 prs. \$1.50, pair... **79c**

Women's 65c Silk Lisle Hose, black with lavender band tops, 2 prs. 95¢, pair... **48c**

Women's 65c Imported Black Silk Hose, trunk tops, 2 pairs 95¢, pair... **48c**

Women's 50c Imported Silk Lisle Hose, black and tan, 2 prs. 75¢, pair... **39c**

"M. & F. Special" Mercerized Lisle Hose, black, white, tans, 3 pairs \$1. **35c**

Women's 35c Black Mercerized Cotton Hose, seamless feet, 2 pairs 50¢, pair... **28c**

Women's 25c and 35c Lisle Cotton Hose, black, white, colors, 3 pairs 60¢, pair... **21c**

Women's 25c Cotton Hose, black and tan, fashioned legs, 3 pairs 50¢, pair... **17c**

—First Floor, Sixth-St. Bldg.

Our Easter Millinery

The Spring Millinery is certainly a riot of color—and have you noticed the rare and even daring combinations of colors? But have you noticed, too, how beautifully those same daring combinations harmonize? That's where the cleverness of the artist-designers comes in. Then, too, you'll agree the hats are simple in style, but it's the simplicity of elegance.



The time for before-Easter-hat choosing is short, but when you step into our Millinery Salons you will notice that every case is filled with the most exquisite creations. That's because new models are arriving daily by express, keeping the supply up to the standard in quality and quantity—and assuring you the very latest styles. Beautiful models from

Vogue Burgesser Hyland Phipps Knox

Also a splendid assortment of untrimmed stylish shapes, the newest trimming effects, and expert milliners to carry out your ideas.

Trimmed Hats priced from \$3 to \$35.00 Untrimmed Hats from 95¢ to \$5.00

—Second Floor, Sixth-St. Bldg.

Mid-Week Sale of Notions Today

Now In Progress—Our Great Semi-Annual Sale of Bedding

\$85.00 Poster Bed, W. K. Cowan make. Made of solid figured Cuban mahogany, full and twin sizes, now... **\$45**

\$20.00 Brass Bed, satin finish, 1-inch filling rods, guaranteed best English lacquer, 3-6 and 4-8 sizes... **\$9.85**

\$12 Brass Bed, satin finish, guaranteed best English lacquer, 3-6, 4-8 sizes... **\$5.95**

\$11.00 Bed, both white enamel and Vernis Martin finish, continuous 2-inch posts with malleable rail joints, 4-6 and 3-6 sizes... **\$4.25**

The Famous Ostermoor Mattresses Are in This Big Sale

\$7.50 Solid Comfort Mattresses. Layer cotton felt filled, Imperial roll edge, art ticking covered, weight 40 pounds—**\$5.25** now on sale.



Famous Ostermoor Mattresses. Were \$15.00. Built (not stuffed) layer-wise, bound edges, round corners, close tufting. Now on sale at **\$12.50**

\$6.50 Steel Sanitary Couch, Vernis Martin finish. Famous Garvey wishbone fabric supported by three rows of coil springs, reduced to... **\$3.50**

\$2.25 "Yum Yum" Springs, in all sizes, your choice now **\$1.69** for only

\$17.50 Englander Patent Couch Bed, makes a bed with one motion. Including large cot... **\$11.75**

\$4.50 Steel Springs, Vernis Martin finish, galvanized non-rust fabric. All sizes... **\$2.75**

—Temporary Annex, Tenth Floor.