

CHARGE PURCHASES GO ON APRIL BILLS—RENDERED MAY 1

Goodbye to Foot Ills

Our skilled chiropodist sends foot troubles flying in such wonderfully easy fashion that people are at a loss to know why they put up with corns and the like so long. Consult him at any time.

—Meier & Frank's: Fifth Floor.

The Modern Gardener

is not satisfied with any but the best of tools. That makes him (or her) a logical customer of this store where only the most dependable garden tools are carried and these in a complete stock.

—Meier & Frank's: Basement.

A New Edge on the Old Mower

gives it new life—makes it do its work far more efficiently and thoroughly and exacts a less severe tax on the physical strength of the operator. For \$1.25 we call for, sharpen and deliver mowers.

—Meier & Frank's: Basement.



The Difference Between Old and New

as applied to furs is no more than the difference between furs at the end of a period of service and the same furs after they leave the hands of our expert remodelers. Special rates now.

—Meier & Frank's: Fourth Floor.

Optical Service That Serves

We'll tighten a screw, change the tension, polish or make minor adjustments on your glasses without charge, just as a courtesy. If you break a lens we'll have an exact duplicate in short order.

—Meier & Frank's: Mezzanine.

MEN
Society Brand Clothes
Ad on Page 2
tells some of the good points of these clothes which are sold here only in Portland.

All Portland Seems to Be Choosing Easter Things Here

Just in Time!

Extra Good Easter Neckwear \$1.59

Bewitching little tab collars of beige georgette crepe embroidered with white.

Dressy tuxedo collars of georgette crepe with heavy venise edges.

Bib collars with ever so many frills of creamy valenciennes.

Embroidered collar and cuff sets of white organdie.

Vests of net like the picture—mainly composed of pointed lace ruffles.

Every style surprisingly fine and pretty at this price!

—Meier & Frank's: Neckwear Shop, Main Floor.



Wednesday, Thursday, Friday, Saturday—and Easter!

More Than a Thousand Women's Hats Ready to Choose Now

Walk through the Millinery Salons. See everything there is to be seen. Then sit down at one of the mirrors and have an expert attendant help you try on the models you like until you find the hat that looks best on you. Easter hats here have been created so cleverly that they will flatter every type of face and blend with every complexion.

Flower hats, feather hats, tailored hats. Hundreds and hundreds and hundreds of them. Quantities of new models today.

Trimmed hats, \$6.75 to \$75.

Tailored hats, \$3.75 to \$25.

Untrimmed hats, \$2.50 to \$12.50.

Girls' hats, \$3 to \$15.

—Meier & Frank's: Millinery Salons, Fourth Floor.

Longer Gloves for Easter

Slip-on gloves for sports clothes.

Three-quarter, elbow length and longer gloves for the new short sleeve frocks.

Many styles from which to choose.

Majority in the new tones of mode, beige and bisque for Easter costumes.

—Meier & Frank's: Main Floor.

Easter Veils

—are dotted

—are spotted

—are embroidered

—are bordered

A hundred styles for your choosing. Chenille dotted veils, 75c yard to \$2.50. Draped veils \$1.75 to \$5.50.

—Meier & Frank's: Main Floor.

Devotional Books

Bibles, testaments and books of psalms for gifts. Also Prayer books and Hymnals, the Key of Heaven and devotional books such as "Daily Light," "Daily Strength for Daily Needs," "Christian Healing" and many others.

—Meier & Frank's: Fifth Floor.

Ostrich Fans for Easter

One stick fans with one and two long beautiful ostrich plumes are \$12.50 to \$23.50. Ostrich folding fans are \$5.95 to \$27.00.

Jade, flame, American beauty, orchid, cerise, coral, paon, turquoise, white, and black.

—Meier & Frank's: Main Floor.

CHEMISETTES

WITH REAL DUCHESSE LACE AND ROSE POINT FROM BELGIUM

EXCLUSIVE MODELS FOR UNUSUALLY FINE EASTER GIFTS.

—Meier & Frank's: Main Floor.

Novelty Necklaces at \$1.25

New crackle beads in blue, green and pink.

New combination metal and crystal beads in almost any color.

Extremely popular.

—Meier & Frank's: Main Floor.



If You Want to See the Very Newest Easter Frocks

—Ask for:

The black taffeta frock pictured with its swirling 3/4 yard overskirt, its Spanish bolero jacket, its applique velvet pastilles of Velasquez-like colors. The chemisette gives a modern note for it is of pink georgette, finely pleated and with delicate hand touches.

The mid-Victorian taffeta dress on the right, with its ruffled overskirt draped to the side and its huge sash tied at the left, which is to be had even in the warm brown of 1880. The taffeta frocks with the new cord trimming arranged in embroidery designs—they are decidedly different.

The foulard frock in green, with tiny lace checks, which has a seven ruffle skirt with sash and large bow in the back.

The new draped taffeta dresses with overskirts, flaring pockets and bouffant silhouettes of every picturesque description. These newest models are \$39.50, \$45, \$57.50, \$78.50, \$85, \$95 and up to \$135.

—Meier & Frank's: Fourth Floor.

This Filet Slip-on Sweater in Pink and White

is another pretty originality of the Spring mode. Somehow it makes one think of lace with its small square meshes partly veiled like cobwebs by tiny filaments of the soft wool. Finished with a sash to match, ending in crochet balls. Others are in lemon, rose, white and black. \$15.

A new Chinese slip-on sweater is cut straight across at the top and bordered with a darker color to contrast with the body of the sweater. Short straight sleeves. Trimmed with crochet buttons. \$15.

Slip-on sweaters with long sleeves and deep striped border at the waist line have high rolling collars to match, at \$18.50.

Exclusive sweaters include a Chinese green slip-on enchantingly trimmed with silver—it looks like a fairy princess, \$27.50.

Long sleeved slip-on sweaters in plain and fancy stitches trimmed with contrasting color are \$6.95. They can be had in almost any color.



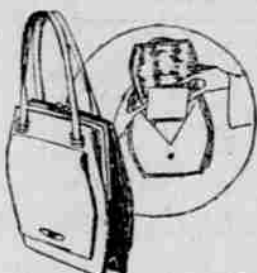
—Meier & Frank's: Sweater Shop, Third Floor.

The "Kodak" Hand Bag

Arrives to Accompany the Easter Suit

The particular style sketched has a deep inside frame with a change purse, two outside open pockets and one outside closed compartment containing a large oblong mirror, a celluloid note book and nickle pencil. Made of genuine English morocco lined with royal blue moire and priced at \$20.

Other kodak handbags in brown calfskin, \$15 upward.



Silk Bags

to be carried with taffeta or satin frocks are here in a splendid assortment. Navy blue bags are especially in demand. A few extra good ones are moderately priced at \$3.85; others in taupe, brown and dark blue \$5 upward.

Tapestry Vanities

with metal frames are pretty for dress occasions. Just a few of them at \$10 each.

New Bead Bags

are in lovely colors and styles at reasonable prices.

—Meier & Frank's: Main Floor, Sixth Street.

Knowing Easter Is Near—

Bewitching Negligees Make Their Appearance

"Throws" of georgette with Valenciennes lace or deep flounces of embroidered net are delicious trifles to slip over the night gown.

A sumptuous black satin negligee has panels brocaded with gold and huge squares of black georgette forming floating transparent sleeves.

A pink chiffon robe with creamy oriental lace and tiny pink roses is what the French call a confection.

Another uncommon creation of delicately colored crepe meteor has a "tooth" hem and is richly veiled with chiffon and trimmed with lace and ribbons.

These newest negligees are priced at \$32.50 and upwards.

New satin breakfast coats begin at \$25.

—Meier & Frank's: Negligee Shop, Third Floor.



Novelty Jersey Silk Petticoats \$6.95

Just in. Specially priced. Lengths 32 to 38 inches—for misses and women. All silk jersey tops with fancy flounces of combination colored jersey or with accordion pleated and hemstitched flounces of mes-saline.

Blue, red, gray, rose, purple, dark blue and combinations.

—Meier & Frank's: Petticoat Shop, Third Floor.

Girls' Easter Frocks

A charming collection of the finer frocks for confirmation and other formal occasions is featured in the Girls' Shop.

Some of the new Dorothy net dresses are exquisite. They are extremely simple with hand puffings, occasionally hand embroidery, tiny silk roses, long, narrow ribbons.

Dotted swiss frocks are equally attractive.

Ruffled organdie and fine white batiste frocks with imitation Irish crochet lace are as pretty as any girl could want.

White organdie frocks are \$10 upward. Usually only one or two of a kind so that they are exclusive.

Sizes 8 to 16 years.



Girls' Rain Coats and Capes Greet April Showers With Lower Prices

Every rain wrap in the Girl's Shop is reduced.

Sizes 8 to 14 Years

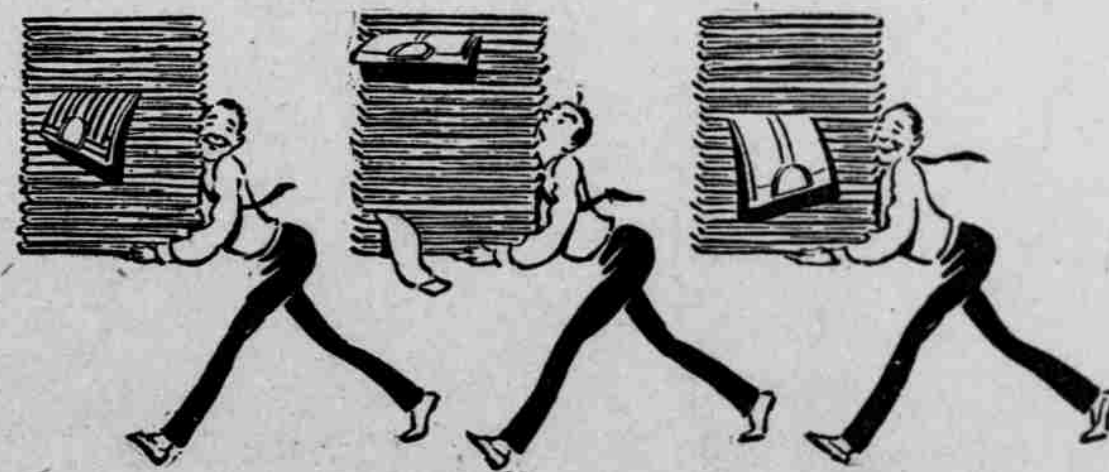
—Were \$7.50 and \$7.95, now \$4.50. Blue and tan rubberized raincoats with the proper number of pockets and each is belted.

Sizes 6 to 16 Years

—Were \$12, \$12.50, now \$6.95. Were \$13.50, now \$7.50. Were \$15, now \$9.95. Were \$18, now \$11.95. Were \$19.50, now \$12.50. Were \$25, now \$15.

Large assortment of coats and capes for every rainy day. Good looking ones of silk. Practical tweeds and mohair. Also oiled silk. Plain, checked and mixed effects. Almost any color.

—Meier & Frank's: Girls' Shop, Second Floor.



Rushing Up Heavy Reinforcements

FOR THE LAST DAY OF THE SALE OF

Men's Shirts and Other Furnishings

Exactly $\frac{1}{2}$ Price

Can't say at this writing how much will be left. Sale promises to eclipse all selling records for the first day. Started off with 22 items including shirts (7 groups), Dent's gloves, silk knitted ties, sox (2 groups,) hats (2 groups), pajamas (2 groups), sweaters (2 groups) and

others that we do not care to mention because almost sure to sell out first day. Lots for those who come today. Every item standard quality, staple, desirable merchandise. Every one is offered at half or less than half the regular price. Last day!

NOTE: Some of the shirts in this half-price sale were slightly soiled in R. R. transit. A trip to the laundry is all they need. —Meier & Frank's: The Store for Men, Main Floor.

New 1920 Models in Hartmann Trunks

Have Just Arrived Here Exclusively

One need never apologize for luggage when one travels with the Hartmann wardrobe trunk.

Hartmann trunks look right, they are right.

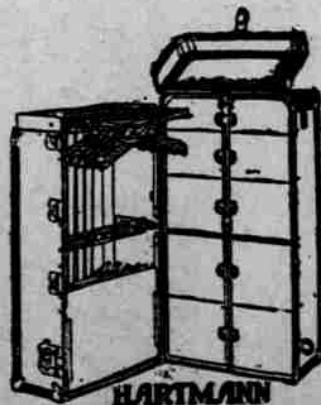
Their convenience eliminates all the difficulties of old fashioned packing.

Their safety, their dustlessness protects one's wardrobe as efficiently as though it were reposing in chiffonier drawers or hanging in one's wardrobe at home.

Most Hartmann trunks have a Yale lock, so that the contents are absolutely private to you.

We recommend them for your travels this season.

\$58.50 to \$200.



—Meier & Frank's: Luggage Shop, Sixth Floor.