THE MORNING OREGONIAN, SATURDAY, APRIL 3, 1920



EASTER! EASTER! The Whole Store Sings Its Gladness!

Everything Here in Last-Minute Readiness for a Happy Eastertide

Day-Before-Easter Showing of Wonderful Hats

at \$6.75, \$7.75, \$8.50, \$10, \$11.75, \$12.50 and to \$15



Never before have we had so many astonishingly attractive hats at these moderate prices. One wonders how the milliners' clever fingers can turn out such becoming affairs for so little.

Turbans with fruit and flowers. Large hats with bright-colored feathers, ribbons or flowers. Hats with wreaths. Hats of horse hair. More than a hundred different styles in moderately-priced hats to choose this last day before Easter. Three illustrated. .

Untrimmed Hats and

Trimmings

Women who like to trim their own hats can easily pick out a smart shape from the large collection here. Prices \$3.50 upward. They can be gaily trimmed in half an hour with wreaths of flowers or some interesting fancy shown at the hat-trimming section.

Children's and Misses'

Hats Specialized

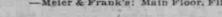
Hats for girls of 6 to 18 years will be featured today. Tailored and fancy styles.

Colors to match and harmonize with any dress. Prices \$3 to \$15.

Millinery Salons, Fourth Floor.



Never have there been so many attractive veilings since the world began, we really believe-and certainly there never has been such a bewildering assortment of charming kinds here. Veiling, 50c to \$1.75 yard. Draped veils, \$2.75 to \$7.50. Princess veils, \$1 to \$2.50. -Meier & Frank's: Main Floor, Fifth Street.





For men who have deferred until now the choosing of the all-important Easter hat this sale will come as a boon. The sale is, besides,

> Men's hat sales are by no means common. especially early in the season, and a sale of high-grade hats at the beginning of the season for which the styles were created and at a full 25% discount may well be termed ex-

These ARE high-grade hats of ten-dollar caliber. All new shown for the first time. We'll youch for the quality of the fur, the correctness of the styles, the genuineness of the workmanship. In appearance they resemble the famous Borsaline Italian hats and their hand workmanship will sat-

> The very narrow and semi-narrow bands that are so smart on this spring's headwear. Light weightfor spring. Silk linings match the color of the hat. Full leather sweat bands.

Seal brown, Linden green, Belgian belly and black. Sizes

Step inside the Morrison entrance and-SERVICE!

Silk Plated Sox

65c

Less than half price for 876 pairs of these silk plated sox because they are sub-standard. Lustrous sox with the appearance of silk. Twotone heather effects. All sizes.

these are the regular \$4.00 quality. One-button. Half spearpoint backs. All sizes.

\$31.45

Silk and Wool Dresses

SPECIAL!

Sizes 16 to 44 in this lot of specially priced taffeta, satin, georgette, serge and wool jersey frocks for Easter and any spring day.

The dress pictured is a quaint basque style, but there are many other models with apron draperies, lace collars, dangling tassels and surplice effects, as well as straight-line frocks. Navy blue, gray, brown and a few light colors.

-Meler & Frank's: Fashion Salons, Fourth Floor.

Sale of Fine Silk

Blouses \$10

Originally \$12.50 to \$15

Broken sizes in this unusual offering of new

spring blouses which have been here only a

few weeks. Navy blue, henna, peach, bisque

and orchid georgette crepe. Tailored and dress

models. Pleated and lace trimmed or em-

broidered. Sometimes only one or two of a

-Meler & Frank's: Blouse Shop, Fourth Floor.

JUST IN!

Polo Coats for Which Our Customers Have Been Asking \$35

Sizes for misses and women in these distinguished polo coats of a soft cloth that is almost like camelshair. Two styles: One with the three-tier pockets and inverted-pleat back (illustrated) : the other with raglan sleeves and diagonal pockets, rather on the box coat order but with a belt. Both in natural tan.

-Meier & Frank's: Fashion Salons, Fourth Floor.

That Easter Silk Petticoat is \$6.95 \$8.95 or \$12.95

kind.

These three unusual qualities are made of soft, durable jersey silk. Those at \$6.95 have novelty flounces of the same silk. Those at \$8.95 and \$12.95 in regular and large sizes have flounces of taffeta, messaline or jersey and many are bound with braid. Some "Eppo" petticoats in the lot.

Flowered Cotton Petticoats \$3.98, \$4.25, \$4.50

Cotton taffeta petticoats in a variety of printed and flowered designs nice enough for any spring day. Regular and large sizes.





"How Do You Like Me, Mother, in My New Easter Suit?"

No doubt as to what will be mother's answer if, as will be the case in thousands of homes, the suit has been selected from MEIER & FRANK'S stocks of

New Easter Clothes For Boys of All Ages

The Store for Boys is fairly overflowing with new suits-thousands of them. But we are not half as proud of the quantity even though it by far outnumber all other stores' garments as we are of the fact that the clothes are all MEIER & FRANK standard as to quality of fabrics, cleverness of styles, thoroughness of workmanship and-as a result of these-SERVICE. That's what we want to emphasize in our Easter showing as at all times. That's what we want Portland boys and their parents to look for most in our clothes-that and the moderateness of prices for which we are |

Corduroy Suits

built of the famous all-weather Crompton corduroys-present a sturdy front in the 7 to 17-year groups at \$12.50.

wards.

-Meler & Frank's: The Store for Boys, Third Floor.

As to Overcoats

-"the biggest line we have ever shown" well describes them as to extensiveness and "best ever" tells the story of all-around excellence. Sizes for boys of all ages in a wide variety of materials, patterns and colorings. Especially fine assemblage of top coats for 2½ to 10-year boys. Neat little Norfolks in tweeds, cheviots and homespuns. Blues and fancy mixtures. \$12.50 up-

In addition to the above Easter specials there are other particularly advantageous values available in this men's section today and-Portland's largest and finest stocks of new furnishings at uniformly moderate prices.

-Meler & Frank's: The Store for Men, Main Floor.

This Easter—

Do the Thing Right Let Your Suit Be

"Society Brand"

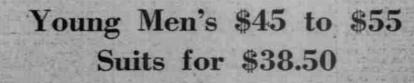
That's our best advice to young men and men of youthful taste in dress who want to look best on Easter day and who want to KEEP this fine appearance as long as clothes can give it. We're sincere in giving this advice. Why?

Because Society Brand fabrics are the best madeall wool, of course. Because Society Brand style is authoritative, spontaneous, refreshing-appealing to father as well as to son. Because Society Brand workmanship is the finest-every garment is cut and tailored by hand under scrupulous supervision. Society. Brand clothes are proportioned to fit all types of men without tedious measurings and fittings.

Society Brand suits and overcoats are here in new styles-ready to put on and wear away. They are sold by this store exclusively in Portland.

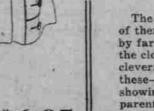
Suits from \$50; overcoats from \$55. The difference in price is in the cloth and trimmings. Every garment is tailored alike.

Last Day:-



If that isn't a good-luck offering in suits for the day before Easter then we don't know what is. The materials, the styles, the workmanship-everything about these suits is suggestive of the higher prices they were rather than the low price they are. Sizes 33 to 42.

-Meier & Frank's: The Store for Men, Third Floor.



noted.

"Standard of America"

may well be claimed for our boys'

clothing section, for does it not

abound in Sampeck suits to which

this distinction belongs by right

of superiority? Other reliable

makes round out this wonderful

assortment of suits with one and

two pairs of pants. Sizes 7 to 18

Blue Serge Suits

-so much in demand at this

time-are to be had in an admir-

able selection for boys 7 to 18

years at \$12.50 upwards.

years. \$15 upwards.