



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.

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

SPECIAL!

Silk and Wool Dresses \$31.45

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.

—Meier & Frank's: Fashion Salons, 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

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.

—Meier & Frank's: Petticoat Shop, Third 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 embroidered. Sometimes only one or two of a kind.

—Meier & Frank's: Blouse Shop, Fourth Floor.

For Easter!

A Ton of Mexican Pinoche 39c Lb.

Regularly 65c Pound

A novelty chocolate egg in each box is, besides the price, an Easter surprise of this real pinoche, made of pure Mexican pinoche sugar, corn syrup, sweet cream, butter, honey, walnuts and pecans. The Easter chocolate eggs are fresh from the Daylight Candy Kitchen.

—Meier & Frank's: Main Floor.

New Collars, Sets, Vestees Shawlettes, Scarfs, Veiling

Special Day-Before-Easter Showing

Travelers tell us that there is no variety of neckwear and veilings this side of New York which can be compared with the amazing collections at Meier & Frank's. Every last-minute expression of fashion is mirrored for you here.

Vestees \$1.25 to \$6.75

Net and organdie with Peter Pan, flat or roll collars, prettily frilled with lace and sometimes with cuffs to match.

Tab Collars 95¢ to \$9.50 Yd.

Plain and dotted net, georgette crepe, batiste and organdie with lace or embroidery; sometimes the lace is real.

Real Filet Collars Third Less

Hand-made filet lace collars in pretty roll style for wear with suits or dresses. Were \$4.99 to \$15.50, now \$3.12 to \$10.33.

Special, \$1.59

Collar and cuff sets, tab collars, tuxedo and bib collars—of extra georgette, white organdie, net and lace.

Neckwear, 50¢

Windsor ties and pique sets designed for girls, also large assortment of becoming styles for women. Embroidered and lace trimmed organdie and georgette in the lot.

Sports Angora Scarfs Special, \$5.69

Regular \$8.50 and \$6.95 scarfs of brushed angora-like wool, 16x64 and 12x72 inches. Fringed ends. Coral, purple, navy or rose with white, also heather mixtures of green, brown or navy.

New Angora Scarfs \$7.50 to \$17.50

Largely worn for sports in place of fur. Medium and extra large sizes. Beaver, reindeer, French blue, buff, coral, jade.

Shawlettes, \$2.95 Regularly \$5.95

Knitted shawlettes with belt and pockets. For sports and motor wear. American Beauty, green, heather, turquoise.

Bandings \$1.25 to \$9.50

Easy to make into vests and collar and cuff sets. Blue Bird organdie, net and lace trills, white organdie and puffing. Wide and narrow widths.

Veils and Veiling

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, 50¢ to \$1.75 yard. Draped veils, \$2.75 to \$7.50. Princess veils, \$1 to \$2.50.

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



"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 noted.

Corduroy Suits

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

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, chevots and homespuns. Blues and fancy mixtures. \$12.50 upwards.

Blue Serge Suits

—so much in demand at this time—are to be had in an admirable selection for boys 7 to 18 years at \$12.50 upwards.

—Meier & Frank's: The Store for Boys, Third Floor.

The STORE for MEN

Proclaims Its Readiness With Ample Selections and Quick Service for the Last-Minute Easter Shoppers

Easter Special!

216 New Hats Good \$10.00 Values

\$7.50



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, unusual—quite.

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 extraordinary!

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

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

Seal brown, Linden green, Belgian belly and black. Sizes 6¾ to 7¾.

Step inside the Morrison entrance and—SERVICE!

Gray Mocha Gloves \$3.15

Lukens smart, well-made gloves of fine mocha skin for Easter wear at a good saving—these are the regular \$4.00 quality. One-button. Half spearpoint backs. All sizes.

Silk Plated Sox 65¢

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

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.

—Meier & 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 made—all 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:—

Young Men's \$45 to \$55 Suits for \$38.50

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.

