

Easter Party and Table Decorations, Favors, Etc., in Good Assortments at Lowest Prices

The Ask Mr. Foster Travel Information Service

will give without charge full information regarding the details of a trip anywhere by auto, rail or water to nearby points or remote places. Take advantage of this free service.

—Meier & Frank's: Sixth Floor.

Get Your Over-Sunday and Easter Films Here

We have fresh stocks of genuine Eastman films for all sizes of Kodaks. After exposure, bring us your films for best results in developing, printing and enlarging. Quick service.

—Meier & Frank's: Main Floor.



Extra Special for Easter—Homemade Candies 44¢

By special request we have made up 2000 one-pound boxes of our well-known homemade specials. Many kinds of delicious candy—a marshmallow chicken or rabbit in each box. No deliveries.

—Meier & Frank's: All Candy Sections.

We have ready for last-day Easter shoppers a big assortment of Easter novelties in candies—eggs, baskets, chickens, rabbits, etc.

—Meier & Frank's: All Candy Sections.

For Everybody: Easter Clothes and Other Needs



SKETCHED BY OUR ARTIST.

The EASTER HAT

Must Be Chosen Today

And it can be chosen with pleasure, assurance of satisfaction and price-moderation if it be any one of hundreds of fashionable new hats ready today in Meier & Frank's Easter showing and sale.

New Pattern Hats

The most wonderful assortment of these distinguished hats we have ever had the good fortune to present. So many designers have contributed to this showing that it is well-nigh a symposium of all that is fine and fashion-favored in hatdom. One's fondness for individuality may be gratified to the utmost if one but choose from this assemblage of exclusive millinery—and at a cost far removed from extravagance. One SKETCHED.

stylish hats we present at these most moderate pricings. We have specialized on providing in these three price groups hats to please every taste, to suit every pocketbook. Street and dress hats of all good kinds and styles. Hair, milan, lisere, milan-hemp, porcupine and body hats. Sailor, poke, off-the-face and droop shapes in pheasant, porcelain, tomato, navy, black, navy-and-white, black-and-white. Trimmed with flowers, fruits, feathers, ribbons, fancies. The model SKETCHED is \$7.50.

Children's Hats

Special attention is directed to the splendid line of banded hats in all popular colors at \$1.95 to \$12.50. One SKETCHED.

—Meier & Frank's: Fourth Floor.

"Popular Price" Millinery

\$7.50, \$10, \$12.50

Hardly any end to the assortments of

Easter Apparel



It is not our purpose to talk here about our Easter apparel assortments of suits, dresses and wraps, of which we have the biggest and best selections at new low prices, but rather to emphasize specialized showings of:

New Serge and Tricotine Suits \$29.50, \$39.50, \$45, \$49.50

Excellent qualities. Plain and fancy models. Splendid values.

Jersey Sports Suits \$18.45

The lowest price for the qualities.

New Pleated Sports Skirts

in a handsome variety of smart plaids and stripes are featured at \$7.85, \$10, \$12.50, \$15 to \$27.50.

New Jersey Sports Coats \$9.50, \$11.50, \$12.50, \$15

The qualities at each price are the best possible. Tuxedo and coat fronts. Navy, black, brown, gray, tan, copen, jade, green, red and heather mixtures.

—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)

Last Day Easter News for Girls

Among the new fashions ready in the Girls' Shop for Easter selection are the following:

New Dresses

Georgette and crepe de chine frocks in white and light shades, trimmed with embroidery and ruffles. Also white organdy dresses with tucks, ruffles, lace and insertion trimming. Sizes 6 to 14 years, \$9.95 to \$25.

New Skirts

New check and plaid skirts in pleated styles. Pretty light and dark patterns. Many smart serge skirts. Misses' sizes, \$9.95 to \$16.50.

New Sweaters

Coat and tuxedo style sweaters in dark colors. Sizes 5 to 14 years, \$3.50 to \$7.95.

—Meier & Frank's: Second Floor. (Mail Orders Filled.)

Capes, Coats

New capes and coats made of burella cloth, covert, velour, tweed, homespun and polo cloth. Checks, mixtures and plain colors. \$12.95 to \$43.50.

Juniors' Dresses

These new dresses include Dorothy Devine and other well-known makes. Made of canton crepe, taffeta and crepe de chine in long-waisted and straight line styles. Effectively trimmed. All the wanted shades. Sizes 12 to 16 years, \$25 to \$49.50.

New Middies

A good assortment of flannel and white wash middies at moderate prices.

—Meier & Frank's: Second Floor. (Mail Orders Filled.)



For Easter!

Fancy Silk Stockings

\$3.95

Only 300 pairs in this special Easter sale of women's high-grade fancy silk stockings just received from a well-known manufacturer.

First quality hand-drawn, hemstitched lace clocks and open-work effects with embroidery combinations. Black, gray, brown, champagne, silver, white, etc.

Regular values for these silk stockings range up to \$8 pair. While any remain today, pair \$3.95.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)



Vanity Fair Bloomers

Women's Vanity Fair jersey silk sports bloomers, finished with elastic at waistline and with double shirred cuff that comes just below the knee. All the wanted shades in plain and combination effects. Regular sizes, pair \$5; extra sizes, pair \$5.50.

Silk Envelope Chemise \$3.39

Light weight jersey or glove silk envelope chemise in bodice style with jersey shoulder straps. Plain band finish. Sizes 36, 38, 40 and 42. Flesh color.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)

Neck-Fixings for Easter.

Choose dainty neck fixings for the Easter costume at Meier & Frank's today.

Special \$2.50

New organdy vestees with collars and cuffs, dainty frill finish. Blue, rose, orchid, tan and white. Also net vestees combined with washable lace, collars to match.

New Neckwear

Tuxedo and roll collars of organdy and net combined with embroidered tucks and laces, Venise and Macrami lace models, etc. Many trimmed with hand embroidery. \$1.95 to \$7.95.

Neckwear \$1

Vestees with collars, round and square-neck models with lace. Collar and cuff sets of ecru color Venise lace, organdy and cream lace styles.

New Marabou

New light weight marabou wraps for dressy Easter wear. Plain or combined with ostrich. Silk lined. Ribbon tied. Black and brown. \$6.98 and \$8.98.

Brushed Wool Scarfs \$7.98

\$8.98 to \$14 values. Some with belts and pockets. Heather mixtures in blue and brown, also with striped borders. Plain blue, green, brown, rose, red and other shades, with striped borders.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)

Veilings for Easter

New hexagon and diamond mesh veilings with colored chenille dots. Navy and brown with copen, brown with castor and pheasant, black with jade, tomato on navy, maize on brown. Also woven meshes in Florence Harding blue, castor, copen, jade, red, tangerine, etc. Yard, 69c to \$1.50.

Drape Veils \$1.49

New drape veils in square styles with chenille borders. Combinations of brown with castor. Specially priced at \$1.49 each.

Other New Veils

Hexagon and filet meshes in medium and large square models. Heavy embroidered models in self-tones. Smart spring shades. \$2 to \$5.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)

Last Day of Our Sale

Women's Outing Togs

A big special purchase of women's outing clothes accounts for the extraordinary price reductions in this sale. And the sale comes at an ideal time, as hiking days will soon be here.

Good quality khaki outing clothing that will give the very utmost in service.

—Meier & Frank's: Sixth Floor. (Mail Orders Filled.)

\$5.00 Coats \$2.98

Extra long coats, reaching almost to the knee. Belted style.

\$3.50 Breeches \$2.29

Reinforced breeches, laced at knee. The \$4 breeches, \$2.49.

\$3.50 Middies \$2.29

Extra good quality khaki middies in all sizes.

—Meier & Frank's: Sixth Floor. (Mail Orders Filled.)

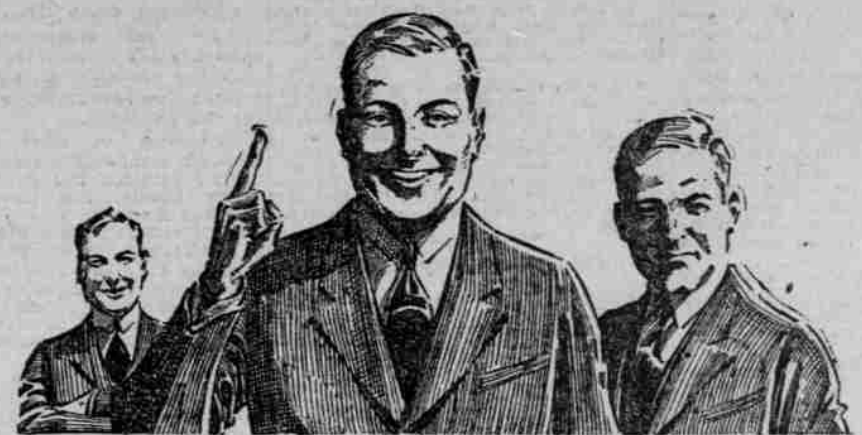
French Kid and Lambskin

Smart Gloves for Easter

\$2.73

Just the thing for all Easter occasions. Two-clasp style in white, brown, beaver, mode and gray with heavily embroidered backs. Also a limited number of long glaze kid gloves in all white and white with black stitched backs. Remarkably good values at the price. Every pair expertly fitted.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)



EMPHASIZING

An Easter Opportunity in Men's Suits at \$25

The man accustomed to paying a higher price for his clothes will find to his pleasure garments in this \$25 sale duplicating the qualities for which he has been spending the larger amount. Of course, the suits we offer in this sale are \$25 garments in price alone. In all other respects—in quality of fabrics, designing and workmanship—they are decidedly superior to their price brethren. They are the good, staple, substantial sorts of clothes that make a hit with men who hold service as of primary importance.

Blue serges, silk-mixed worsteds, unfinished worsteds. Single and double-breasted models. Plain browns, herringbone and hairline stripes, etc.

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Society Brand Clothes

have come to lend to the Easter parade the luster which Society Brand alone can give. Men and young men who like to be at the head of the style procession find Society Brand an able and successful aid. Interestingly lower prices all down the line. They are to be had only at style headquarters and WE GUARANTEE SATISFACTION to the man who buys them.

—Meier & Frank's: Third Floor. (Mail Orders Filled.)

If You Want the Best Easter Tie That \$1.65 Will Buy



—Meier & Frank's: Main Floor. (Mail Orders Filled.)

we have several thousand from which you will enjoy choosing in an Easter sale at this price (3 for \$4.75). The fact that you would have paid \$2.50, \$3 and more for ties of like fine character if we hadn't made a special purchase on a declining market may or may not interest you, but the fact that you can get such neckwear at \$1.65 on Easter eve should interest you and any man who appreciates the finer things.

Swiss, French, English and American scarfing silks are fashioned into these handsome ties, many of them made by hand.

Your Easter Hat

is going to be a mighty simple proposition, even at this late hour, if you put it up to us to fit you out in jig time with a hat that will do you proud.

The best qualities, the best makes, the best styles, the best colors are seen in our Easter showing.

Knox hats in new styles and colors are here in all sizes at \$10 upward.

Knox caps in new patterns and colors, \$4 up.

M. & F. Special hats form a goodly company at \$5, and there is excellent choosing in other good hats at \$7 and \$8. So you'll see it's an easy matter to find a hat here at the price you want to pay.

Three Famously Good Lines of Boys Suits at \$25

Any boy from 7 to 18 years can be made happy with a smart new Easter suit and his parents can have easy minds as to the wear he will get from it if it be chosen from these assortments.

SAMPECK "Triple Service" suits are so well known that we need only say we have new ones from this famous maker and that they add to other new attractions that most important one of lower price.

"WOOLWEAR" two-knicker suits are newer accessions to our stocks, but making friends with marvelous rapidity. All wool.

OTHER SUITS, also with two pairs of knickers, are ready in splendid variety for 7 to 18-year boys.

A wonderful selection at \$25.

—Meier & Frank's: Third Floor. (Mail Orders Filled.)

