

**The Meier & Frank Store**

Butterick Patterns and Publications—Delineator—Catalogue of Fashions  
We carry a complete stock of Beds, Mattresses, Springs, Pillows, Comforters, etc.  
All the latest \$1.50 Copyrighted Books will be found here first and at \$1.08 copy

**The Meier & Frank Store**

Mail Orders receive our prompt and careful attention—all orders filled by expert shoppers  
Don't buy a Sewing Machine until you have examined our "Willamette"—15 models—\$15.00 to \$35.00  
Sole Portland agents for "Peninsular" Stoves and Ranges—"Best on Earth." (Basement)

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# A MAGNIFICENT FASHION DISPLAY



## The New Millinery Ready

Tomorrow morning with the grandest Millinery Display Portland has ever seen in early March. Easter coming early, our preparations were made much in advance of any former season and on a grander scale than ever before. The Millinery Salon has been greatly improved—France and America have been our gathering ground. If you admire novelty and originality—millinery that the touch of foreign genius has made charming—hats cleverly designed and as cleverly made up by our own experts in New York City—come here tomorrow. We are confident that the most exacting demands of the critical buyer will be fully satisfied, and at a far lower price than could possibly be obtained elsewhere. There is something superbly attractive about this season's headgear—the beautiful straws—the novel shapes—the dainty trimmings—all together tend to make this 1904 Spring Season the brightest, the prettiest in the matter of headdress the trade has ever known. You'll find here creations from all the leading Parisian and American makers. Among those represented are:

Camille Roger  
Paul Virot and Berthe  
Reboux  
Carlier

Georgette  
Felix  
Esther Meyer  
Loys Soeurs

Mangin-Maurice  
Heitz-Boyer  
Francois  
Hartwig

Gage  
Niles  
Louise & Co

Lichtenstein  
Phipps & Atchinson  
And many others.

The new creations are a successful combination of style and quality in a higher degree than has ever before been possible at moderate prices—Thousands of effective designs in smart, close-fitting shapes—"Chic" Toques, Turbans and Continentals, most appropriate for early Spring wear—Gold lace and gold tissue are much in vogue—Lace veils and drapes have taken the place of chiffon—Paris and London have sent us the most beautiful Lace Hats you have ever seen—Flower Hats are to be popular, both large and small flowers being used—The new Quaker Hats, light and pretty—"Dolly Varden" effects—All in all we know we've gathered a most representative lot of new Hats and which fact makes us doubly anxious to show them to you—We cordially ask you to view this advance showing tomorrow—Second Floor.

### Leading Cloak and Suit House

## The Spring Fashion Show



The garment display is superbly attractive and has reached proportions greater than can be found in any Cloak Store in the entire West—The magnificent display is of surpassing interest—Striking models and adoptions from the foremost manufacturers of the Old and New Worlds—The Easter gown can be selected now from a showing the equal of any made in the largest metropolitan cities—This is Portland's leading Cloak and Suit House in every sense of the word—New Costumes and Wraps—New Dress Suits—New Dress Skirts—New Walking Skirts—New Coats—New Raincoats—Children's Ready-to-Wear Apparel—Coats and Dresses—2d Floor.

### THE NEW Waists

Fascinating Silk and Cotton Waists in wonderful variety—Beautiful styles for every occasion. We're

remarkably enthusiastic over this 1904 Waist Showing—Enthusiastic over the attractive styles—Enthusiastic over the magnificent assortment—Such strikingly pretty Waists Portland has never before seen—The display includes everything new in the line of material and trimming, and the best manufacturers in the land are represented—Manufacturers that confine their product to us in this territory.

Take Elevators—Second Floor.

Exclusive novelties in fine Dress Waists in all-over lace, repouine, lierre, antique, valenciennes, point gaze, chantilly, renaissance, point d'esprit, muslin de soie, crepe de chine and Dresden silk waists, beautifully trimmed in Venice and handmade laces, shirred yokes, in chiffon and fancy stitch—silk and chiffon lined—priced up to \$50.00.

Handsome new silk Shirtwaists, Japanese silks, pongees, checks, plaids and plain colors, lace and embroidery trimmed novelties at prices from \$5.00 up to \$24.00.

Cotton Waists, medium and sheer materials, wash chiffons, Nainsooks, linens, organdies, dotted swiss, linen lawns—all the daintiest styles at prices from \$1.25 to \$20.00.

New Silk Petticoats—very latest fashions—all prices.



### Great Easter Glove Sale



Give us your hand for your Easter Gloves—The best makes The best styles—Every pair carries with it the Meier & Frank guarantee as well as the maker's—Perrin's Kid Gloves, Fabric Gloves—A complete stock here for your choosing. These special values for the coming week.

#### OUR "DOROTHY"

1-clasp P. K. Suede Gloves for women—gusseted fingers and perfect-fitting, assorted shades, in grays and modes only, all sizes; regular \$1.75 value, pair..... **\$1.49**  
Ladies' 2-clasp overseam Kid Gloves, gusseted fingers, in black, white, mode and gray, all sizes; great special value at, pair..... **79c**  
Misses 2-clasp P. K. and overseam Kid Gloves, in white, mode and gray, sizes 4 3/4 to 6 3/4, every pair fitted; this week only at, pair..... **69c**  
The new importation of "Perrin's" Kid Gloves now ready; new styles, new shades, pair..... **\$1.50 to \$2.50**  
The new fabric Gloves in immense variety.

New Crush Leather Belts in black and colors, 35c to \$2.00—Beautiful new Persian Belts at \$1.50 to \$2.50 each  
New Hand Bags—New Shopping Bags—New Art Skins at 85c each—Beautiful new Dress Trimmings  
New Buttons, filigree on silver and gold background—Persian Buttons for Shirtwaist Suits—Gun Metal Buttons

## New 35c and 40c Spring Neckwear at 14c Each

Sale extraordinary of 5000 pretty, dainty, white Turnover Collars, a prominent neckwear manufacturer's entire stock, fagoting, drawnwork and embroidered effects—These neat, stylish little Turnovers always look well any time, any place—There are exactly 5000 pieces in the lot but at the price quoted we don't expect them to last through the day—Every one 35c and 40c values—Buy all you want tomorrow at the wonderfully low price of only..... **14c Each**

### New Neckwear Arriving With Every Express

New Bulgarian Sets and Turnovers—New Silk-embroidered Chiffon Collars—New Lace Stocks—New Linen Sets—New "Middy" Ties—New Silk and Cotton Novelty Stocks—New Persian Turnovers and Stocks—New arrivals in the high-class Parker & Finn Neckwear—Exclusive Styles—New Large Embroidered Scrim Collars for wear with Shirtwaist Suits—New Lace Collars—High-class Novelties—New Linen Collars.



### Our New Wash Fabrics

Is it wash materials you want of any kind? Then come here, for everyone knows the strength of the Meier & Frank wash goods showing—it is a regular Gibraltar—White and colored fabrics, medium weight and sheer materials in wonderful variety—Imported and domestic fabrics almost without limit—We are prepared so generously that there isn't a question of easily pleasing you

New Spring models in La Grecque Corsets—a French corset for American figures—a perfect model for every figure. An expert fitter to fit you and every corset guaranteed to give you thorough satisfaction. Try a La Grecque.

New "home-made" Undermuslins—Second Floor.



Demonstration in the Basement of Walter Baker & Co.'s famous Cocos and Chocolates  
Demonstration in the Basement of Royal Salad Dressing, the Perfection of Culinary Art

## Your Money Refunded On Cash Checks, Feb. 10th

Wednesday, February 10, is the lucky day—All Cash Duplicate Checks stamped with this date will be redeemed in cash on the Third Floor during the hours of 9 to 12 A. M., and 2 to 6 P. M. daily—We take this opportunity to thank everyone for the generous February patronage and the enthusiasm with which the idea met—Look over your duplicates carefully  
"PENINSULAR" STEEL RANGES Are far superior to any Steel Range on the market—All sizes; prices from \$27.50 up to \$65.00—Peninsular Ranges come to us direct from the factory, hence no middlemen's profits—Basement.

### Ribbons Are Popular This Season

Ribbons are going to be in great favor again this season—Ribbons for trimming the Summer gowns—Ribbons on the hats—Ribbons for neckwear—Ribbons for the hair, and so on—Naturally we are prepared with all that is new and desirable in the ribbon line.

New line of "Dolly Varden" Ribbons.  
Beautiful new Oriental and Persian Ribbons.  
Narrow Dresden Ribbons—just the thing for making fancy collars.  
New fancy and plain satin Taffetas.

### Wool Dress Fabrics

Take a peep at the display of white and colored dress materials—nothing like it on the Coast—everything new and stylish found in a most pleasing variety. Every taste easily pleased.