

"Peter Thompson" Clothing for Children

Butterick Pattern Agency Now at

Spring and Summer Catalogue Now Ready

The Meier & Frank Store

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Sole Portland Agents for "Perrin's" Real French Kid Gloves—The New Spring Styles Are Ready.
New Crush Leather Belts—New Handbags—New Hosiery—New Fabric Gloves—New Veilings, Etc., Etc.
"Ostermoor" Patent Elastic Felt Mattresses can be bought only at the Meier & Frank Store.

Mail Orders Receive Careful Attention Here—The New Spring Fashion Catalogue is now ready.
We do Artistic Picture Framing to your order—An immense line of new moldings—On the Second Floor.
A Year's Subscription to Guide and Town Topics with every purchase of copyrighted books.



Our "Opening Days" for Millinery Cloaks and all the Smartest Apparel for Women

Tomorrow, Tuesday and Wednesday are "Opening Days" in the Millinery Salon. First complete showing of Imported Models and American Creations. Every woman who has new headgear to consider for Easter, and what woman has not?—owes it to herself to pay a visit to our Second-Floor Millinery Parlors and see the greatest, the handsomest display of striking headdress Portland women have ever had the pleasure of selecting from. It will be an education both in models and trimmings. The tendencies of approved foreign fashions are widely represented, from the smart English ready-to-wear hats from London to the inimitable creations of the Parisian artist-milliners. Every effort has been given to make our collection a criterion by which the season's style tendencies may be determined. An important characteristic is the moderate prices which prevail throughout the stock. The showing includes thousands of effective designs in close-fitting shapes—Toques, Turbans and Continentals, Lace Hats, Flower Hats, "Dolly Varden" Hats, Quaker Hats, Gold Lace and Gold Tissue Hats in pleasing styles. Plaits and flowers will help to make the occasion delightful—Come.

The Leading Cloak and Suit House of Portland

Tomorrow, Tuesday and Wednesday fashion "Show Days" in Portland's Leading Cloak Store. The very latest creations in Ladies' Evening Costumes, Wraps, Dress Suits, Skirts, Waists and Children's Apparel. That bright Spring sunshine is likely to be here all the earlier for the severity of the temperature now, however, and you want to be prepared to welcome it. All the newest and daintiest gowns and suits for Easter and Summer wear will be found in this beautiful showing and the workmanship represents the highest type of positively swell garments. The display is larger than all other local cloak stores combined. We cordially invite you to come during "Opening Days"—Evening Costumes and Wraps—Paris and New York models—The display of high-class apparel is the largest we have ever made—Garments range in price from \$50 to \$300. High-class Dress Suits—the very newest fashions and materials—Prices range from \$18 to \$85—Beautiful new Dress Skirts, new Walking Suits; new Jackets in the latest styles \$10 to \$100. New Lace Waists, new Crepe de Chine Waists, new "Jap" Silk Waists, new Chiffon Waists, new Muslin Waists—New Silk Petticoats—Children's White Confirmation Dresses—New Coats and Dresses for children—"Peter Thompson" Coats and Dresses—Elevators to Second Floor.



La Grecque Corsets

La Grecque Corset makers have made wonderful strides among American Corset manufacturers. In materials the very finest cuttles and batistes are utilized; in contour La Grecque Corsets evidence the very latest decrees of fashion; in finish they show great painstaking. Staying of whalebone gives them a permanent shapeliness. A style for every figure. We assure you a perfect fit. Second Floor.

MUSIC BY THE BAKER THEATER ORCHESTRA TOMORROW FROM 1 TO 5 P. M.

Easter Footwear for Everyone

MUSIC BY THE BAKER THEATER ORCHESTRA TOMORROW FROM 1 TO 5 P. M.

Every new style and shape—everything that means comfort will be found in our big Shoe section. No one can go amiss or fail to be suited here. You know that fine footwear should go with fine gowns and comfort is just as essential as style in the Shoes you wear. Buy your Easter Shoes here and you'll be pleased in both price and style. These two exceptional bargains for "opening days":

NEW \$3.00 OXFORDS FOR \$2.05 A PAIR
First sale of the season in Ladies' low cut Shoes, patent colt, vicid, kid, Oxfords and bluchers, heavy and light soles, all sizes, newest \$3.00 values, pair..... **\$2.05**

LADIES' \$3.50, \$4.00 SHOES \$2.82 A PAIR
600 pairs Ladies' lace and button Shoes, all new up-to-date styles, in the best leathers, all sizes, \$3.50 and \$4.00 values, this sale, pair..... **\$2.82**

Easter Gloves

Can be best supplied here—"Perrin's" real French Kid Gloves, the new importation is ready for your choosing. Latest styles, newest colorings, every size and our guarantee for satisfactory service. The new fabric gloves, very newest styles in superb variety. Let us glove your hands for Easter. Easter Gloves for men—all the leading styles in "Perrin's" and "Dent's" famous makes. Kid Gloves for misses and children.

Easter Sale of Embroideries



Fine Embroideries are unusually low priced for the coming week—All new dainty patterns—Swiss, Nainsooks and Cambric Edgings and Inserts—Don't fail to get your share—Lace-trimmed Corset Cover Embroideries—Very best and daintiest patterns.

65c, 85c values 59c

50c, 60c values 42c

Swiss, Nainsook and Cambric Embroiderial, over 800 yards, all desirable styles and widths, 1 1/2 to 9-inch edgings and insertions. 25c values, reduced to, yard..... **18c**
20c values, reduced to, yard..... **14c**
15c, 18c values, reduced to, yard..... **12c**
10c, 12c values reduced to, yard..... **8c**
35c and 40c values, reduced to, yard..... **29c**
We are showing magnificent varieties of new Laces of every description for waists and trimming, new French Embroideries, beautiful new dress trimmings and buttons.

New Silks and Dress Fabrics



Interesting Silks and Dress Goods—Interesting because they're new—Interesting because the styles and materials are to your liking and being shown in almost bewildering variety. That our selections please is proven by the steady increase in the patronage at our Silk and Dress Goods Departments. Before purchasing material for the new costume, waist or skirts it's to your interest to look here. Particular attention is called to the superb display of White Wool Materials in plain and novelty weaves. These special values for our "Opening Days" we know will be of great interest to you.

\$1.25, \$1.50 Plaid Silks 97c Yd.

2500 yards of handsome new plaid silk Waistings, magnificent styles and colorings—30 patterns and plaid silks are going to be very popular for waistings this Summer; a very intimate acquaintance with a prominent silk manufacturer enables us to make this offering—\$1.25 and \$1.50 values at **97c** yard.

"Priestley" Black Goods 87c Yd.

2000 yards of new Black Voiles, Etamines and Mistrals—B. Priestley & Co.'s famous make—the very best styles and the grade other stores would call \$1.25 value. Voiles and etamines make exceedingly stylish dresses and skirts, your choice at the low price of, per yard..... **87c**
Colored Voiles and Etamines, all leading shades, \$1.00 value, yard..... **87c**

Beautiful New Neckwear



Lookers can't help but become buyers at the Neckwear opening—Such pretty things for neckdress Portland women have never before seen, and the reasonable prices will make you just as enthusiastic over the showing as we are—Every new creation will be found at our store

25c Neckwear—Bulgarian turnover sets, linen sets, novelty collars in tab effects, Persian collars, embroidered turnovers, etc. At 35c—Lace Collars, silk embroidered collars, Persian sets, and scores of dainty novelties.
Scrim Collar and Cuff Sets in all colors.
New line of Parker & Finn fine Neckwear, in cotton stocks and deep turnovers, embroidered in colors; exclusive styles, big variety. Ask to see the Parker & Finn ties.
Large Ties for the Fifth-avenue bows, plaids and plain colors, handsome styles.
New Duchesse lace stocks, turnovers and large collars—immense variety, \$3.00 to \$35.00.
New Feather Boas, black, white and gray.
New Ruchings for the neck and sleeves in chiffon, bobinet and liberty. New linen collars, plain and hemstitched.

The Greatest Carpet Store



In all the Northwest is located on our third floor. It's no idle boast to say that we are showing ten patterns to any other store's one. We do the carpet business from A to Z on an enormous scale. Buying in large quantities direct from the mills, our large wholesale and retail output gives us command of the markets' very lowest prices. Our superior facilities—Expert cutter—Four expert layers—Electric sewing machines—enables us to execute large and small orders with great dispatch. The big carpet store is crowded with new designs and colorings in all kinds and grades of floor coverings—Art Squares, Rugs, Linoleums, Mattings, etc. It's to your interest to look here before buying elsewhere. Note the special offerings for this week—Third floor.

These Prices Include Sewing, Laying and Lining

The finest Royal Wilton Velvets, best made in America, per yard..... **\$3.50**
Bigelow Axminsters, in beautiful Oriental and Empire designs, rich colorings, ... **\$2.10**
Immense variety of new Axminsters in Oriental and Floral designs, per yard ... **\$1.50**
Extra quality Velvets, Oriental effects, new colorings, per yard..... **\$1.50**
Windsor Brussels, guaranteed not to fade, washable, regular \$1.25 value, per yard **\$1.09**
Body Brussels, in new parlor, bedroom and dining-room effects, special values... **\$1.65**
Smith's Brussels, Oriental and Floral designs, yard **85c**. Empire Tapestry Brussel, \$1.10 value, yard..... **96c**

VELVET RUGS AT \$1.37 EACH

500 Velvet Rugs in exquisite colorings and big variety of the hand-somest designs, size 27x54—most store would ask \$2.50 apiece for them; our price for 3 days, each... **\$1.37**

3000 yard of Empire Brussels Carpets in rich colorings, floral and Oriental designs, 20 patterns to select from, with borders to match, sewed, laid and lined, reg. \$1 value, yard... **87c**

New Lace Curtains—magnificent showing all styles from \$1.50 to \$50.00 Pair—
New Tapestries, New Velours, New Silks, New Silkolines, Denims and Curtain Swisses
Custom Shade Work a Specialty—Best Materials and Workmanship—Lowest Prices

EASTER BIBLE SALE

Teachers' indexed Bible, regular \$2.25 value, for..... **\$1.73**
Teachers' indexed Bible, with dictionary concordance and complete help, \$2.50 val **\$1.95**
The New Testament, cloth binding, 60c value, at..... **69c**
Prayer and Hymnals, regular 75c values for..... **43c**
25 per cent off on all Prayer and Hymnals.

COPYRIGHTED BOOKS

A year's subscription to Guide and Town Topics free with every purchase of copyrighted Books.
"Denis Dent," "Hornung," "The Deliverance," "Glasgow," "The Little Shepherd of Kingdom Come," Major, "Gordon Keith," Page, "Mrs. Wiggs," "Lovely Mary," "The Spenders," Wilson; "If I Were a King," McCarthy; the John Henry books; "The Conquerors," Atherton; "When I Was Czar," Marchmont; "The Leopard's Spots," Dixon; "Letters From a Son to His Self-made Father."

DELINEATORS

Another shipment of 200 Delineators just received; 200 pages of fashions and literature; get a copy at our Butterick pattern department; copy..... **15c**

New Wash Goods

Everything new and pretty in Summer wash materials will be found here in greatest variety—We gathered with a lavish hand from all points of the compass—Here's a short review of the enormous showing.

Silk novelty weaves in crepe de chine, Tussah silks, plain and fancy madras, soie boucle, bungalow fancies, imported Persian novelties, novelty swisses, fantazie de soie. The above are all high-class materials, exclusive styles, priced from yard..... **50c to \$4.50**
Cotton Foulards, new Dimities, Windsor Pappilon Cloths, mercerized Waistings, Dolly Vardens, Jacquards, Madras, Lawns, Grenadines, Honeycomb, Basket effects, fancy lace novelties; prices from..... **10c to \$1.50**
New Linen Etamines and Scotch Tweeds for shirtwaist suitings, Granites, Poplins, Crash, Bonnettes, Nobbiex—all new weaves for shirtwaist suits. Don't buy wash materials until you look here.