



Established 1857 **The Meier & Frank Store** Established 1857

Easter Sale of Cloaks and Millinery

Phenomenal Values in Spring Merchandise

A Great Easter Sale of Women's Apparel is announced for Monday, Tuesday and Wednesday—New Spring Millinery, Suits, Coats, Waists, Petticoats, Etc., at prices which mean a great saving in the cost of the Easter Outfit—Stocks are at their best and special price features are provided in order to add zest to the selling—The fashions are deserving of your favor, both from a style and price standpoint—We call particular attention to the great reductions we have made on our finest Paris and New York Hats—Never before has the opportunity been presented to buy the season's newest creations so advantageously—It's only four weeks to Easter and the woman who misses this chance to supply her needs certainly has little idea of economy—The offerings should attract a great throng of buyers

Our entire stock of high-class Paris and New York creations at great reductions for Monday, Tuesday and Wednesday. Beautiful styles—the prettiest Hats in town. The saving must interest you—

- \$50.00 Hats now reduced to only.....\$35.00
- \$40.00 Hats now reduced to only.....\$29.50
- \$35.00 Hats now reduced to only.....\$25.00
- \$30.00 Hats now reduced to only.....\$19.50
- \$25.00 Hats now reduced to only.....\$17.50
- \$20.00 Hats now reduced to only.....\$14.75
- \$15.00 Hats now reduced to only.....\$11.50

\$12.50 Hats now reduced to only \$8.95 \$10. Hats now reduced to only \$6.95

\$7.50 Dress Hats Reduced to \$4.50

300 handsome new Dress Hats in a great variety of styles and shapes, every one \$7.50 value; your choice for three days at.....\$4.50

25 Per Cent Reduction on All Our New "Phipps & Atchinson," "Gage," "Bendel," "Burgesser," and "Lichtenstein" Dress and Tailored Hats

For Monday, Tuesday and Wednesday choose from all our attractive new "Gage," "Burgesser," "Phipps & Atchinson," "Bendel" and "Lichtenstein" Tailored, Dress and Shirtwaist-Suit Hats at 25 per cent reduction from the regular selling prices—Hundreds of natty styles, many of which have been in the store only a week—Immense assortment—The very latest creations produced by all the above famous makers—This announcement should bring here a great share of Portland's women who want new Headgear

All the latest fancy straw, plain chip and Milan braid, ready-to-trim Hats—Tuscan Hats; all the very latest novelties, and every one marked at an exceptionally low price. Misses' Headgear—the largest and best display in the city. Boys' white flannel, pique and duck Sailor Hats. Entire new line Infants' Bonnets. The best display we have ever made.—Second Floor.

25 Per Cent Off

Silk Shirtwaist Suits

The greatest line of silk Shirtwaist Suits Portland will choose from this season is on sale here at \$20.00. Plain tailored or gimp trimmed styles, shirred sleeves, full shirred or pleated skirts, green, brown, red, blue and black, made up in the very best possible manner; silk suits of equal style and quality cost you \$30.00 at other stores.....**\$20.00**

Women's Tailor-made Suits, in voiles, shepherd worsteds, serges, Sicilians, coverts and alpaca, in box, tight-fitting, redingote, blouse, jacket or Eton styles—all the very newest effects and shades; Portland's greatest display; **\$15.00 to \$85.00**

\$16.50 Coats \$12.65

100 Women's Covert Jackets, in dark tan, tailor-made, collar and revers, strapped seams; also in fancy trimmed, in red and green broadcloth, collarless; all this season's most attractive styles; all sizes; coats we have sold hundreds of this season at \$16.00 and \$16.50; your choice for Monday, Tuesday and Wednesday.....**\$12.65**

Women's Walking and Dress Skirts, in voiles, alpaca, mohairs, chevots, cassimeres, tweeds, worsted, etc.; all the latest styles at prices from.....**\$4.00 to \$30.00**
New Dress Skirts in superb variety.

Samples Free Salts Skin Cream to be given away tomorrow and Tuesday at drug counter.

Walking Suits \$12.45

Special purchase of Women's Walking Suits—60 of them—in chevots and mannish mixtures, strapped and braid trimmed, blues, black, brown and mixtures, jacket styles, all sizes; our best \$16.50 values for.....**\$12.45**

New Shirtwaists \$1.28

50 dozen new Cotton Shirtwaists, in white lawns and dotted Swiss, trimmed with embroidery, lace and tucks, large and small polka dots, linens, tans, blue and gray chambrays, all sizes; values every woman will appreciate at this low price.....**\$1.28**

Silk Petticoats \$5.45

100 striking new Silk Petticoats of splendid quality taffeta silk, all the leading shades and black, deep accordion pleating, ruffle and ruching; skirts other stores call great value at \$7.50.....**\$5.45**

100 high-grade Silk Petticoats, with deep accordion pleating, two rows ruching, tucked flounce and ruffle, blue, navy, brown, green, tan, red, Parsifal blue, changeable colors and black; Skirts that other stores ask \$12.50 for you'll find on sale here at.....**\$7.35**

Mail orders will be promptly filled.

Dolls A good value in Kid Body Dolls, moving eyes, regular 35c values, special.....**22c**

Skirts Made to Your Measure Absolutely Free of Charge

Commencing tomorrow and continuing until further notice we will make to you measure a 5, 6, 7 or 8 gore plain or flared walking or dress skirt, any length, absolutely free of charge, providing material and findings are purchased here—Material to cost \$1.00 a yard or over, and can be selected from our immense stock of Wool Dress Goods—Tweeds, chevots, voiles, alpaca, mohairs, wirecloths, cassimeres, aeolienne, serges, henriettas, etc., etc.—Black, colored and fancies—Workmanship and fit of skirt guaranteed—If skirt proves unsatisfactory the material will be delivered to you in the piece as purchased—For a small charge any style of skirt will be made—The making will be done in the store by expert tailors under our management, which assures satisfaction to everyone—For further particulars inquire at the Dress Goods Counters

Great Specials in Ladies' Footwear

About 500 pairs Ladies' lace Shoes in vici kid, patent leather, box calf, heavy and light soles; both Johnson and Cousins' makes; a lot of odds and ends; sizes are broken; a splendid opportunity for the early shopper; \$250 to \$400 values, sell at.....**\$1.49**

Low Priced Linens

- Bleached satin damask Table Linen, 72-in wide, \$175 grade, for.....**\$1.32**
- Bleached satin damask Table Linen, 72-in wide, \$2.25 grade, for, yd.....**\$1.79**
- Bleached satin damask Table Napkins, \$3.50 grade, for, dozen.....**\$2.68**
- Bleached satin damask Table Napkins, \$5.00 grade, for, dozen.....**\$3.98**

Lace Reductions

French Val. Lace and Insertion, 3/4 to 1 1/4-in., doz. yards.....**43c**
All-over Swiss Embroideries, handsome designs for shirtwaists; values to \$4.00, special.....**\$1.98**
4 1/2-yard lengths Swiss and Nainsook Embroidery, 3 to 6-inch; values to \$1.50 a strip.....**59c**

Spring Carpet Sales

- Devon Velvets, new colorings, Oriental designs, rich and pretty, sewed, laid and lined, per yard.....**\$1.10**
 - Tapestry Brussels, hotel quality, regular \$1.00; sewed, laid and lined.....**86c**
 - Riverside Cottage Carpet, Oriental design, very artistic; sewed, laid and lined, yard.....**37c**
 - Cordova Brussels, Oriental designs and colors only, will not fade, regular \$1.15; sewed, laid and lined.....**\$1.03**
- Also a few more Brussels and Axminster Rugs, made up of odd carpets and odd borders.
- Axminster, 10 ft. 6 in.x12.....**\$24.00**
 - Brussels, 10 ft. 6 in.x12.....**\$16.50**
 - Brussels, 8x9 ft. 9 in.....**\$14.75**

All-Week Notion Sale

- Laundry Wax, three for.....**5c**
- Wire Hairpins, in packages, two for.....**1c**
- Tracing Wheels, each.....**4c**
- Ladies' Rubber Cuffs, each.....**19c**
- Black and White Pins in boxes, box.....**3c**
- Black Pins, on cards, four for.....**5c**
- Assorted Safety Pins, on cards, card.....**3c**
- Large cubes Pins, in black, white and assorted, cube.....**6c**
- 20th Century Needle Books, each.....**8c**
- 60-inch Tapelines, each.....**4c**
- C. B. Darning Cotton, on cards, card.....**2c**
- Curling Irons, in large and small, each.....**4c**
- Wire Hairpins, assorted, in box.....**6c**
- Queen Louise Sew-On Supporters, in black, white, pink and blue pair.....**27c**
- Lindsay Sew-On Supporters, in heavy elastic, in white and pink, pair.....**39c**
- Magic Plaibers, each.....**63c**
- Fancy Brocade Shields, regular 25c; pair.....**18c**
- Half-Shields, double cord, pair.....**9c**
- S. H. M. Shields, No. 2, 3, 4; pair.....**20c**
- Horn Bones, 8, 9, 10-in., dozen.....**6c**
- Snapper Garment-Fasteners, card of two dozen.....**15c**
- O. M. O. Zouave Shields, for shirtwaists, regular 65c, pr.....**49c**
- Hooks and Eyes, on tape, black, white, yard.....**8c**
- Binding Ribbon, assorted colors, piece.....**5c**
- Nottahook Garment-Fastener, on tape, reg. 50c, yard.....**43c**
- Silk-finished Machine Cotton, 300-yd. spool, black and white, spool.....**8c**
- Half-Moon Shields for evening dresses, pair, 20c to.....**15c**
- Odd lot Sewing Silks, colors, 100 yards, spool.....**3c**
- Shaped Skirt Binding, black, drab, white, yard.....**4c**
- Basting Cotton, black only, six for.....**5c**

Dress-Making Forms

Hall & Borchert Bust Forms for dressmaking, sizes from 32 to 42; each.....**\$3.00**
Bust Forms, odd lot, small sizes.....**\$1.50**

Photo Supplies

Special for Monday and Tuesday—
Cramer Banner Plates, 3 1/4 x 4 1/4, regular 38c, special **30c**
Cramer Banner Plates, 4x5, reg. price 55c, special.....**45c**
Cramer Banner Plates, 5x7, reg. price 95c, special.....**75c**
Cramer Crown Plates, 4x5, reg. price 59c, special.....**49c**
Cramer Crown Plates, 5x7, reg. price 99c, special.....**80c**

500 Pairs Irish Point Lace Curtains at Reduced Prices

This season's newest and best designs in Irish Point Lace Curtains; a splendid assortment to choose from. We have arranged them in four lots for your selection—

- White and eoru Irish Point Curtains, plain centers with scroll pattern borders, 48 inches by 3 yards; \$3.25 values, pr.....**\$2.28**
- White Irish Point, made on the very best net; small, neat figures with all the latest pattern borders. Better designs than these cannot be had in an Irish Point Curtain. Not a pair in this lot worth less than \$8.50; special, pair.....**\$4.75**
- White Irish Point Curtains; plain detached figures or scroll centers with floral and scroll borders, 50 inches by 3 1/2 yards; splendid values at \$6.00; special, beginning tomorrow, at, pair.....**\$3.38**
- White Irish Point Curtains, plain and detached figures with small Empire and scroll borders, 50 inches by 3 1/2 yards, \$7.50 values, at.....**\$4.25**

Carpet and Drapery Department, Third Floor. Elevator.

Curtain Rods White Enamel Cottage Rods, 4 feet long with nickel fixtures, 20c kind.....**12c**
One-half inch Brass Extension Rods with silver ends, complete to put up, **9c**

Important Reductions in Fine Muslin Underwear

- Second Floor. Elevator.
- Ladies' fine Cambric Skirts, wide flounces, tucked and plain, trimmed in fine embroideries, laces, insertion, full width, fitted waistbands and separate dust ruffles; regular values.....**\$1.98**
\$3.00; special.....
- Infants' fine Nainsook Dresses, trimmed in fine embroidery and laces, edging and insertions, tucks and beadings; regular values.....**\$2.98**
\$4.00-\$5.00; special.....
- Infants' fine Cambric and Nainsook Skirts, trimmed in fine laces and embroidery, edging and insertion and tucks; regular \$2.25-\$2.50; special.....**\$1.98**
- Ladies' fine Cambric, Muslin and Nainsook Gowns, high, V, low, round and square neck; trimmed in good quality embroidery, beading and narrow Val. lace, beadings and ribbon, long and short sleeves, regular \$1.75 values, special.....**\$1.39**
- Ladies' fine Cambric and Nainsook Drawers, trimmed in fine laces, embroidery, beadings and ribbons; regular values \$2.50 and \$2.75; special.....**\$1.98**

Comforts at Reduced Prices

Third Floor. Elevator.

Quilted Silkoline-covered Comforters, filled with laminated cotton, full size; choice designs, in patterns; the \$1.50 quality; special.....**\$1.29**

An excellent value in gray Blankets; wool, cotton-mixed, full size; a Blanket that will not shrink; the \$2.50 quality; special at.....**\$1.95**
10-4 all-wool gray Blankets, \$3.75 quality.....**\$2.93**