

Agents for Perrin's and Trefousse Gloves—Drucker Trunks—Sherwin-Williams Stencil Outfits—John Brown Linens—Estelle Corsets
Fay Stockings—Celebrated Ostermoor Mattresses—Harvard Mills Underwear—Nulife Shoulder Braces for Men, Women and Children

SPRINGTIME IN THE GREATER MEIER & FRANK STORE

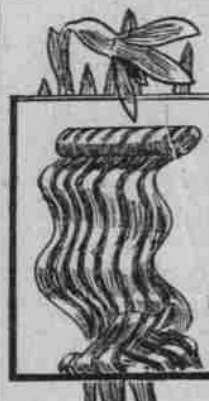
Headquarters for **Easter Novelties**
Of All Kinds—On FIFTH FLOOR

The greatest store with the greatest business announces to the purchasing public of the Northwest, the most complete display and sale of newest Spring fashions in every section of its Greater Meier & Frank store—Springtime displays at every turn in Portland's largest and best shopping place—Quality and prices in this great organization make this the best place to shop, offering the best merchandise at the lowest prices at all times—Investigation will be convincing

THE PURCHASING POWER OF THE MEIER & FRANK STORE ORGANIZATION IS PARTIALLY DEMONSTRATED IN FOLLOWING ADVERTISEMENT

Nemo Corsets
Full assortment of the best Spring Models now in stock

New Wash Goods for Pretty Spring Frocks



RUMOHUNDA SILKS, a beautiful new material, in pongee colors, fancy figures and stripes, yd 49c
TISSUE BRODE, in dainty shades, pink, blue, lavender, old rose, navy and tan, with white applique dots and figures. Very desirable for thin wash dresses. Specially priced at, the yard, only 39c
TANJORE TUSSEH and FOULARD SILK TISSUE, a pretty silky material in Foulard effect, all the new shades, and the price is only, per yard 49c
FRENCH LINA, a linen finished material for wash dresses, comes in pink, blue, tan, old rose, white and wistaria; the price is only, the yard, 25c
COSTUME LINENS, 48 inches wide, all shades 59c
HENLEY SERGES, in pretty black and white checked effects, a very popular fabric, at the yard 15c

Dainty Spring White Goods

FRENCH COTTON CREPE, in plain or self-striped effects, 36 inches wide, very desirable for pretty dresses, the yard, \$1.00 to \$2.00
IMPORTED WAISTINGS, in madras thistle cloth, damask and embroidered piques, 27 to 36 inches wide, price, the yard, 35c to \$2.00

The Newest Dress Goods

Visit the Dress Goods Department and see the gathering of popular fabrics. Note what a great assortment we have and how pleasingly low prices are. Crepe de Paris, Chiffon Voile, Marquisette, light-weight evening fabrics and every sturdy weave for Tailored Suits. All the latest patterns for Spring.

WIDE WALE DIAGONAL, 50 inches wide, in all the season's best shades, for tailored gowns or suits. Price, the yard, \$1.50
SELF STRIPED WOOL TAFFETA, all wool fabric, elegant assortment of colorings, fifteen different shades, 45 inches wide, regular 75c price \$1.00 the yard, our price, 75c
SHEPHERD CHECKS, 40 and 46 inches wide, the most popular fabric of the season for 75c street suits, price, the yard, 50c and
FRENCH HENRIETTA, all wool silk finish, full range of colors; splendid material for Shirt waist and House Gowns; 85c splendid value at the special low price of, per yard



Ultra Stylish Models in New Suits for Spring--See Them



The Greater Meier & Frank Store takes pride in inviting the attention of the most discriminating style-seekers of Portland to the immense assortment and splendid styles in **Women's Suits for Spring 1910**—Among the new arrivals are Russian blouse, Norfolk, cutaway, plain tailored models, in French serge, chevots, tweeds and worsteds—The colorings are light and dark grays, navy, black, tan, mode, white, black and white, etc.—Fancy fastenings and unique trimming effects—A full assortment of sizes from 34 to 51—See them

Women's New Tailored Coats

Women's Coats in novelty or plain tailored effects, including full length black Rajah silk coats, made in plain tailored style with deep rolling collar, natural color, cloth of gold coats; semi-fitted back, Russian blouse front—A very desirable coat

A full line of Spring style Jackets, medium and short lengths—Come in taffeta, Rajah and pongee silk, cheviot or broadcloth

Dainty Wash Suits and Dresses

Women's Linen and Wash Suits and Dresses in great variety—From the exquisitely dainty lingerie effects with Irish crochet lace trimming and French embroidery to the plain tub gowns of gingham, percale and chambray—A complete line

Spring Dresses for Children

Smart and Dainty White Dresses for girls from 6 to 14 years of age, in linen and poplin. Some are trimmed with lace and insertion, others with hand embroidery, some have Dutch neck and short sleeves. There are Russian blouse and long waisted styles. Better choose now for confirmation and Easter. Prices are \$4 to \$22

Spring's Most Choice Millinery Modes

Shown Here



Milady will be glad to inspect the Millinery Showing, for in all the Northwest there is no collection of hats that will equal this one in style and assortment—New Spring models from Burgess, Phipps and Holland—Exact copies of the best French models in New Spring Hats. Come and see them while stock is complete.

Burgess's Tailored Street Hats—In Milan, rough straw and fancy braids—Come see them
Phipps' Hats—In rough straw, hemp, fancy and Milan braids—First showing of these for Spring
Holland Hats—A line just added to our department this season—Tailored models in black, natural, burnt and the colors—Very striking
Untrimmed Shapes—Full line, copied from the French models—Burnt leghorns, Milans in natural and burnt, hair braids, hemp, chip hats, rough braids and Neapolitans—Best selections

News of Spring Gloves



The Spring shipment of Trefousse real Kid Gloves has just arrived. They come in overseam, pique and fancy stitched. Black, white and colors.
On sale at, the pair—\$1.50, \$1.75, \$2 and
NEW NECKWEAR, for women, all the best concepts from Paris and New York, Jabots, cascades, rabats, bows, stocks, croats, tabs and lace collars, yoke chemisettes, coat sets, hundreds of styles in embroidered collars, from 25c to \$5.00
NECK RUCHINGS, in folds, cords and pleated effects; gold, silver and all colors. Take advantage.
SCARFS, in chiffon, crepe and Orientals; in colors.

Umbrellas in New Styles

Long-handled effects, topped with birds' heads, parrots, heads and dogs' heads, in the new colors, popular for Spring wear. We have placed them on sale at the very low price of
HANDKERCHIEFS—Many new and dainty ideas just arrived; madeira, appenzelle, amriswyl, etc., from 25c to \$25.00

Rich and Exclusive Trimmings

Embroidered Net Bands and Appliques, with edges to match. These are mixed with gold, silver, bronze and gunmetal; also plain effects if preferred. Specially priced at from 50c the yard on up to \$10.00

Showing of Exclusive Laces For the New Spring Gowns

The richness and exclusiveness of design in the laces we'll have on display and sale tomorrow will greatly please the woman who seeks handsome trimmings for this season's gowns. There are new Val laces, Cluny laces, Chantilly flounces, bands, allover, radium laces and allover, gold and silver nets, colored nets and laces.

Cousins' Shoes for Women Spring Models \$3.50 to \$6

We have the exclusive Portland agency for the J. & T. Cousins Shoes for women. Those who demand the very best find in this make a perfect blend of style, comfort and durability. The Spring models come in Oxfords and pumps, in all the wanted shades. Blucher or button Oxfords or Elite ties, also instep and ankle strap styles. Pumps and all the new lasts for the season. They are regularly priced at \$3.50 to \$6.00

New Arrivals in Rugs and Carpets

PREPARE FOR HOUSE CLEANING TIME—HAVE YOUR ROOMS MEASURED AT ONCE. CARPETS AND RUGS WITHOUT SEAMS MADE TO ORDER. The increasing demand for the floor coverings and our success in selling the best makes, has enabled us to secure the exclusive agency in Portland for the product of one of the best mills in America. Their carpets and rugs are standards of quality. Plain centers, with 2-band shaded borders. We can furnish their goods in any size, to your order, and in colors to suit your taste. We solicit an inspection of this line. An early order means prompt delivery. We have the following sizes in these rugs—take advantage of the bargains:
Rugs—Size 36x72 inches at, each \$6.50
Rugs—Size 4x7 feet, at, each \$9.00
Rugs—Size 8-3x10-6 feet, at, each \$49.50
Rugs—Size 9x12 feet, at, each \$54.00

New GoCarts That You'll Want to Use on Pleasant Days

Balmy Spring days are close at hand. Be ready with a new WHITNEY GOCART and take Baby out for an airing every nice day. These are the finest carts and carriages made. The line consists of English Perambulators, Reed Carriages, with or without hoods, and collapsible and semi-collapsible Gocarts, at prices from \$10.00 to \$50.00
ONE-MOTION COLLAPSIBLE GOCARTS—On sale at prices from \$6.75 up. You should be sure to see them.

New Silks for Spring Ready for Inspection

Every express brings more silks and every day the assortment is larger and better. We're ready now with a most comprehensive selection and we invite you to come in and view them. Style tendencies indicate that silks will be wonderfully popular and women who buy early will have the advantage of the complete stocks. The very latest arrivals are—

VOILE NINON, a lovely transparent material, admirably adapted to the present fashion trend, becoming to all figures and suitable to every occasion. All new shades are shown; the price is, yd. \$1.75
New Crepe Magnet, Crepe Messina, Chanticleer Silks, Persian Allover, striped Persians, Taffeta Oameline, Glace Taffeta, Changeable Taffetas and Jasper Silks

FOULARDS are strongly favored by the 1910 fashions, and as they are appropriate for every occasion, and give splendid service at moderate cost, 'tis a fashion that prudent women will approve of. The average taffeta silk does not shed water and shows the slightest water spot, and a dress is ruined the first time the wearer is caught in a shower.

CHENEY BROS.' SHOWER-PROOF FOULARD is finished by a special process which overcomes this defect, common in other fabrics. 1910 Cheney Bros.' in all patterns and colorings \$1.00, \$1.25

Dainty New Spring Lingerie

WOMEN'S NOVELTY NIGHTGOWNS, made of fine quality nainsook, crossbar, lawn or crepe, trimmed with embroidery or dainty Valenciennes laces, insertion, beading and ribbons.

FINE NOVELTY SKIRTS—First shipment just here. Long or short lengths, best nainsook or lawn, trimmed with deep flounces of Swiss embroidery, insertion and ribbon or with flounces of fine Val. lace and insertion.

WOMEN'S CORSET COVERS AND DRAWERS, or corset cover and skirt combination, made of fine nainsook, trimmed with linen lace edging, beading and ribbon. Reg. \$2.50 and \$2.75 values. Spec. \$1.73

WOMEN'S DRAWERS, made of fine nainsook, or good quality cambric, trimmed with lace and insertion or embroidery. Regular \$1.75 and \$2.00 values, special 83c

New Veilings 25c-\$12.50

Women's Hose 3 Pair 50c

New variegated and Shaded Auto Veils, in the new pastel colorings; double width, with five-inch borders. On sale at prices from \$2.50 to \$12.50
NEW MESH FACE VEILING, in all the latest patterns and colorings, priced at, yard, 25c to \$2.00
ALBERTON BOWS, a lot of 1000, made of tulle, a dainty accessory; comes in heliotrope, gray, lavender, smoke, taupe, cardinal, pink and blue; regular 25c values, on sale at low price, each 10c
WOMEN'S HOSE, fast black mercerized cotton, with high spliced heels and toes; extra wide garter; medium weight, fine finish; regular 25c values; on sale at low price of three pairs for 50c
WOMEN'S FAST BLACK HOSE, in broken lines, heavy cotton or medium weight, with crew feet; also with white foot; 35c val., sp'l., pr. 27c
CHILDREN'S HOSE, cashmere with gray heel and toe; medium weight, fast black; regularly sold at 35c pair; special 19c

Demonstration La Crecque Corsets

Avail yourself of the opportunity to have your corset fitted by an expert, one who is thoroughly familiar with the merits of the La Crecque. Miss Petree is here from the East to help Portland's particular women choose their Spring corsets. This is the last week of the demonstration.

Women's New Dainty Waists Five Styles 95c and \$2.50

The new arrivals in the Waist Section are the daintiest conceptions of good style and of good taste. The light-weight materials of which these slightly garments are made are all high-grade materials and are all high-grade fabrics, and trimmings are dainty in the extreme. **Women's Waists**, in tailored and lingerie styles, white lawn, Indian linen, etc. Trimmed with tucks, lace insertion, embroidery insertion, etc. Some with attached and some with separate collars. One style with lace cascade front and laundered collars and cuffs; 5 styles at 95c, 5 at \$2.50

Arrivals in Spring Neckwear

NEW NECKWEAR, for women, all the west concepts from Paris and New York. Jabots, cascades, rabats, bows, stocks, croats, tabs and lace collars, yokes, chemisettes, coat sets; also hundreds of styles in embroidered linen collars. On sale at prices ranging from as low as 25c and up to \$5.00