

Greatest Assortment Easter Novelties—Agents for Nemo Corsets—See Additional Announcements Page 5, Sec. 3, and Page 4, Sec. 7
Home Made Undermuslins, Etc.—Second Colossal Edition de Luxe Book Sale—Tomorrow Fifth Floor—Artistic Picture Framing

53 Years in Portland.

THE GREATER MEIER & FRANK STORE.

Portland's largest & Best.

EASTER OFFERINGS

SIX MORE SHOPPING DAYS

LOOK TO THIS GREAT STORE FOR YOUR NEEDS IN EASTER APPAREL

With Easter only one week away, every woman who wants her attire to be in perfect accord with the prevailing style turns instinctively to the Meier & Frank Store knowing that she will find here, under one roof and at the lowest price obtainable, the very choicest dress accessories decreed by fashion—Special attention this week to featuring ready-made wear and small things for late shoppers.

Latest Novelties in Jewelry

In no other way is one's costume and appearance added to by small expenditure or one's taste and attention to detail and fashion shown, as in the selection of jewelry. We show the largest assortment of novelties in the Northwest. Included are the new spike hat pins, long chains in sterling silver and gold-plated vanities, brooches, etc. Don't fail to see them.

Hair Ornaments and Barettes

The new styles in hair-dressing call for new styles in ornaments. The new turban effects require the new braid pins to hold this sort of coiffure in place. Other ornaments much in demand are bandeaus and barettes. Our assortment of all these ornaments is immense, and we invite the inspection of discriminating style-seekers. A splendid showing.

Oriental Perfumes and Powders

Easter Perfumes in the pleasing Oriental odors in large assortment. We have all the toilet requirements, such as sachet powders, toilet waters, creams and all the little things that people of refinement have come to regard as necessities. Perfumes and toilet requirements make appropriate Easter remembrances. Toilet Goods Department, first floor, annex.

Very Attractive Neckwear

We have the largest stock and the best assortment west of Chicago. Visit this store in quest of unique styles in neckwear. 20,000 pieces of women's Spring Neckwear, fresh and attractive styles, in all the latest conceits; regular 30c and 25c 50c values; special for Easter week at low price of 25c Irish Crochet Rabats, Collars, etc., slightly soiled. 1/4 LESS



Spring's Smartest Styles in Women's Outer Apparel

Ready Now for EASTER at PORTLAND'S LEADING CLOAK AND SUIT STORE

WOMEN'S TAILORED SUITS FOR SPRING 1910—Exclusive styles stamped with distinctive touch of smartness that can be imparted only by high class makers—Ready in plentiful numbers for next Sunday's fashion parade—Your suit is here—Get it early

WHITE TAILORED SUITS—In diagonal cheviots and serges, or plain weaves of the same materials—Semi or tight fitting, or in the new blouse models, with vest effect—Nothing smarter or more suitable for Spring and Summer—Priced \$25.00 to \$75.00

WOMEN'S TAILORED SUITS—In serges, fancy worsteds, cheviots, homespun—The colors are light or medium grays, tan, green, the new blue, leather and mannish mixtures in great assortment—No trouble to get suited—Priced at \$25.00 to \$60.00

WOMEN'S FANCY GOWNS—American or imported models, blouse and vest effects, or two piece styles, made of light weight worsteds and cashmeres, crepe moires, crepe poplins, Rajah and Shantung silk, etc.—Plain tailored or fancy braid trimmed

FANCY EVENING AND AFTERNOON GOWNS—Of rich materials, exquisitely fashioned—The Easter showing of these garments is one that will add to the enviable reputation of the MEIER & FRANK STORE for complete supremacy in these lines

LINGERIE DRESSES—Including very beautiful handmade garments, \$10.00 to \$100.00

Waists for Spring and Summer Wear

Attractive bodices that pleasingly present the latest style tendencies and best materials. Elegant Marquisette waists, hand-embroidered and trimmed with hand-made inserting. Others made with yoke of eyelet embroidery and Irish crochet. Imported crepe waists, trimmed with new designs in Cluny lace. Hand-embroidered dainty French lawn, trimmed with German hand-made lace yokes. A remarkably complete exposition of distinctive types. Priced at \$15.00 to \$50.00. New Middy Blouses—large shipment just received. See them.

Millinery Modes That Are Distinctive and Different

The chief thought in Easter dress is the hat that tops the costume—Distinctiveness counts for more in the creation of millinery modes at this time than in any other article of women's apparel—The MEIER & FRANK STORE'S selection of Easter modes is one that will appeal to fastidious choosers

RICH PATTERN HATS—From abroad and from the best originators of style in America—Creations that show the skillful hand of the Parisian designer—These hats are trimmed with plumes or flowers

STREET AND TAILORED HATS—From such famous makers as Phipps, Gage, Gearhart, Burgess and Fisk—This line is exceptionally complete

CHILDREN'S AND MISSES' HATS—Of milan braids, or in burnt leghorns, in mushroom shapes—Trimmed with ribbon, flowers, etc.—Also a line of the Tuscan bonnets—Appropriate for Easter

Black Velvet Ribbons for Trimming Easter Hats

20,000 yards of fine black Velvet Ribbon, with satin back—just what is needed for the decoration of Easter headgear. It comes in all widths. We will be pleased to show it to you. On sale at the following moderate prices:

No. 1, 5c the yard, or the piece, 47c	No. 3, yard, 12c; the piece, \$1.15	No. 9, single yard 21c, or \$1.95
piece of ten yards for, piece 47c	No. 5, yard, 15c; the piece, \$1.35	the piece of ten yards at, \$1.95
No. 1 1/2, yard 7c, the piece for 67c	No. 7, single yard 17c, or \$1.55	No. 12, yard, 27c; piece for \$2.50
No. 2, yard, 9c; the piece for 87c	piece of ten yards for \$1.55	No. 16, yard, 37c; piece for \$3.50



DEPT. SECOND FLOOR—TAKE ELEVATOR

Easter Gloves, Neckwear Ribbons, Kerchiefs, Etc.

Careful attention has been paid to needs in dress accessories, and women who buy these small things here are sure of the most authentic styles at the minimum price. We are agents for the best makes of gloves, including the following—take advantage: **PERRIN'S KID GLOVES**, in glace or suede finish, all the best shades, to accord with Spring costumes. **TREFOUSSE KID GLOVES**, in glace or suede finish—in the correct Spring shades. Let us show you. **REYNIER KID GLOVES**—In suede finish only. **BACMO GLOVES**, in cape and mocha. All the best shades for street wear. And many lines of our own importations. Kid gloves from \$1.00 to \$4.00 pair.

PERRIN'S KID GLOVES, 2-clasp style, black, white, tan, brown, gray, mode, navy, green and champagne; sizes 5 1/2 to 7 1/2; best regular 98c \$1.50 values, special at this price, the pair

WOMEN'S HANDKERCHIEFS, in pretty colored and lace edge effects; a lot of 200 dozen, regular 25c values, special for Easter week at 17c

A dainty Kerchief would be decidedly acceptable for an Easter remembrance. Let us show you our superb collection of American and imported Handkerchiefs. You'll enjoy seeing them, even if you do not buy.



Buy Easter Hosiery Here

You'll need new hose to wear with your low shoes. Look through the selection shown here and determine what the correct shades will be. You can save money, too, for the large purchases we made enable us to sell at the lowest possible prices. Don't fail to see this assortment.

THE MEIER & FRANK NEW FORM HOSE, something new for women; made with extra long, double-knit, reinforced top, running below the knee. This feature gives an appearance and fit not to be obtained in the ordinary hose. They are of fine French gauze lisle, in black only; regular and outsizes—buy all you want of them at this low price, pair 50c

SAME HOSE IN MEDIUM WEIGHT—Comes in black, white and best Spring shades 35c

Buy all you want of them at the low price of three pairs for \$1.00, or one pair for 35c

Women's Silk Hose, extra weight, medium quality with wide double elastic gartered tops and lisle soles; all black or split soles; come in black, white and the staple shades; \$2.00 grade, special, pair \$1.50

Kayser's Fine Silk Italian Hose, in black, white and colors, at, pair \$1.50

Women's Silk Hose, in plain black with mercerized lisle top, split soles; a dainty hose at a popular price; \$1.50 values 98c

Children's and Infants' Hose, a new kind and a new quality with a new name. The "That's It" Brand, with linen heels and toes; best that can be bought for price; pr. 25c

Opening of the 4th-Floor Furniture Section

SEE THE Display

Homefitters will hail with delight the announcement of the opening of this department in complete form. The favorable impression created by this new section in its incomplete state has only made the public more anxious for the time to come when they could buy furniture as well as all other household furnishings in this progressive establishment. The new department is in readiness now—'twill hold a "house-warming" this week and you are bidden to come and view the handiwork of the world's best furniture makers. The large needs of the Meier and Frank Store makes possible close buying that is not to be thought of by the ordinary store. Ask the prices of some of the pieces of furniture that you admire and you'll be pleasantly surprised to learn how little they cost you here. As special attractions for the opening of the new department

A Living and Dining-Room, Completely Furnished and Finished. Valuable Suggestions on Home Outfitting. Special Music and Displays. See Sixth street windows. Entire fourth floor of both buildings, all devoted to Furniture. See the display.

7 ELEVATORS TO THE FURNITURE SECTION

1000 Yds. Fancy Embroidery \$2.25 Values the Yard 98c

Swiss Embroidery Flouncing and Bands, in baby Irish designs, for trimming lingerie. Comes in widths from 4 to 27 inches, and 98c regular values up to \$2.25 the yard, on special sale at, the yard

Regular values up to \$1.50 the yard, special price tomorrow, yard .69c

Corset Cover Embroidery, 18 inches wide, in Appenzelle designs, on soft-finished materials; regular \$1.75 values, special, the yard 89c

Bands to Match, placed on sale at the special price of, the yard .39c

Corset Cover Embroideries, 18 inches wide, in baby Irish designs; regular values up to \$1.25 the yard, at the special price of, yard 69c

Dimity Corset Cover Embroideries, vals. to 85c yard, tomorrow only 35c

"Baby Week" Bargains In Time For Easter Week



Take advantage of this week of bargains for the wee rulers of your homes. His Highness the Baby will hold high court this week at the Meier & Frank Store, and special attention will be given to his comfort and profit. An experienced nurse to care for the baby while you shop.

Infants' Shoes in all styles; regular price 60c the pair, on special sale for Baby Week only, the pair 49c

Infants' Slips, made of fine materials, with neck and cuffs trimmed with embroidery; special price 43c

Infants' Skirts, trim'd with tucks, hemstitching, lace and embroideries; Baby Week only \$1.22

Infants' Skirts, trimmed with tucks and lace or with tucks and embroidery; \$1.35 values, sp. l. 98c

Infants' Outing Flannel Skirts, the best regular 40c values, on special sale for Baby Week for only 25c

Infants' Slips, neck and cuffs trimmed with lace; nicely made; on special sale for Baby Week, each 49c

Infants' Dresses, of finest nainsook, trimmed with inch tucks and fine lace; values to \$4.00 \$2.79

Teddy Bear Blankets, 30x40 inches, special, each .49c

French Hand-Embroidered Baby Goods, including dresses, skirts, saques, wrappers, caps, bibs, etc.; 1/4 Less this week at one-fourth of regular prices

WE ARE SOLE AUTHORIZED PORTLAND AGENTS FOR FAMOUS ARNOLD KNIT GOODS FOR BABIES

Men's Spring Clothing Priced \$15.00 to \$40.00

Any man used to good clothes recognizes in the kind sold here correct cut and fabric. Men who formerly paid tailors twice the prices they pay us, look better now in the Meier & Frank ready-to-wear kind. The Easter assortments—ready for your approval tomorrow—were chosen with the pleasing of fastidious men in view. 'Tis easy to buy exclusive styles and patterns here, for we are sole Portland agents for some of the best makes on the market. There are conservative or original cuts in the staple blacks and blues, or in fancy fabrics, in wide variety. The materials are serges, worsteds, tweeds, cassimeres and cheviots. See them.

MEN'S AND YOUNG MEN'S MODELS—We are Portland agents for the celebrated Adler's "Rochester" Brand Clothes for men. Sole Portland agents for "Nufangl" Trousers.