



Meier & Frank Store's Brilliant Opening of Paris and New York Fashions for Spring, 1911

THE style event that all Portland has learned to wait for—our brilliant Formal Spring Opening—has its presentation tomorrow amidst a setting of exquisite beauty never before seen in the Northwest.

The complete mandates of the world's style-creators are spread before you in a vista of rare loveliness. Scores of bewitchingly beautiful Paris creations in Millinery, just out of their foreign boxes. Superb Spring fashions in Gowns, Wraps, Tailored Suits, Waists, Lingerie, besides all the charming accessories.

The show windows today present an unbroken series of fascinating style-settings. Don't fail to see them.

Exquisite Paris Millinery by World-Famous Modistes

Such world-celebrated Paris creators as Madame Georgette, Calier, Marie Louise, Louison, Camille Roger, Susanne Talbot, Vivot, Weiss, have sent these superb masterpieces for the Grand Formal Opening, as well as such famous New York houses as Litchenstein, Kurzman, Francois, Joseph and others. A display radiating with rare beauty—the largest display of imported Millinery ever brought to Portland.

One handsome creation by Georgette is of lace and hemp braid, with a gorgeous cluster of uncurled, shaded ostrich plumes. Another striking model is by Louison—a large, flat picture hat of raven's blue, with wide flange of cherry-red velvet, with two handsome wings to match. And dozens of others, too numerous to mention. Paris and New York pattern hats, \$25 to \$150.

Spring Opening Splendor in Beautiful Gowns, Wraps, Modish Tailored Suits.

The whole big second floor Garment Store, from Alder to Morrison streets, is en fete for this dazzling style-presentation.

Paris and American creations side by side. The French style-genius of Paquin, Drecol, Poiret, Cheruit, vies with all the skill and prestige of such famous New York dictators of fashion as Schwarcz, John C. Stratton, Peller and others.

Gowns and Wraps—

New evening gowns and wraps of queenly elegance. Beautiful white marquise over satin, chiffon over gold—some all-over beaded, others trimmed in lovely laces. All show the new empire lines, with high girdles, graceful tunics and filmy over-drapery. New coral rose, old blue, pinks, and black and white are principal colors. Prices \$50 to \$300.

Rich Evening Coats are in mandarin effects, in old blue, black over gold, coral rose and pinks. Prices \$35 to \$150.

Tailored Suits—

A Paris-American Exposition of all that's new and modish in Spring Tailored Suits. Strictly tailored effects bowing gracefully to the Parisian love of novelty and color-daring.

A distinct innovation is the new 4-piece suit, combining a one-piece dress, coat and skirt. In black, moire silk, black satin and rich broadcloths of navy, coral rose and lovely pastel shades.

And the Paul Poiret effects with sailor collars and side fastenings, are greatly in evidence. Also the smart Eton suits. Prices run from \$15 to \$150.

And the Spring Opening of Charming Dress Accessories

WOMEN'S SPRING GLOVES

The famous Perrin's French Kid Gloves are here in all the new Spring shades and styles—long and short—\$1.50 to \$5.50. Kayser Guaranteed Silk Gloves—long and short—50c to \$1.75.

WOMEN'S SPRING NECKWEAR

A wealth of charming conceits in new Neckwear; new Ruchings and Ruffings—yard, 20c to \$2.00. Laundered Byron and Dutch Collars, 15c to \$3.50. Imported Neckwear, \$3 to \$40.

VEILS AND VEILINGS

Paris has sent exquisite new Veilings and Veils. The new octagon weaves in spider webs, the Magpie designs with pin-point chenille dots, and dozens of others—yard, 50c to \$5.

WOMEN'S NEW HOSIERY

The Hosiery Store joins in this Great Spring Opening with top-full stocks. Beautiful domestic and Paris Silk Hosiery—pair, \$1 to \$5. Fine lises, pair, 35c to \$2.

NEW SPRING RIBBONS

Portland never saw a more beautiful display of Ribbons. Every imaginable new weave, pattern and color for Spring. See the new Tapestry Band Ribbons, 50c to \$2.50. Others, yard, 75c to \$7.50.

NEW SPRING FOOTWEAR

Our Spring Opening finds the Shoe Store fairly brimming with all that's new and wanted in Shoes, Oxfords and Pumps for men, women and children. Sole Portland agts. for Cousin's famous Shoes for women.

