

See News of Great Furniture Bargains and Other Splendid Specials on Page 5, Section 3—See Grocery Savings on Page 8, Section 3 Ask for a List of 300 Apartments and Houses at Our Free Rental Bureau—'Silver' Brand Collars Demonstrated, Morrison-St. Window

THE MEIER & FRANK COMPANY, ESTABLISHED 1857.

MEIER & FRANK'S.

THE MEIER & FRANK COMPANY: FIFTH, SIXTH, ALDER AND MORRISON STS.

Only 6 Days Till Easter--A Wealth of Lovely Garments



Exquisite Easter Millinery

2000 New Hats for Tomorrow's Choosers

THE time for selecting your Easter Hat is here! And The Big Store has prepared for the last-week-before-Easter choosers tomorrow with fully 2000 beautiful, new, distinctive Hats in shapes and colors and trimming effects to suit the most exacting. Our 5th-street show windows today give a fair idea of the assortments.

Paris beauties are here, signed by such world-famous modistes as Susanne Talbot, Gerorgette, Carlier, Marie Louise, etc. And hundreds of smart, becoming Hats from the famous American houses of Gage, Fisk, Lichenstein, Kurzman, Hyland, Burgesser, besides those created by our own expert Milliners. Prices range from

---\$5, \$7, \$8, \$10, \$12.50, up to \$150

Extra Special! To \$12 Hats, \$5.95

A big extra special for tomorrow on beautiful, new Easter Tailored Hats from such famous houses as Gage, Fisk, Hyland, Burgesser, Phipps, etc. Hats which are positively worth from \$8 to \$12 each, special **\$5.95**

All Untrimmed Hats at 1/4 Less

Our entire line of new Untrimmed Hats goes tomorrow at 1/4 off regular price. All smartest shapes in Hems, Tagal, Chips, Hair Braids, etc., in black, white and burnt. Regularly \$2 to \$14, **1/4 OFF** all on sale at just

Entire Stock of Flowers at 1/4 Off

And another splendid bargain for Easter shoppers! Our entire line of lovely, imported Millinery Flowers, including every wanted sort of Roses, Violets, Chrysanthemums, Daisies, etc. All we have in **1/4 OFF** stock at just

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.

OUR great, broad Garment Salons are splendidly ready for the on-rush of week-before-Easter business! Thousands of beautiful, new Tailored Suits, Tailored Costumes, Silk Dresses, Marquissette Dresses, Separate Coats, Evening Wraps are here in every accepted model of the season.

The beauty and gorgeousness of Paris vies with all the skill and tailored distinctiveness of American creators. See them tomorrow!

300 Beautiful New To \$58 Dresses \$28.50

An astonishing saving on exquisite Silk Dresses just in time for Easter! All the season's most wanted models in silk Messalines, Foulards, Marquissettes and Chiffon. The Marquissettes are made in plain colors, over foulard silks, also striped chiffon over messaline. Some with fancy filet lace and figured net yokes, others with the smart coral bead trimming. All have the modish kimono sleeves. Colors navy, gold, black, gray, green and white with smart line stripes, figures and checks.

Actual \$40, \$45, \$50 and \$58 Dresses, **\$28.50** in tomorrow's selling they go, only

Easter Suits From \$12.50 to \$100.00

We've had women tell us that our lines of Tailored Suits at \$25, \$30 and \$35 are larger than the entire stocks of nearly every other Portland store.

And hundreds of charming, distinctive models between \$12.50 and \$100. Beautiful White Serges, soft light grays, tans, and of course, the ever-popular Navy Blues. Lines comprise Serges, Cheviots, Tweeds, Homespun and splendid assortment of imported Suitings.

The Evening Wraps and Separate Coats

The Easter Costumes will be hardly complete without an Evening Wrap or Separate Coat. Notable among the beautiful showings are the lovely Mandarin Coats, lined in silks of soft, pastel colorings.

And among the more practical, every-day Separate Coats are handsome Serges, Tweeds, Cloth-of-Gold, Pongees, many with the charming sailor collars. Evening Wraps, \$20 to \$150. Coats, \$10 to \$50.



Misses' and Juniors' Wear

There's no other store which specializes on Misses' Juniors' and Small Women's Apparel as does Meier & Frank's. Complete line of charming Tailored Suits, 3-piece Suits, Silk Foulard Dresses and Separate Coats, ready in every model and at prices to suit every purse.

Easter Neckwear 1/4 Off

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.



THIS reduction of 25 per cent comprises our entire stock of beautiful Irish Crochet Neckwear for Eastertide—handsome Jabots, Rabats, Collar and Coat Sets, etc., in a lovely range of the season's best styles!

Also our complete assortments of handsome Egyptian Scarfs at this saving! White and black effects, beautifully interwoven with shimmering hammered gold and silver. Special for **1/4 OFF** the entire week, choice at

Showing Easter Parasols

In the handsomest assortments shown in the West! Pongee Silks, Taffeta Silks, Persians, Satins, Velvets and Rajah Silks, in solid colors or with Persian bands. All made on Tokio frames, some gold-plated. Splendid stocks of new handles. Prices **\$2 to \$20.**

50c Sample Kerchiefs 19c

A splendid sample line of Women's Handkerchiefs—all pure linen, in white and dainty colored novelty effects. Many charmingly finished in Appenzelle and Madeira hand-embroidery. Worth 35c to 50c each. On special sale **19c** tomorrow at only, each

To \$2 Dress Goods at 98c

FIRST FLOOR, MAIN BUILDING.

TWO THOUSAND yards of choice Silk and Wool Fabrics—Marquissettes, Eoliennes, Chiffon, Poplins and shadow checked Voiles, most of them selling at \$2 the yard, for tomorrow's big Easter Sale, 98c!

Beautiful sea-foam greens, pale blues, reseda, helio, pearl, tan, champagne, garnet and other soft shades for party dresses, etc. Extra special for tomorrow, yd., **98c**

Tub Silks at 98c

Rich, lustrous—with sturdy and practical—Tub Silks for charming Summer dresses, etc. Full 32 inches wide, selling regularly at \$1.25. Tomorrow the yard, at only **98c**

Marquissette Waists \$5 to \$8.50

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.



NOTHING dressier or smarter for Easter wear than a handsome Marquissette or Voile Waist!

At the moderate prices of \$5, \$6, \$7 and \$8.50 we show dozens of beautiful models, hand-embroidered or trimmed with the new colored Grecian embroideries. New kimono sleeves, high or Dutch neck. Be sure to see them tomorrow.

New Voile Waists \$12.50

Among the latest novelties are these dressy Tailored Waists of fine white French Voile, hand-embroidered, with long tucked sleeves, shawl collar, **\$12.50**

White Voile Waists \$9

Very handsome White French Voile Waists with dainty Dutch necks, butterfly sleeves—handsomely trimmed in linen laces, hand-embroidery and crocheted buttons. Special at only **\$9.00**

To \$9 Sample Corsets \$3.59

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL.



CORSETS embodying the best features of the new French models—a big sample line arrived just in time for Easter's demands!

Of finest coutil, in medium and low bust effects, with long hips. All have hose supporters attached. One, two and three pairs of a kind, worth from \$6.50 to \$9. Extra special for tomorrow at only **\$3.59**

New Madame Irene Models—

Comprising styles for every occasion now ready. Splendid models for Easter wear—Afternoon and evening Corsets of soft materials, cut low in the bust, giving uncorseted appearance. Also new tailored designs. Prices from **\$6.50 to \$25.00.**

New Warner Models—

The famous Rust-proof Corsets ready in very many improved models. Prices range from **\$1.00 to \$6.00.**



Easter Ribbon Sale

A COMPREHENSIVE reduction on every wanted kind of Ribbon—all widths, all colors, all weights for the many Easter necessities! Following are a few of the phenomenal savings possible—supply your needs early tomorrow!

Sale of Narrow Wash Ribbons—

Both plain and fancy in blue, pink, lavender and white, suitable for lingerie purposes. 10c No. 1 Ribbon, 5-yd. length, at **6c** 13c No. 1 1/2 Ribbon, 5-yd. length, **7 1/2c** 15c No. 2 Ribbon, 5-yd. length, for **9c** 25c No. 3 Ribbon, 5-yd. length, **19c** 35c No. 5 Ribbon, 5-yd. length, **25c**

Sale of Narrow Satin Ribbons—

Come in all staple shades, in 10-yard pieces only. For trimming and fancy work. 10c No. 1 Satin Ribbon, 10-yards, **8c** 15c No. 1 All-Silk Satin Ribbon, **12c** 20c No. 1 1/2 Silk Satin Ribbon, **15c** 25c No. 2 All-Silk Satin Ribbon, **19c** 35c No. 3 All-Silk Satin Ribbon, **27c**

To 35c Ribbons at 17c

Fancy Dresses, Persians, Satins, Taffetas and Moire Ribbons in a great variety of wanted shades and color combinations. Best 25c and 35c Ribbons, special at, yard **17c**

35c Ribbons Now at 25c

Five thousand yards of All-Silk Taffeta and Moire Ribbon in a beautiful assortment of fancy warp print, Dresden and Persians' designs; 35c Ribbons, at, yard, only **25c**

30c Ribbons Now at 22c

Beautiful, extra heavy quality of All-Silk Moire Ribbons in a wide range of the season's best colors. Regularly \$2c sold at 30c yd., this sale **22c**

50c Ribbons 29c a Yard

Rich, All-Silk Satin Ribbons, of extra heavy quality, in a complete line of wanted shades, suitable for millinery purposes. 5 1/2 inches wide; regular 50c grades, at, the yard **29c**

55c Ribbons 33c a Yard

Endless assortment of wanted shades and color combinations in fancy Warp Print, Dresden and Persian Ribbons, 5 to 7 inches wide; worth 55c **33c** yard, special tomorrow

18c Ribbons at 12c Yard

A splendid lot of All-Silk Taffeta and Messaline Ribbons, 4 to 5 inches wide, in a splendid choice of staple shades. **12c** Best 18c grades, the yd.

60c Ribbons Now at 33c

All-Silk Velvet Ribbons, full 2 inches wide, in a large choice of the season's best colorings. Suitable for all purposes. Regularly worth 60c a yard, **33c** on special sale tomorrow

To \$2 Ribbons Now 98c

Handsome imported Gold and Silk Ribbons in exquisite floral and conventional designs, splendidly suitable for Easter Millinery. Best \$1.25 to \$2 grades, special, the yd. **98c**

To 12c Ribbons Now 5c

A great clean-up of narrow Silk Ribbons, in widths from 1 to 3 inches. All wanted shades included. Worth 8c to 12c the yard. This sale, special **5c**

45c to \$1 Embroideries, 39c

SHEEREST Swiss, Nainsook and Cambric Embroidery Flouncings, Edges and Bands in charming imitation Madeira and blindstitch designs. Embroideries worth 35c to 65c yd., 25c; worth 45c to \$1, tomorrow, **39c** \$2 to \$2.50 Colored Marquissettes **\$1.50-\$2.75 Embroidery Flouncings—**On sheer Swiss in daintiest floral and conventional designs, suitable for Easter dresses and waists, yard **\$1.69** for lingerie Gowns. Special, **98c**

Sale of Princess Slips

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL.

NEW Easter Princess Slips, made of finest quality lawn, charmingly trimmed in dainty laces, embroideries, tucks, beading and ribbon. Two extra specials for week before Easter:

\$6 to \$7.50 Princess Slips, \$3.79
\$3.50 Princess Slips, special, \$2.98

\$3 Combination Garments, 2 and 3-piece styles, daintily trimmed in laces and embroideries, Princess style or with shirred corset cover and wide drawers. Special tomorrow only **\$1.93**

Women's \$7.50 and \$9 White Petticoats of excellent quality cambric, nainsook and lawn, handsomely finished with fancy flouncings of laces and embroidery. Extra special at only **\$3.98**



300 New Styles in Women's Easter Footwear, \$3 to \$8

THIRD FLOOR, NEW BUILDING. ORDER BY MAIL.

PROBABLY the most comprehensive showing of Women's Footwear in the Northwest! Fully three hundred distinct styles in women's high and low Shoes for Easter selection! Chic, new Pumps, Oxfords and high Shoes in styles distinctly new and different. The new brown or black oze calf, the black buckskin, the new tan Russia calf, as well as the more staple patent and gummetal leathers. Prices range from \$3 to \$8, but we feature great lines at



---\$3, \$3.50 and \$4

Shoes for Men--

Distinctly new is the Aviator last, with its high toe, the typical English walking model and the smart high toe and high heel effects in both high shoes and Oxfords. Prices range from **\$3.50 to \$6.00.**

Childs' Shoes--

For Easter are to be had here in as varied assortments as those for the older folks. Toes nature shaped, heels both spring and low styles; leathers vici kid, patent colt and box calf. Prices from **\$1.25 to \$3**



Easter Cards--Favors

WE QUOTE prices on a few of the very many Easter Favors, Gifts and Cards ready: At 6c—Soft, yellow chicks, rabbits, frogs. At 10c—Rabbits, chicks, other novelties. At 10c—Porcelain eggs, daintily handtinted. At 15c 20c, 25c—Large assort. of novelties Dainty Easter Postals, priced from 1c to 5c Easter Folders, with verses, from 35c to 50c Hand-colored Greetings, Posters, 25c-\$1.50