

Portland's Best Corset Service—Mme. Irene, La Grecque, Gossard, Nemo, Redfern, Warner Makes—Ferris Waists for Women and Girls—Take Your Luncheon Tomorrow in Our Beautiful White 7th-Floor Restaurant—Celebrated Heilig Theater Orchestra Plays at Noon.

THE MEIER & FRANK COMPANY, ESTABLISHED 1857.

WEATHER REPORT: FAIR TODAY.

THE MEIER & FRANK CO., 5th, 6th, Morrison and Alder Sts.

Superb Easter Display and Sale of Millinery!



NEAR to bewildering is the array of Millinery for the Easter and Springtime.

Every distinctive, new season's style found here in greatest variety. Models becoming to young and old. Quaint, charming flower Hats, smart tailored Hats, picturesque styles with a profusion of flowers, laces, ribbon or velvet. Picturesque models with wide and rolling brims. Wondrous creations by famous New York and Paris makers. American Hats priced from \$7.50 to \$45.

--Paris Models From \$20 to \$85

\$8.50 to \$12 Hats Tomorrow at \$7.95

Unusually attractive Hats **\$7.95**

Our Special Line at \$5.00

Safe to say that a better line of Hats at \$5 can't be found anywhere. Pretty styles of rough and smooth braids. Trimmings of ribbon, velvet and flowers. Choice at **\$5.00**

To \$4.50 Untrimmed Hats at \$2.75

A splendid selection of the small, medium and large Untrimmed Shapes in chips, Milans and horse-hair braids. All new styles of white, black and burnt. Worth \$3.50 to \$4.50, at **\$2.75**

Millinery Flowers at Quarter Off

Positively nothing restricted! All the beautiful new Roses, Moss Roses, Buds, Hyacinths, Wistaria, Violets—wreaths and bouquets. Prices 25c **1/4 Off** to \$2, for 3 days only

Fancy Ostrich Feathers at Quarter Off

Very much in vogue for both the tailored and semi-dress Hats. Pom-pom and "stickup" effects in all plain and shaded colorings. Regular prices, \$1 to \$6, in **1/4 Off** the Easter Sale at just

Millinery for Misses and Girls

Here, in our second floor Millinery Parlors, is a specialized service for the miss and girl. And never have the styles been more becoming and attractive than now! Simple tailored models of white Milans, burnt and peanut straws. Daintiest of Dress Hats in pretty, charming styles. Priced from **\$2 to \$15.**



Unequaled Selection in Easter Suits

NOWHERE in all this City of Portland, and we might well say the Northwest, are Suits of such style and beauty shown at \$25, \$30, \$35 and \$40. Hundreds and hundreds of models to select from. Styles of every type, from the smartest of severely tailored garments to the most charming of semi-dress models.

Special Line at \$36.50 Suits bought to sell at \$45—that's the special Easter offering for tomorrow's shoppers.

Both mannish tailored and fancy models. Collars plain and deep satin revered and in smart Tuxedo cut, of light colored corded silk, of rich whitepords, serges, twilled chevots and novelty weaves, in navy, black, gray, tan, stripes and mixtures.

Street and Afternoon Gowns Never Lovelier

Variety the keynote of the tailored and dressy gowns of silk. Never such bewitching styles, color combinations and trimmings. Skirts, plain with pleat, postillion backs and all-around tunics. Bodies of self-materials with combinations of chiffon, Oriental bands, quaint fichus and Cordray collars. Silk in lustrous, shimmering weaves. Beautiful for the Easter-time. Priced from \$25 to \$95.

Fetching and Clever Are the Wool Dresses of White

Ideal for the Eastertime are the beautiful one-piece Dresses of white serges, whitepords and ratine. Scores of stunning styles. One at \$25 as illustrated above. Elegant in their plain whiteness—smart with combinations of black, cerise, light and dark-colored trimmings. Also black and colored buttons. Tailored and dressy types. Priced at \$20 to \$45.

The New Coats of White Are Stunning!

The newest of models in Coats of white is the style of white rough weave pongee, as illustrated above. Double textured with the under facing of blue and pink silk weave. They're unique and only \$35. Scores of other styles in whip-cords, basket weaves, diagonals and serges. Plain and fancy collars of colored silks, lace and velvet. They're beautiful. Priced \$20 to \$55.



Watching!

From over the briny deep a message is coming to you. It concerns every person in Portland and the Northwest.

Watch this space in our advertisements each day this week.

Women's \$1.75 Pearl Clasp Gloves at \$1.39

NOTHING smarter for Easter wear than these new two-pearl clasp Gloves and here is a special purchase of 1000 pairs at a special price tomorrow!

They are of best pique lambskin with the two large pearl clasps, as shown in illustration. Three-row embroidered backs. Choice of black, white, tan, mode, navy, gray and champagne.

One of our direct import purchases—we'd had to sell them for \$1.75 in the regular way. Easter Sale tomorrow at low **\$1.39** price, the pr.

50c to \$1.00 Sample Handkerchiefs for 39c Samples from high-grade Handkerchiefs from one of the largest manufacturers in the world! Finest pure linen, exquisitely hemstitched and hand-embroidered. Also fancy embroidered corners and colored borders. Worth 50c to \$1—Easter Sale only **39c**

Easter Sale of Cut Glass

ONE of the best stocks of Cut Glass in the West! And out of it we've selected some of the choicest pieces for this Easter Sale.

- Rich, beautiful pieces in the newest of designs and cuttings.
- THE PIECES ILLUSTRATED**
- \$2 Vases, 6-inch size, prism cut, with flaring top, **\$1.49.**
- \$4.50 Vases, 10-inch size, in sunburst and star cuttings, **\$3.59.**
- \$3.75 Comports, with cut stem, 6-inch size, at only **\$2.98.**
- \$6 Bowls, 8-inch size, in star pattern, **\$3.89**
- \$7 Fern Dishes, footed, with silver-plated lining. Attractive patterns, **\$5.49.**
- \$2.75 Nappies, in assorted patterns, both with and without handles, each, **\$2.19.**
- \$7.00 Vases, 12 inches high, with wide top, straight, beautiful star cutting, **\$5.49.**

- OTHER PIECES**
- \$4 Cologne Bottles, star cut, 6-ounce size, each, only **\$3.19.**
- \$1.50 Salt and Pepper Shakers, sterling tops, prism cut, medium size, pair, **\$1.27.**
- \$6.50 Flower Centers, 7-inch size, star patterns, **\$5.19.**
- \$4.50 Nappies, 8-inch size, star pattern, each at **\$3.59.**
- \$4.50 Candlesticks, Colonial shape, square base, 8 inches high, **\$3.49.**



—First Floor, Main Building.

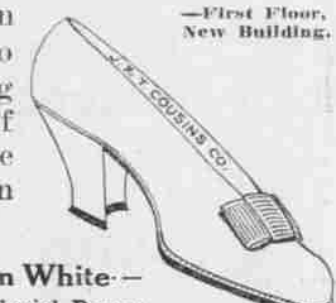
1000 Calla Lilies Free Monday Morning

WE HAVE secured 1000 large, beautiful Calla Lilies for distribution tomorrow! While they last, one will be given to every customer. That means the lot will probably not hold out until noon. If placed in water, they should keep nicely until Easter.

White Footwear for Easter

SURELY there's no Footwear so in keeping with the Eastertime—so suggestive of the bright sunny Spring and Summer days to come, as Shoes of white! Stamped as a follower of the ultra-fashionable modes is the woman who wears them.

- High Shoes in White—** Sea Island Duck Boots, at \$4. White "Nubuck" Shoes, the pair, only **\$4.50.** Genuine White Kangaroo Boots—with covered heels and genuine ocean pearl buttons. Pair, **\$6.** Genuine White Buckskin Boots—with silk cravenetted tops and genuine pearl buttons. Pair, **\$7.**
- Pumps in White—** New Colonial Pumps—of Sea Island duck. Turned sole, covered heels. **\$3.50** Pr. \$3. Reg. Strapless Pumps. Calfskin Pumps—of white, instep strap style. Pretty for party wear. Offered at the pair, only **\$3.50** White Canvas Pumps—the Sea Island fabric. Straight covered heels. Pr., **\$4.**



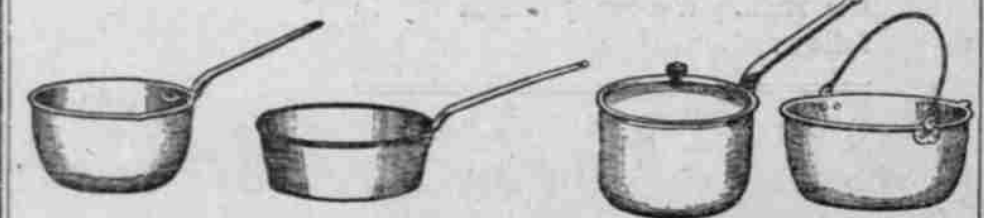
A Great Easter Sale of Silk Hosiery!

Both Men's and Women's Hose Underpriced RICH, lustrous Silk Hosiery in black and every shade to match the Easter costume! Qualities that will wear, too—lisle tops, reinforced lisle heels and soles. For this Easter Sale tomorrow such extraordinary values as:

- Women's \$1 Black Silk Hose, 75c** Not a pair worth under \$1—many better grades also included! Immense mill purchase from most famous maker in the world. Rich, fast black, pure thread silk in all sizes. Tomorrow, the pair **75c**
- Men's \$1 Silk Socks at 69c** Including the celebrated McCallum brand! Heavy, pure thread Silk Socks for men, with double thread lisle spliced heels, soles and toes. Black, navy, tan, gray, green, maroon, helio, etc. Pr. **69c**
- Women's 50c Silk Hosiery—** Rich, lustrous, heavy pure thread silk with reinforced tops, heels and toes. Black and all new shades for Easter; 3 pairs **89c** special price, only **75c**
- Women's Silk Boot Hose—** Lisle where the wear comes, pure silk where they show! Full fashioned, seamless, in black and all new shades. Pair, **47c** special price, only **39c**
- Men's 50c Silk Socks—** Even at regular price, an unusually good quality. Pure silk, with heavy lisle tops, heels and soles. Blacks, tans and all shades. A pair **39c**
- Men's 35c Silk Socks—** Big shipment of 4000 pairs just arrived. Black, tan and every wanted Spring shade. Double spliced heels and toes. Easter **25c** Sale tomorrow, pr.

\$3.40 Set Aluminum \$1.84

IT'S the greatest cookingware known! Cannot rust, crack or blister; cannot form poisonous compounds with fruit acids or foods, and it's practically indestructible. Tomorrow we offer this 4-piece set of "Wearever" Aluminumware, worth \$3.40, special at only \$1.84. See the demonstration.



- 55c Saucepan—** as illustrated. Strong, light and easy to clean. Not ruined if food is seared in it.
- 65c Stewpan—** 3-qt. size, exactly as illustrated. Made of pure aluminum, thick enough to prevent denting easily.
- \$1.25 Covered Saucepan,** 3-quart size, as illustrated. No joints, seams or solder. It's a utensil used every day.
- 95c Preserving Kettles,** full 2 1/2-qt. size. Will not chip or crack, even when placed under cool faucet.

ABOVE SET OF FOUR PIECES, WORTH \$3.40, SPECIAL TOMORROW, \$1.84 —BASEMENT, MAIN BLDG. MAIL ORDERS FILLED.

The Easter Grocery Specials

EACH day finds our Pure Food Grocery brimming with price-reasons why you should trade here. Every brand of food-stuffs—standard articles sold the country over at a fixed price, are here offered at savings that mean much to every economical housewife. We quote but a few of the specials for this week before Easter.

- English Bacon, special, pound, only **15c**
- Picnic Ham, special, only **13c**
- Butter, 2-pound squares, **70c**
- E. C. Corn Flakes, three packages, **23c**
- Gold Dust, special price, package, **20c**
- S. W. Beans, four pounds, at only **25c**
- Special Coffee, sale price, pound, **25c**
- Maine Corn, dozen cans, only **\$1.20**
- Corn Meal, in sacks, special price, **25c**
- Jellycon, four packages for only **25c**
- Jap Style Rice, five pounds, only **25c**
- Sail Soap, 8 bars, special for only **25c**



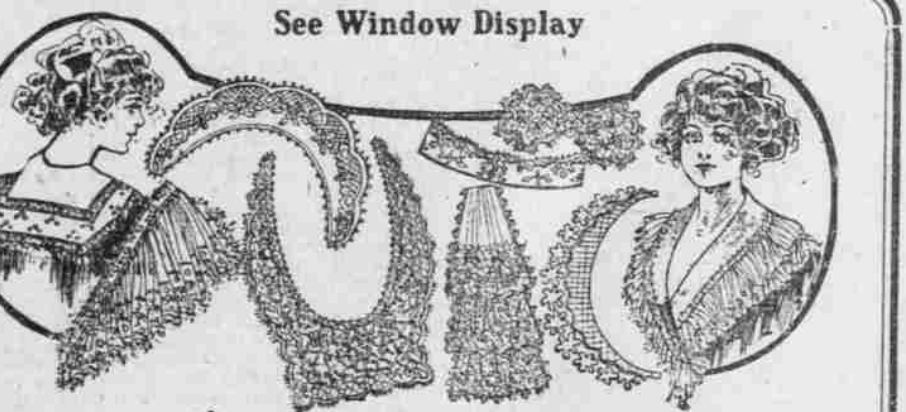
TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101

1200 Pieces Irish Crochet Neckwear for Easter 'Way Underprice

IT'S the height of timeliness that this immense surplus of genuine Irish Crochet Neckwear from one of the largest importers in the world, should arrive just a week before Easter!

A great purchase that our buyer arranged for on his trip to New York Over 1200 exquisite pieces, including every style and design, at actual savings of a third and more:

- \$1.33** for \$1.75 and \$2 Irish Crochet-Stock Collars, in a lovely assortment of patterns. Some with tabs attached. All sizes to choose from.
- \$1.98** for \$2.50 and \$3 Irish Crochet Stocks, in dozens of handsome patterns. All sizes. Every woman should see these. Just a limited number.
- \$2.98** for \$3.50 and \$4 Irish Crochet pieces. Lovely hand-made Coat Revers and Dutch Collars in assorted patterns and sizes. A limited number.
- \$3.98** for \$5 to \$7 Irish Crochet pieces. Elegant hand-made Coat Collars, Dutch Collars, separate Cuffs and Irish yokes. Many designs.
- \$4.98** for \$7.50 to \$8.50 pieces. Choose from beautiful hand-made Dutch Collar and Cuff Sets, Revers, Coat Collars and other pieces.
- \$6.47** for \$9 to \$10 Irish Crochet. This lot includes large, stunning square Sailor Collars, Dutch Collars, long revers, Coat Sets, Yokes, in many designs.
- \$7.98** buys \$11 to \$13 Neckwear. Elegant hand-made Crochet Dutch and Quaker Collars, with cuffs to match. Also large Coat Revers. Many designs.
- \$9.98** for \$13.50 to \$16 Neckwear. Hand-made Irish Crochet Fichu Collars, in handsome square and pointed styles. Many exquisite patterns.



See Window Display

—First Floor, Main Building.