

Meier & Frank Co.

1857 1915 THE QUALITY STORE OF PORTLAND

Millinery!

The New Spring Millinery has set our Salons aglow! After the sober tones of the Winter Millinery the dashes of color, the charming arrangement of flowers and the general air of brightness make a welcome change.

We're in receipt of many smart and beautiful models from Rawak, Hyland, Vogue, Knox and Burgess.

Nearly all the hats for early Spring are small, chic and promise to be vastly becoming to all types. Entirely new colors abound—cherry, sand, pearly, lustrous gray, regal blue and the always staple browns, navy and black.

And the prices are as attractive as the millinery—ranging from \$4.50 to \$17.50.

—Millinery Salons, Second Floor, Sixth-St. Bldg.

Wash Goods!

Newness and originality in weave, pattern and design characterize our new wash fabrics.

The kind that will make up into dainty dresses, thus adding to milady's youthful looks.

- Embroidered Voile, white with colored designs, 40-inch, 3.50
Embroidered Organdy, with colored patterns, 40-inch, 3.50
Embroidered Voile, white and tinted grounds, colored figures, 40-inch, yard, 1.98

—Third Floor, Sixth-St. Bldg.

Laces!

New and clever conceits galore—real creations of art. The values are exceptionally good.

- \$1.25 to \$1.50 Net Top Laces, white or cream color, for tunics and dress trimmings, 10 to 25-inch, 69c
25c to 45c Plain Val. Lace and Insertion, in pretty patterns, 2 to 2 1/2-inch, 18c

—First Floor, Sixth-St. Bldg.

Blouses!

The newest blouses in Portland, having just arrived from New York, where our buyer now is.

Beautiful Crepe de Chines, Voiles, Lingerie, Georgette, Crepes and Batiste fabrics, in all the leading shades and white. High-neck, long-sleeved models—that bid fair to be the popular style this season. Come in and see the display.

The prices are most moderate—\$1.50 to \$12.

Clean-up Sale!

- Odd and broken lots from here and there.
\$2.50 to \$3.50 Lingerie Waists, 1-1/2 to 2-1/2, \$1.89
\$6.50 to \$12.50 Lingerie Waists, 2-1/2 to 3-1/2, \$2.85

This week our entire stock of Hair Goods at 25% Off.

—Fifth Floor, Sixth-St. Bldg.



Two of the New Models

HOME FURNISHING SALE

Tomorrow! This Semi-Annual Sale

Our Club Plan of Installment Payments makes it easy for you to furnish your homes complete or in part.

Begins Another Big Week

With New Goods, New Ideas and the Enthusiasm That Comes From the First Week's Success!

That the people appreciate the merits and advantages of this sale there is no question.

Every day last week people came in hordes to buy—and why shouldn't they?

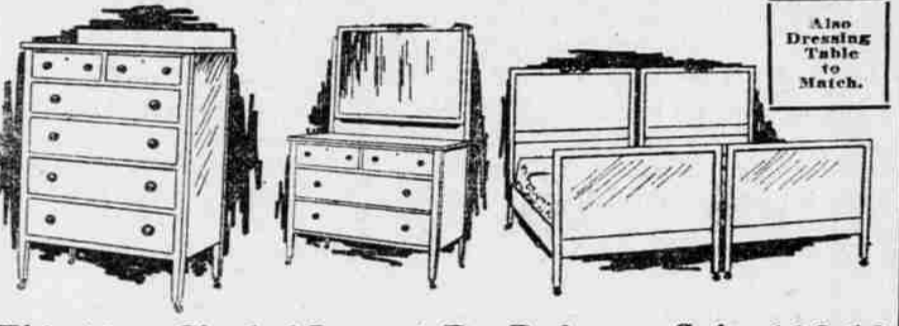
Portland has never known a sale of Housefurnishings so big and splendid as this one—never finer qualities, never as generous values—never such immense quantities.

M-A-I-L ORDERS Filled From All Our Ads

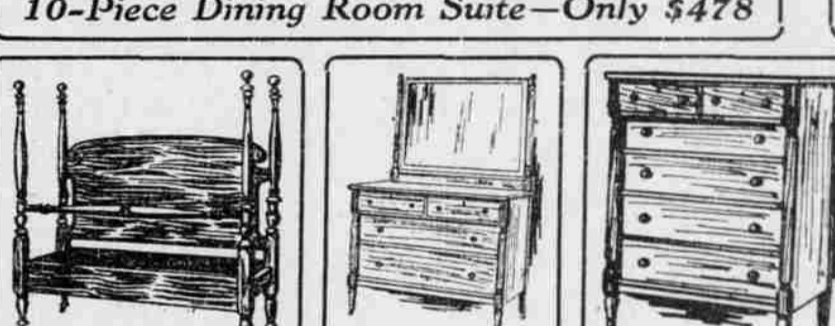
If received within three days of date of publication



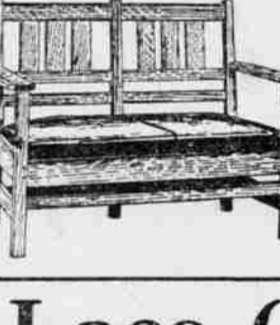
Very Special! This 717.50 Black Walnut 10-Piece Dining Room Suite—Only \$478



This \$320 Shaded Ivory 5-Pc. Bedroom Suite 198.50



Also Dressing Table to Match.



Hundreds of Other Pieces at Exactly HALF PRICE

Comprising furniture of every kind for any room in the house. All grouped in a special place for your choosing.



Comprising furniture of every kind for any room in the house. All grouped in a special place for your choosing.

- 35c and 45c Cretonnes, good assortment, the yard, 19c
\$1 Sunfast Drapery Material, plain blue, red and brown, yd., 75c
\$1.35 Sunfast Drapery Material, figured red, green, blue, gold, yd., 75c

Famous New Whittall Rugs Are Now Ready Here

It is hard to give you more than a faint idea of the numbers, the beauty and the grade of the new Whittall Rugs we are showing.

You will pay the same for a Whittall Rug here that you would pay in Boston or New York. All prices in the City of Portland.

Whittall Rugs are copies of the famous Orientals, reproducing their beautiful colorings and splendid wearing qualities.

Tomorrow These Six Big Specials in Other Fine Rugs

- \$18 5x12 Axminster Rugs, 12.95
\$18 6x9 Axminster Rugs, 13.50
\$25-\$30 6x9 Whittall Rugs, special, 19.50

Ready! Women's and Misses' NEW SPRING SUITS!

Accurately reflecting the spirit of the moment in their lines, suggestive of something not only NEW but DISTINCTIVE, come the new Spring models in Suits.

The Fabrics Gabardine Serge Coverts Tweeds Wool Poplin

The Colors Arizona Silver Palm Beach Oregon Green Delaware Peach Newport Tan Gettysburg Gray Tuxedo Brown Rocky Mountain Blue

We invite you to see this exhibition of new Suits and will deem it a favor to show them to you, whether you wish to buy or just to see what is new in early Spring styles.

Prices 17.50 to 48.50

Women's and Misses' Spring Coats, 13.50 to \$35

38-in. Silk Melrose Cloth for \$1

If you have been reading the fashion journals, you will know that Dame Fashion and Silk Melrose Cloth have formed a treaty of friendship for the Spring season of 1915.

These AT 1.00 Granite Cloth, an all-wool material, 44 in. wide, yd. \$1.00

These AT 1.50 Chiffon Taffeta Silk, shown in navy, Gobelins, rose, russia, Nile, Heliopolis, Dresden, brass and taupe, 44 inches wide, the yard, 1.50



While They Last—12 Up to \$75 Wardrobe Trunks Special at 24.75

Muslin Wear!

Five special Women's Undermuslin dresses which inventory has brought to light.

Blankets!

\$10 Eiderdown-Filled Comforters, mercerized, 7.75
\$7.50 White Wool Blankets, attractive colored borders, slightly stock soiled, reduced to 5.15

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