

Mail Orders FILLED In a Hurry!

News of Newer and Better Things, Savings of Dollars and Other Happy Accomplishments of Meier & Frank Hands and Heads!

"Delineator" for March, 15c Now Ready!

Meier & Frank Co.

1857 1913 THE QUALITY STORE OF PORTLAND

Fifth, Sixth, Morrison, Alder Sts.

This Is One of the NEW HATS

Don't fail to see the scores of other models in our Millinery Salons.

All are new, charming and effective in their designs.

Here you'll find the latest models from Vogue, Hyland, Phipps, Knox and Burgess—all are in abundance.

Also modish untrimmed shapes in greatest variety—ad for their adornment the flowers, fruits, fancies and novelties that are to be the fashion this season.

We heartily welcome all to our Millinery Salons. —Second Floor, Sixth-St. Bldg.



Come Tomorrow—See Our Women's Smart New SUITS AND COATS

The trend of Dame Fashion's decrees in women's Spring apparel for the season of 1915 is becoming more evident each day.

Yes, the styles are "different"! And do you know what the general air is? A foundation of COMMON SENSE, developed along graceful lines, with very individual touches that give dash and style to the models.

The NEW SUITS The NEW COATS

Navy, Copenhagen, tan, sand and putty shades, new style coats and skirts, in misses' and women's sizes, moderately priced at \$15 to \$75.

Special Lines of Suits Priced \$25, \$30, \$35

The New Golfing Suits First time shown in Portland. Made of firmly-woven Jersey knit material, in Norfolk style.

Tan covers lead in style, with white chinilla, black-and-white checks in short and three-quarter lengths.

Special Lines of Coats Priced \$25, \$30, \$35

Mandelberg Auto Coats shown in an assortment of light gray, tan, Oxfords and brown mixtures.



Hosiery and Underwear

Women's 3/4 Cotton Hose, light weight, black with lavender bandings. Double-fashioned soles, high spliced heels.

We're Now Showing a Profusion of Dainty New Undermuslins

Every Garment Bearing Consumers' League Label



The label of the Consumers' League on any garment guarantees that it has been made under the most perfect sanitary conditions.

New Gowns, in slipover and high-neck, open-front styles, made of cambric and nainsook, lace and embroidery.



New Skirts, made on the straight line, some plain, others with deep embroidery, flouncing.



Some New and Lovely Tub Fabrics

Just a handful of the many new wash goods arriving daily.

A Lovely Silk and Cotton Crepe de Chine comes embroidered \$1 in colors, 38-inch.

1915 Models of Madame Irene Fine Corsets

Now Being Exhibited in Our Corset Salons

The beautifully modeled Madame Irene Corsets for the season of 1915 have arrived, and women who KNOW Corsets are flocking to our salons to be fitted.

The Madame Irene is the PERFECT CORSET, designed by a woman who is unusually equipped for the work both by natural endowments and years of experience.

Design, material and workmanship are the elements that make up a corset and the design is the predominant factor.



1600 Pairs of Women's Perrin's Fine French KID GLOVES

This is a sample line of Gloves used by the New York house and traveling men representing the famous French makers, Perrin & Co.

PERRIN'S 1.25 TO 1.50 GLOVES

98c

PERRIN'S 1.75 TO 2.50 GLOVES

1.39

Real French kid, glace, suede, cape suede, cape skin and mocha, in black, white, tan, gray, mode and champagne.

The "Dorothy Perkins" Adjustable Dryer For Infants' Clothing

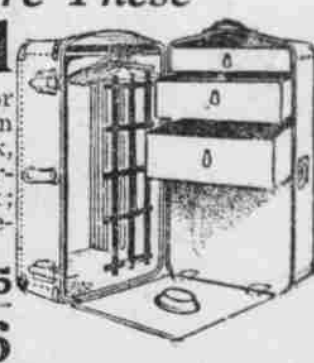
This dryer, is so constructed that it will stretch the garments to the correct size, or the size you desire.

Special demonstration and sale in our Infants' Department tomorrow. Price \$12. —Second Floor, Sixth-St. Bldg.

We're Discontinuing Several Models--Therefore These "Indestructo" Trunks Reduced

It is a well-known fact that "Indestructo" Trunks are sold under restricted contract, and the prices never vary except as in this sale of discontinued models.

Every "Indestructo" Trunk is guaranteed for five years against damage or total destruction by fire, or loss in transit; breakage of box, whether through carelessness, neglect or otherwise; breakage of all metal protections or lock; breakage of trays or inside accessories or defective workmanship.



Our Home Furnishings Sale Offers Four Big Odd Lots in Blankets

\$6.00 White Wool Blankets, the Pair 4.75 | \$7.00 White Wool Blankets, the Pair 5.75 | \$10 White Wool Blankets, the pair 7.75 | \$15 White Wool Blankets, a Pair 12.95

In Our Great Home Furnishings Sale Tomorrow Is Oriental Rug Day

We have a limited number of beautiful and high-grade Oriental Rugs in carpet sizes, as well as small rugs, that we are closing out at about half the regular prices.

One \$125 Kermanshah Rug, 8-9x12-0, at... \$150.00 | One \$75 Kermanshah Rug, 4-3x6-6, at... \$ 37.50 | One \$475 Kermanshah Rug, 8-7x11-9, at... \$237.00 | Fifty up to \$75 Iran Rugs, average size 4-5x7-2, at... \$ 49.50 | One \$400 Kashan Rug, 7-11x11-5, at... \$200.00 | Twenty-five \$45 Iran Rugs, average size 4-0x6-0, at... \$ 28.50 | One \$275 Mohal Rug, 9-0x12-2, at... \$137.50 | One \$300 Serapi Rug, 9-0x12-0, at... \$150.00

Our Home Furnishings Sale Offers \$4-\$5 Scrim Curtains 1.98

Here's a typical Meier & Frank bargain—a forceful example of the many scores of value-giving items in our Home Furnishings Sale.

NEW PORCH CUSHIONS. 98c. Just arrived from Japan. Suitable for porch use, willow chair cushions or for office use.

Grid of 1/2 PRICE labels and text: Tomorrow Our Home Furnishings Sale Emphasizes the Fact That We Have About 300 Pieces of Furniture at 1/2 Price. This is a radical disposal of odd lots, discontinued patterns, samples, etc., gathered from nearly every section of our stocks.