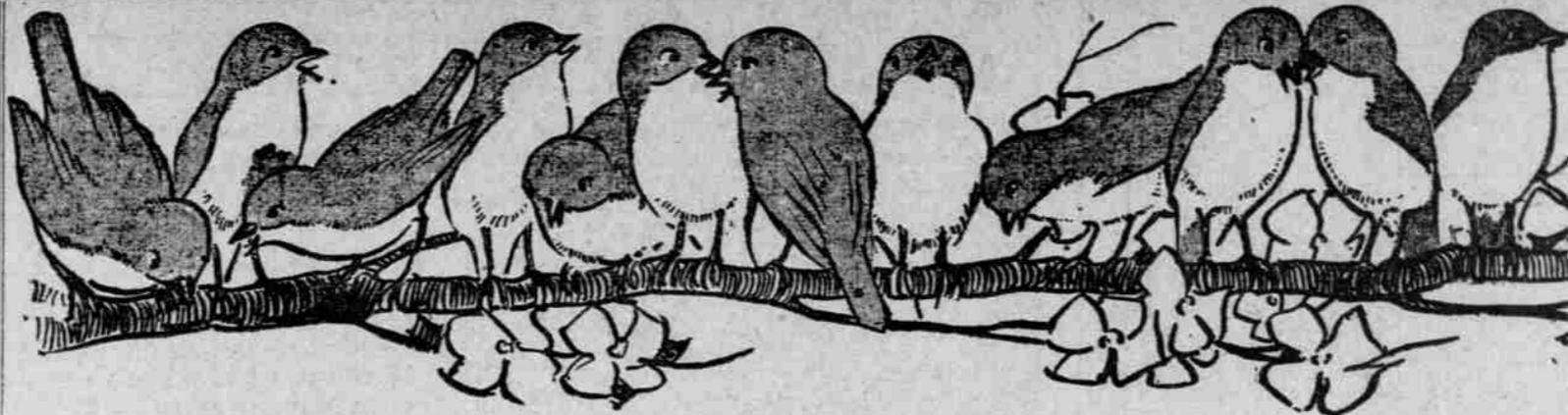


Just Arrived!
\$1.25 Taffeta
Silk 98c

The most wanted fabric of the season.

One Yard Wide
 Here's the choice of colors at your disposal:
 Greens White Gobelins Yellows Pinks
 Apricot Nile Green Cream Alice Blue Navy
 —Third Floor, Sixth-St. Bldg.



Souvenir Spoons 10c
 California, Oregon, Washington and Missouri States
 By special arrangement with the maker's representative we are able to announce this sensationally low price of 10c.
 The California State Seal Spoon goes on sale tomorrow for the first time. Get one and add it to your collection. All the other states are yet to come.
 Each spoon sold with R. Wallace & Sons Mfg. Co.'s written guarantee.
 —First Floor, Sixth-St. Bldg.

New Spring Suits, Coats, Dresses for Easter!

In the history of "The Big Store's" 58 years' rapid rise and ever-broadening scope of service, we have never before shown such a beautiful collection of Suits, Coats, Wraps, Dresses and Gowns.

Maker's Samples of Women's Neckwear

Newest and most desirable styles, comprising 2400 pieces, and including collars, sets, gumpes, vestees, fichus and many color novelties.

35c and 50c Neckwear | 75c, 85c-\$1.25 Neckwear
 Special Monday 25c | Special Monday 59c
 Many women will buy for Easter wear.
 —First Floor, Sixth-St. Bldg.

They Have Arrived! Perrin's New Gloves

We've received a full assortment of these famous French Gloves (scores of women will wear no other make)—and are prepared to serve all with Every Color! Every Style! Every Size!

Prices \$1.50, \$1.75, \$2, \$2.25 and up to \$5. Plus expert fitting by expert fitters.
 —First Floor, Sixth-St. Bldg.

Very Dainty Are These New Sleeve Bodices

They are all specially designed for wear with sheer waists.

Of Crepe de Chine at \$1.98
 White and flesh tints, lace top back and front, forming sleeve, kimono style.

Of Nainsook at \$1.25
 Puffed sleeves of lace insertion, front inset with organdy medallions and lace insertion, and finished at waistline with lace and ribbon beading.

\$2.75 Corset Covers \$1.59
 Washable chiffon, white and flesh tints, hemstitched and picot edges, and ribbon trimmed.
 —Second Floor, Sixth-St. Bldg.

Models from the finest dressmakers in New York, who have sent us styles inspired by **Worth, Beer, Jenny, Dreccoll, Klein Agnes, Paquin, Decillet, Bernard**

The woman who demands originality, grace and beauty will certainly find it in the quaint, pretty styles we are now showing for the Spring and Easter of 1915.

Women's Spring Suits in half Empire smart novelty effects showing the high-waisted Empire, Norfolk, belted, fancy and plain tailored models, in such materials as Gabardines, Poplins, Homespun, Tweeds, Mannish Serges, Silk Poplins, Checks, etc. Splendid styles in medium-priced Trotteur Suits at... **\$17.50 to \$35**

Ultra Spring Suits designed to please the fastidious woman. The fabrics include Faille Silk, Taffetas, Combinations of Moire and Taffeta, Taffeta and Serge Voile and Taffeta and other smart combinations, illustrating artistic ideas from the foremost foreign designers. Jaunty Etons, smart Bolero, hip length and 34-inch belted models, exquisite linings and trimmings... **\$32.50 to \$65**

Women's Silk Dresses are most charming this Spring—the style changes are radical. The plain circular Skirts are in evidence with the tight-fitting bodice reminiscent of Colonial Days. Materials include Taffeta, Crepe de Chine, Gros de Lourdes, Faille Silks and Mannish Serges at **\$12.50 to \$39** moderate prices, priced at

Women's Spring Coats in the very latest models, including Empire and loose effects, with or without belts. Made from Poplins, Tweeds, Chinchillas, Gabardines, Serges, Coverts, Checks, etc. Suitable for Auto, for Street, or for General Wear. Women's Spring Coats... **\$10, \$15 & \$22.50**

Women's Spring Coats for Limousine and Afternoon wear of Faille Silks, Bengalines, Moire Mistrel, Worambo Coverts, Imported Cords, Plaids and Fancy Mixtures. Exclusive designs with novelty linings... **\$25, \$37.50 & \$45**

The Newest Skirts show the suspender effect which is particularly good for small Women, Misses and Juniors. Tailored Skirts come in circular, flare or plaited effects. Materials include Chuddah Cloth, English Tweeds, Imported Cords, Novelty Checks and Plaids... **\$5 to \$10**

Afternoon and Evening Frocks Smart for Matinee and Evening wear, of Gros de Lourdes, Satin, Charmeuse, Georgette Crepe and Faille Francaise. Colonial models in Empire effects enjoy great vogue. Some with three and four ruffles around the widely flaring skirt. The new colorings are watermelon, pink, old ivory, king blue, pastel shades of colorings... **\$25, \$35 to \$97**
 —Fourth Floor, Sixth-St. Bldg.



New Silk Faille Ribbons in a Sale

All pure silk in plain and moire effects, widest possible range of staple and new colors. Bought at a special price, we give you the saving.

85c Quality | \$1.25 Quality
 6 1/2 In. Wide | 8-In. Wide
 Special Monday 59c | Special Monday 85c
 Used for millinery, sashes, hair bows, girdles, etc.
 —First Floor, Sixth-St. Bldg.

McCallum Extra Size Silk Hosiery \$1.50

A most popular favorite with Portland women. Here in the new shades—Palm Beach, sand, new grays, taupe, champagne, bronze and others. Regular and extra sizes.

Women's Fiber Silk Hose 50c
 New! Black and white only. Extra sizes, made with ribbed tops.
 —First Floor, Sixth-St. Bldg.

New Things for You in Laces, Embroideries

Practically every conceivable style is here—too many to list. Here's a hint:

\$1.25 to \$1.75 Flouncings 98c
 45-inch voile and batiste, some elaborate, others simple, conventional designs.

Net Top Laces 50c to \$2.50
 White, cream, two-toned effects and sand. The designs include filet, Margot, Point Gaze and Plumetic.

Georgette Crepe \$1.50 to \$2.75
 Leading colors, one of the fashionable waist fabrics this season.
 —First Floor, Sixth-St. Bldg.

See Back Page 12 of the Society Section for our Other Page Ad of Drugs, Toilet Articles, Corsets and Furniture.

Store Your FURS here and now in our Cold Storage Vaults on the premises. Moderate charges. Drop a postal or phone and we'll call for them.

An Open Letter to Kodakers!
 Bring in your films tomorrow for expert developing and printing. An expert, formerly with the Eastman Company, is here to do the work, and you're assured satisfaction. We get the most out of every film.

A Triumphant Success! Is the Opinion of Our Patrons of the Showing of Our Latest New Millinery For Spring and Easter Wear



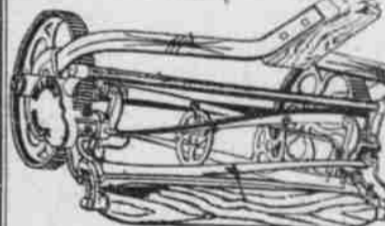
\$7.50, \$10, \$15 Others from \$5.00 to \$125.
 It is a revelation to the women of Portland of the very newest, most novel and really practical millinery which has received Fashion's seal for the Spring season.
 The unusually broad range permitted by the accepted models for Spring, 1915, both as to color and shape, has enabled our makers to exercise their judgment in a way that has been less hampered and confined than in years.
 Consequently, your choice this season is exceptionally wide. No matter what your taste, you may be suited HERE—economically and well.
 —Second Floor, Sixth-St. Bldg.

New and Charming Waists, \$5, \$7.50, \$10

The women who like dainty Waists will approve these wonderful models of exceptional quality crepe de chine, Georgette crepe, lingerie, chiffons, shadow and metallic laces. Dainty designs for all occasions. Whether you want a tailored Waist or a dress Waist, you will find it in this large collection.
 —Fifth Floor, Sixth-St. Bldg.

Baby Carriages

Go-Carts, too! All new, 1915 models. Come in and let us demonstrate them to you.
"Fulton" Go-Carts
 Twenty different styles, the greatest showing ever made in Portland at **\$6.50 to \$21.00**
The "Whitney" Make
 Baby Carriages, Chaises and Perambulators, in 40 different styles. Priced from **\$16.50 to \$45**



Ready for Action! These Lawn Mowers
 Every style and every price in the genuine "Philadelphia" and "Reliance" makes.
"Philadelphia"
 14-in. "K" Style, \$ 8.50 & \$11
 16-in. "K" Style, \$ 9.50 & \$12
"Reliance"
 12-inch Lawn Mowers, \$3.35, \$4, \$4.50, \$4.75, \$5.25.
 14-inch Lawn Mowers, \$3.50, \$4.25, \$4.75, \$5.00, \$5.50, \$5.75, \$6.50.
 16-inch Lawn Mowers, \$3.75, \$4.50, \$5.50, \$6.00, \$7.00.

The New Petticoats Are Here!



New Styles! Wide Widths! New Colors!
 Petticoats are again the fashion! Below we list a few of the newest novelties.
At \$5 A black and white checked taffeta, circular ruffles of Belgian blue or black. Also plain shades. Plain shade, black and white stripe satin, ruches and corded effects. See these handsome styles.
At \$6 A new all-taffeta "Eppo," fancy corded flounces, finished with ruche and underlay.
At \$5 Beading satin, guaranteed, circular flounce, knife pleating, very effective.
Petticoats \$3.69
 Last season's "Eppos" and others, adjustable, all Jersey or messaline, good colors.
 —Fifth Floor, Sixth-St. Bldg.

\$3.50 Curtains
\$2.45
 Nottingham lace, white, fresh, clean stock, in pleasing patterns.
 —Temporary Annex, Ninth Floor.

A Fine Rug Is a Lifetime Investment

and these fine French Wiltons, Hardwick Wiltons and Bundhar Wiltons may be truly termed as such.
 And since their wonderfully firm, even texture permits of the most artistic color treatment, they rival the rarest of Orientals in richness of tone and harmony.

Bundhar Wilton DURABLE AS IRON

Size	French Wilton	Hardwick Wilton	Bundhar Wilton
22 1/2 x 36	\$ 4.25	\$ 4.00	\$ 3.75
27 x 54	6.25	6.00	5.50
36 x 63	9.50	8.50	7.75
4-6 x 7-6	20.00	19.00	18.00
6 x 9	37.50	32.50	30.00
8-3x10-6	53.75	50.00	45.00
9 x 12	60.00	55.00	40.00

These Rugs can be had in the following sizes:
 10-6x12
 10-6x13-6
 11-3x15-0
 We also carry special sizes, such as
 We make a specialty of odd and extra large sizes, which can be supplied on short notice.
 We will be glad to show them to you and to lend you such assistance as you may wish. They are sold exclusively at Meier & Frank's.
 —Temporary Annex, Seventh Floor.

Meier & Frank Co.
 1857 1915