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Society Section of this paper for our other

Big Ad

We Are the Sole Agents

in Portland for Athena Underwear for women and children.

Meier & Frank Co.

1867 1915 THE QUALITY STORE OF PORTLAND Fifth, Sixth, Morrison, Alder Sts.

We Are the Sole Agents

in Portland for Madame Irene Corsets the finest there is made.

Charge Purchases

made balance of this month will be rendered

May First

Easter Dresses \$17.50

Very effective stiff taffetas and other old-fashioned-appearing silks are used in these dresses. One model shows touches of pretty silver embroidery on basque, and skirt pockets. Made in a quaint style that matches the material.



Easter Dresses at \$22.50

Black and white checked silks in very pleasing models, made with Zouave jackets, and lavishly trimmed with wide black velvet ribbon on jacket and deep tunic, girdle of green satin and dainty lingerie collar and vestee. The modest outlay of \$22.50 puts within the reach of every woman a dress unexcelled for style and service.

Sport Skirts for \$6.50

Also Golf Skirts. Made of white corduroy or Palm Beach cloth, buttoning down the front, stitched belts and patch pockets. These Skirts, designed primarily for service, are decidedly smart withal.

Silk Skirts for \$12.50

New Chiffon taffeta. Made in the new spiral style—a very attractive and bound-to-be-popular model. Very popular for wear with the fine lingerie waists for house or street. No end of originality has been introduced into the new Skirts for Spring and this charming group is truly representative.

White Coats for \$12.50

A large shipment of these White Chinchilla Coats has just been received. Coats in three-quarter length models, full flare style with belted back. All sizes to select from.

Your New Suit, Coat, Dress or Skirt for Easter Is Now Here, Madam!

The marked success of our women's Apparel Shop has been largely due to the careful consideration given to types in the choosing of the stock. Some one of the several hundred garments in our salons was chosen with you in mind. Not you as an individual, of course, but you as a representative of a type. Garments are not brought in here merely as garments, but each selected to take care of a known want—to please certain tastes, to fit and become certain types of figures and to be appropriate for certain occasions. That is why we feel safe in saying now "Your new Suit, Coat, Dress or Skirt for Easter is here, madam"! The pictures and the few items here merely touch the "high spots." The depth and breadth of a real apparel shop can only be appreciated by a personal inspection. And your inspection, besides affording satisfying knowledge, will prove a delight.

New Ideas Galore! Every One Decried by Paris and New York in Our Splendid Showing of NEW EASTER BLOUSES

So many women depend upon Meier & Frank's for Blouses that our Blouse Section has become widely known as "a Store of Novelties in Itself." Here are just a few of them:

- Plain and fancy cotton crepes and voiles, long sleeves, high or low collar effects, priced at...\$1.50
Allover embroidered voiles, white or sand color, long sleeves, high or low collars, priced at...\$2
Crepe de chine blouses, flesh or white, long sleeves, low collars, are priced at...\$3.75
Washable satins, laces, messaline, crepe de chine and combinations, all colors, many styles...\$4.85
Georgette crepes in flesh, yellow and white, self-trimmed, embroidered or lace-trimmed...\$6.50
Hand-embroidered, lace trimmed or plain voiles, long sleeves, high or low collar effects...\$8
Georgette crepes, laces, nets and combinations, hand-embroidered, bead and self-trimmed...\$14



Time to Store Your Furs

Now! Now! In our vaults. Better than all the moth balls ever made. Here they are free from moths, dust, moisture and safe from burglars and fire—all for a most moderate charge. Send a card or phone Marshall 4600—A 6191. Furs received Fifth Floor, Sixth-Street Building.

Easter Suits at \$25.00

Developed in serge and wool poplin, in navy, Belgian blue and checked materials. The stylish flared skirt, pleated at waist line, with belt extending over the pleating. New flared collar with over-collar and cuffs of blue satin and white faille.

Smart Suits at \$35.00

A very good range for selection in these suits. Navy blue serges, made with the new Zouave jacket effects, silk cord trimmed, and up-to-date fashioned skirts. Splendidly tailored. Black and white checked models, made in semi-dress styles, with separate vest, really three-piece suits. Attractively trimmed with braid, satin and novelties.

Misses', Juniors' Suits \$20

Snappy little models, made of all-wool black and white shepherd checked material, with box-pleated skirt and coat. Lined with beau de cygne. Very youthful and attractive models.

Covert Coats for \$20.00

Made in the simple but elegant plain-tailored styles, finished with mannish reyes, full-length, set-in sleeves, finished with plain turnback cuffs. These Coats are the type that is best adapted to general utility and traveling wear.

Plaid Coats for \$27.50

Smart black and white checked, all-wool material. Coat made with flared skirt, quaint pleated Empire waistline and collar upon a foundation of black satin, attractively button trimmed.



We Are Headquarters for John S. Brown's

"Shamrock" Linens

Made in Ireland; pure linen. Unexcelled.

We Are Headquarters for Boys' favorite make

"Sampeck" Clothes

They are without a peer. 8 to 18 years.

We Are Headquarters for Men's celebrated fine

"Gotham" Shirts

New Spring patterns and all fabrics.

We Are Headquarters for Women's well-known

"Crowley" Neckwear

Dozens of the best designs on display.

We Are Headquarters for Those women's popular

"Eppo" Silk Petticoats

Beautiful colors. Fitted elastic tops.

We Are Headquarters for American Lady and

"Madame Lyra" Corsets

Diversity of models and styles.

We Are Headquarters for Women's far-famed

"J. & T. Cousins" Shoes

Unsurpassed for style and quality.

All Reduced! Our Long Kid Gloves

Greatest stock in the Northwest to choose from. Such makes as Perrin's, Reynier, Trefousse, Dent's, Ireland Bros. and Bacmo.

In glace, suede and chamois in black, white and colors. 12, 16, 20 and 24-button lengths. All sizes.

- All \$2.50 Long Kid Gloves...\$1.85
All \$3.00 Long Kid Gloves...\$2.19
All \$3.50 Long Kid Gloves...\$2.69
All \$4.00 Long Kid Gloves...\$3.19
All \$4.25 Long Kid Gloves...\$3.39
All \$5.00 Long Kid Gloves...\$3.98
All \$5.50 Long Kid Gloves...\$4.49

Expert fitters will give you most satisfactory attention.

Women's \$1.75 and \$2.00 French Kid Gloves Now at \$1.33

Our own special importation, black and white, three-row fancy embroidered backs, two-clasp pique sewn.

Women's \$1.75 Reynier Gloves, Special Tomorrow \$1.33

"Suzette" French Kid Gloves in black, white, gray and tans, with three rows fancy stitching on backs. Three-pearl clasps, overseam sewn, all sizes.

Women's \$1.50 to \$2.25 Perrin's Kid Gloves, Special for 95c

Remainder of samples from the great house of Perrin, about 300 pairs in lot.

An Easter Sale Linen Handkerchiefs

65c-\$1 Women's Linen Kerchiefs 43c, 3 for \$1.25 Real Madeira hand-embroidered initials and scalloped edge; openwork long initials; Mouchoirs initials made in Switzerland; hand-embroidered corner designs and real Armenian lace edged.

For Easter—This Sale Women's Neckw'r, 6 Lots

Every piece of Neckwear that we're including in this remarkable sale arrived at this store during the last four weeks.

There are collars, collar and cuff sets, vestees, guimpes, quaint neck ruffs and novelties, reduced as follows:

- 35c Neckwear, special at...27c
50c Neckwear, special at...43c
85c Neckwear, special at...73c
\$1.25 Neckwear, special at...\$1.09
\$1.75 Neckwear, special at...\$1.49
\$2.25 Neckwear, special at...\$1.89

Easter Millinery

Hundreds of Hats in Creations That Are Original, Distinctive, Exclusive---No Two Alike

From the best designers of Spring Millinery come these Hats that are ultra smart and priced at figures such as \$5, \$7.50, \$10, \$15, \$20, \$25 and Up which have made Meier & Frank's Millinery Salons famous.

Such Famed Makers as Vogue, Burgess, Hyland, Knox and Phipps

Thus assuring you of styles that are right up to the minute

Day by day, almost hour by hour, novel conceptions arrive from these makers that really make our variety bewitching and almost bewildering in its comprehensiveness

Inexpensive and pleasing are the prices we ask, yet there's not the slightest hint of anything ordinary about these Hats.



- Little Hats
Medium Hats
Cornered Hats
Large Hats
Wide Brimmed
Sailor Hats
Tailored Hats
Scoop Hats
Flat Flower-on-brim Hats
Black and White Hats

Every new idea that has found favor for the Easter and Spring seasons finds a place here.

We have accorded our displays a forethought well in keeping with our established reputation. The result is a wonderful showing of the greatest possible interest to every woman.

Popular Styles in Easter Footwear

The newest modes in women's low Shoes and Pumps include:

The "Broganette" at \$7.00

A street pump made on an entirely new two-button pattern, in patent colt and fine surpass kid, fine hand-turned.

The "Onyx" for \$6.00 and \$6.50

A new pump pattern, in patent colt with narrow white beading around top of vamp, or patent colt vamp and natural buck back, welt sole, French heels.

The "Layola" for \$6.00

A new 1915 model with patent vamps and gray, sand or black cloth tops. J. & T. Cousins' make.

Four-Strap Pumps \$3.50

Will be very popular this Spring. Shown in patent colt and soft mat kid.

Children's Shoes, \$1.00 to \$2.50

Full assortments of high and low shoes in the latest styles, including the popular "Mary Janes" and two-strap slippers, in patent leather or gunmetal, all sizes.

For Easter! Wear

"Silk Maid" Hose at \$1

The Hose that is famed all over Portland for its goodness.

There is no better Hose at one dollar. Shown in black, white and all leading new Spring colors.

McCallum's Silk Hose in 50 Different Shades, for \$1.50

For those who want a higher grade Hose we can recommend no better quality than this at \$1.50 the pair.

The "Idaho" Souvenir Spoons



Each 10c By Mail 3c Extra

Specially made for Meier & Frank Co. by the well-known silversmith, E. Wallace & Sons Mfg. Co., makers of the celebrated "E. Wallace" wares, as well as many patterns of sterling silver. Their guarantee is wrapped around each of these teaspoons. Souvenir Spoons of the following States: Oregon, California, Washington and Missouri at 10 cents each.