

—Our Priscilla Tearoom satisfies the most exacting—more patronize it every day—Ninth Floor.

—“Silk Maid” \$1 Hose, finest dollar stockings on the market. All staple and novelty shades.

—Skirts accordion or knife pleated, \$1—Skirts cut to measure free if materials purchased here.



—We baste and fit ready to finish plain-tailored skirts, 50c; pleated skirts 75c—Second Floor.

—Exclusive agents boys’ “Sampeck” Clothes and “Kaynee” Wash Togs. Complete Spring lines.

—Portland women are enthusiastic in their approval of our hygienic Beauty Shop.

See Our Windows

—What a perfect wonder-world they are! What backgrounds! What color harmonies! What lifelike figures! What posing! What draping! What supremely artistic arrangement! You must see them all: The impressive “Bakst” panel in our Fifth and Alder corner windows, with its adaptations from “Narcisse,” “Afternoon of a Faun” and “Peri,” after the scenery and costumes by Leon BAKST for Serge Diaghileff’s Ballet Russe. The Nile Green Window

on Fifth Street and its beautiful Purple and Lavender companion, both showing gowns cunningly draped from uncut material. The alluring pink scheme of the Corset display. The tots’ window, with its dainty little chariot. Our great Morrison Street showing of men’s and boys’ things. In short, every window exhibits some exceptional display—Fifth, Sixth, Morrison and Alder—on every side there’s something new and wonderful for you to see and admire.

Spring Style Exhibit at Meier & Frank’s

Ready! At the moment you read this the stage is set, the curtain has gone up on Portland’s Spring 1916 Style Exhibit, and the show is on! Every man, woman and child in Portland—everyone who sees this announcement—everyone who has heard of such a thing—is invited to attend today—the opening day—and every one of the three succeeding days, and see the great—the leading role—played by Meier & Frank’s. This wonderful new store—outside and inside—is given over to the presentation of the authentic new



Spring modes. We feel like a proud hostess who knows that everything has been done to make things interesting for her guests. Our stocks were never better supplied with merchandise befitting the season and the season’s needs than now—merchandise that has come from our regular sources of supply—measuring up to our most exacting standards of worth and serviceability. Sunday—the inaugural—is devoted entirely to our window displays. We know that this exposition is worthy a special journey alone.

Apparel for Street, Shopping, Business, Sports, Dress, Afternoon, Evening and Dance Wear. Hats and Accessories.

The Spring Style Exhibit Will Continue Until Wednesday Night—New Things Daily at Meier & Frank’s—COME!

Spring Blouses

—Blouses this season are objects of sheer beauty! Elegant simplicity is the keynote—simple as to line and style—with embellishment of artistic handwork or a bit of fine lace.
—Will o’ the Wisp, the new material, is as fascinating as its name. One particularly fetching blouse of this is in flesh tint, with rings of blue beads and a touch of natter blue velvet.
—A Nilegreen chiffon has the most fascinating stitchery of tiny white leaves to add to its delicate beauty. Touches of hand embroidery enrich the deep, reverse-like frills of a blossom-colored Georgette, while rows of double hemstitching add to its transparency.—Bindings of pale green lend freshness to the soft flesh tone of a flesh-colored crepe, while brilliant scarlet touches give a tone of daring to the pure whiteness of another Georgette.—It has been many a long day since blouses so utterly enchanting, so daintily simple, yet smart, have been shown in the numbers now to be found in our Waist Shop.
—Fourth Floor, Central.

Spring Suits

—Suits as delightfully different as the women who will wear them—as crisp as the air of an early Spring day—are gathered here from the hands of the world’s best designers. They show as many “periods” as history has made and show the influence of many countries in their making. Spanish Boleros are fetching in three-piece models, with sheer sleeves and touches of braid or embroidery. A French suit of blue silk on quaint lines has a touch of unexpected contrast in its Japanese crepe lining. Saucy little Etons, old-fashioned basques, close shouldered jackets, flaring at the hip line, strive for supremacy, and each has a coterie of loyal followers. Taffetas, crisp and plain, with skirts full and flaring, abound in infinite variety. Some are of solid tone, while others have a woven stripe to break the monotony and lend a bit of color to their days. Suits for matron or maid were never so decidedly “different,” so intensely interesting and so truly beautiful as those now being shown in our Apparel Shops!

Spring Coats

—Ruffles, ruffles, everywhere—at throat, at wrist, at hem—and little frilly capes between—that is what you will see in the newest and most approved wraps for Spring! A twilight blue taffeta fits snugly at the shoulders but wanders far from the hips, where it ends in a ruffle. Deep frills, which cannot decide to go up or down, fall over the wrists.—Black velvet about six inches wide around the bottom of another coat gives a note of strong contrast to its brilliant rose hue. A little yoke fits close to the shoulders in front and the coat proper falls full from this and from under a cape collar at back.—Delightfully soft satins in pastel tones are of generous capelike fullness, softly bound round with marabou—ideal wraps for evening wear. Coats without number await your inspection.

Spring Dresses

—Douillet, Paquin, Worth, Jenny—and all the other names that conjure up visions of Paris Salons, wonderful gowns and beautiful women—have combined to make this the most notable gathering of wonderful frocks! Line, color, material—the three essentials in the making of truly beautiful frocks—have been carefully considered. An afternoon frock of Chinese blue taffeta with fullness over hips held out by beads, flat in front and back, has touches of cartridge shirring and metal stitchery to make it irresistible. A blossom-colored taffeta with clusters of black and white stripes has delicate peach-colored Georgette sleeves and bodice. Wonderful evening frocks are so sheer and filmy that only the jet or metallic lace trimming seems to hold them to earth. Of these distinctive models—there is only one of a kind! We have never shown frocks more radiantly lovely, more beautifully becoming, more widely varied than now in the great Spring Style Exhibit.—Fourth Floor.

For “Flappers”

—In England they call them “flappers”—here we refer to the “awkward age,” but we believe actual justice demands that we assume our responsibilities and acknowledge them of the “neglected” age.
—Neglected no longer, however, for young American girls have apparel especially designed for them and we have paid as much attention to procuring it for them as for their mothers and older sisters.
—We have chosen garments that are truly youthful in cut and style, with a tendency to bring out the sweet, pliant suppleness of youth, to lessen its “gaucherie” and add the smartness demanded. Pretty little Norfolk of navy serge and gabardine or black and white checks are delightfully becoming, while cape effects are especially “young” in line, and the new touches of stitching and novel belts are picturesque. Smocks are delightfully artistic—especially the new ones of cotton gabardine, in brilliant orange or rose in three-quarter length. These in sizes 16 and 18. Truly, the day of the “flapper” is here, and her apparel abounds on our Second Floor.
—Second Floor, Sixth Street.

Lovely Spring Laces

We Are Ready With a Complete Showing of
Purchased Early Last Fall From the Leading Importing Houses of the East
—Laces were never lovelier, never more fashionable! One of the paradoxes of whimsical fashion—just when laces are scarce. But not with us! We purchased early, and plentifully, and our reward is FULL ASSORTMENTS! Just a word about some of them.
—Chantilly laces are wonderfully beautiful, true-to-life copies of the real “Spanish Lintra” closely resembles the old Spanish laces and comes in Shantung and pongee shades. Fillet laces, hand-made and exact imitations, and lovely applique Vals, from Calais, one exclusive set consisting of 45-inch flouncing, 10-inch galloons and narrow edging, is unusually attractive.
—Lace flouncing, combining dainty pastel shades, metal effects and other novelties, is here in abundance—and perfectly charming. One novel design is a fillet mesh with dull rose and green combined in the pattern. 25 inches wide. Lovely metal cloths—silver, gold, green, blue and rose—decidedly lovely when used under the filmy laces.

Piquant Are the New Veils

That Dame Fashion Has Designed for Spring
—Veils—their name is legion! And so becoming—and such an adjunct to even the prettiest hat, in fact a properly draped veil is almost the entire trimming of many hats.
—The new “Peacock” veils are beauties, short over the face, with long flowing ends. The “Tea” Veil is another short-front veil, and very fashionable.
—Black is the leading choice—but colors, too, are good. These new drape veils are priced \$1 to \$2.50.
—Main Floor, Fifth Street.

Do Your Furs Retain Their Luster? Telephone Marshall 4600, A 6101—and we will care for them in our cold, dry-air storage vaults, where the skins will be kept safe from fire, theft, moths and loss

Embroidered Spring Gloves \$2.25

—Perrin’s finest French kid—white, black and the new Spring shades, fancily wide embroidered backs in contrasting colors. Two pearl clasps, pique sewn, all sizes. Just in.

Perrin’s Washable Gloves \$1.75

—Fine, velvetlike finish doeskin and chamois—pure white and natural. Plain stitched and black embroidered backs, pearl buttons at wrist.
—Main Floor, Fifth Street.

Millinery Salons Fourth Floor Sixth Street



Millinery Salons Fourth Floor Sixth Street

Chic Chapeaux

Exquisite Importations and Glorious Model Hats
—In the dispute as to height of crown and width of brim, your own sympathies will have to decide for you. You will find charmingly large flat hats with low crowns, and incomparably smart small ones with high crowns, so suit yourself and choose the style most becoming to you! Enough to say, we have just unpacked some wonderful models by

Georgette Waters Lichtenstein
Madam Lenore Vogue
Knox Kurzman

—The names tell the whole story. From the hands of the world’s artist-milliners, we have assembled the most exquisite headwear you could desire for Spring and Summer. The range runs from the sheerest, daintiest Spanish lace pokes, through the graceful, delicately trimmed leghorns to the all-black Milans and hems, with every intermediate style you can conceive.
—It is a wonderfully varied and delightfully original display of millinery that awaits your inspection in our Spring style exhibit.
—Fourth Floor, Sixth Street.

Exquisite Negligees

For Fastidious Women We Have Hosts of
Crepe de Chine Daintily Trimmed With Chiffon Laces, Ribbons and Hand-made Roses
—Such fluffy, fairy-like creations, and yet, for all their beauty, practical and wearable! No woman can resist them, and no woman but can find her individual taste gratified in the assortment of negligees we’re showing.
—Splendid quality crepe de chine, lovely shades of shell pink, light blue, maize, orchid, rose and delft blue. Many are draped with soft laces, made with coatee, trimmed in chiffons, cords, silk laces and the daintiest hand-made roses. Priced at \$7.50 to \$25.
—For more practical wear are the new figured China silks, made kimono fashion. Pretty shades of wistaria, navy, light blue and red. Priced \$3.95 to \$10. Light-weight albatross kimonos are also shown—splendid shades, some hand-embroidered, others with lingerie collars and cuffs. Priced at \$3.95. New messaline silk matinees, in soft shades, priced at \$7.50.
—All are new and many go on display for the first time in our Negligee Shop tomorrow.

New Spring Corsets Just In

Madame Irene Madeline Successo
—With all the innovations in corsetry sanctioned by Fashion! Our corset shops are showing bigger and better assortments than ever. Expert corsetiers will advise what models are suited to your figure.
—Madame Irene Corsets, priced \$6.50 to \$15.
—Madeline Models, priced from \$6.50 to \$15.
—Successo Corsets, priced from \$2.00 to \$6.50.
—We are Exclusive Agents for Madame Lyons, American Lady, Redfern, Warner, Frolasat, Smart Set Corsets. —Third Floor, Sixth Street.

Sole Portland agents “Society Brand” Clothes for Young Men and Men who stay young. New Spring “Invincible” Suits at \$16.50, sold only by us. See our big new exhibit on the Third Floor. Come in tomorrow!

Very Newest of Ribbon Girdles

—Here tomorrow—copies of girdles and sashes shown at Madame Whitney’s Fashion Show in New York City. Made of soft satins and moire. Many new styles shown for the first time.

Washable Glace Gloves \$1.50

—White, mastic, sand, ivory, putty, gray, pearl and black, with fancy embroidered backs. One clasp, pique sewn. Wash splendidly.
—Main Floor, Fifth Street.

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.