

SKIRTS CUT TO MEASURE FREE—SKIRTS ACCORDION, BOX OR KNIFE PLEATED, \$1—SECOND FLOOR.

# Leadership--Successfully Maintained by This Store So Long--Is More in Evidence Every Day OUR SHOPS ARE FOREMOST IN EVERY WAY!

## APPAREL SHOP

### Sports Suits--Coats--Skirts



*One Smart Suit Is Pictured*  
SINCE "Sport's the Thing," all women are turning to sports wear—and most of them are turning Meier & Frank-ward because our assortment is incomparable! From a simple little wash skirt to an elaborate silk suit or coat, you will find every style featured here—and moderately priced. Awning stripes were never more artistically used than in these sports garments we're showing. You'll enjoy seeing them tomorrow.

—SPORTS SUITS in striking models. Made of silk jersey, wool jersey, Golflex and La Jerz. Some made with jacket of plain material and skirt striped, or vice versa. Others of one material. All the new high shades and mixtures. Priced \$19.50 to \$75.

—SPORTS COATS of half a dozen pleasing materials—jersey, both silk and wool; knit goods, wool and taffeta. Both flaring and belted models, with novel touches at throat and cuff. Priced \$7.50 to \$55.

—SPORTS SKIRTS are the most fascinating garments this season. Broad awning stripes in silk jersey or angora, taffeta, golfines, wool materials and pique in all shades. Priced \$2 to \$20.  
—Fourth Floor, Fifth Street.

## SPECIALIZATION

—This is a store composed of many shops under one roof. Specialization is the keynote of both its merchandise and service.

—The manager of each of these shops visits the market frequently—our buying staff in New York is continuously in touch with the manufacturing and style-creating center of America.

—Our European connections keep us in constant touch with the fashion centers of the Old World—the foreign style influences are quickly reflected in our merchandise.

We are always prepared to show the widest range of stock assortments, as well as exclusive designs—here you are afforded the never-ceasing advantage of price, made possible only through extensive buying.



### Store Your FURS

in our safety vaults, where they will be secure from fire, theft, moths, dust or loss. The cold, dry air restores the natural luster. Temperature always below freezing. We maintain a modern refrigeration plant on the premises. Drop a card or phone and we will call.

—Repairing and remodeling.  
—Fourth Floor.

## HAT SHOP

### NEWEST HATS

In Wonderful Variety

\$5 to \$15

IF YOU are looking for a moderately priced hat, you will find one to your liking in our Millinery Shop.

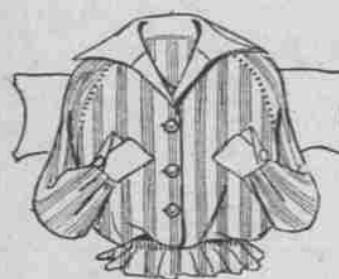
A whole table filled with clever models at five dollars—one little Tuscan wreathed in apple blossoms and pink ribbon.

In the large section devoted to the inexpensive millinery is a pretty hat of sea gull gray silk, faced in black braid, with large gray bird perched on crown. Little criss-cross crowns of woven ribbons in two colors are smart, while large sailors show bands of multi-colored ribbon.

—Too many smart hats to attempt description—  
—Fourth Floor, Sixth Street.



## New Sports BLOUSES



are quite as interesting as the new Sports Suits. Some in our Waist Shop are strictly tailored, of La Jerz, with clusters of pin stripes for trimming. Others are of plain white or colored handkerchief linen, with high tulip collar or a dainty hemstitched flat collar. All have long sleeves with close-fitting cuffs. Unusually smart!

Priced \$6 to \$8

—Fourth Floor, Central.

## "Eppo" Petticoats

—The silk Petticoat that "fits without a wrinkle"—here in all the new Spring shades. We are exclusive Portland agents for this well-known skirt—and our assortments are now complete.

—All taffeta "Eppo" \$5 to \$9.

—Jersey with taffeta flounce, \$5.95  
—Third Floor, Sixth Street.

## Annual April Sale EMBROIDERIES

—Embroideries are more popular this season than they have been for years—and scarcer, too! Our foresight in purchasing last Fall enables us to hold this great annual sale—giving you the advantage now of these deep reductions. Every item listed here represents a splendid saving for you! Plan your Spring sewing now, and buy embroideries at these deep reductions.

LOT 1—AT 5c  
Regular 8c to 10c

—Cabric and long cloth edges in small and large scallops, 1 to 3 inches.

LOT 2—AT 15c  
Regular 20c to 25c

—Swiss, nainsook and cambric edges, 3 to 7 inches, in a variety of designs. Insertions in eyelet designs, 1½ inches. Swiss flouncing in dainty patterns, 17 inches. Baby sets, 1½ to 5½ inches. Bead-top edges, 2 to 3 inches.

LOT 3—AT 18c  
Regular 25c to 30c

—Swiss and nainsook corset cover embroidery, 17 inches. Neat skirtings, 17 inches, and bead-top edges for camisoles, 1½ to 3 inches.

LOT 4—AT 25c  
Regular 35c to 50c

—17-inch nainsook and long-cloth for corset covers. Swiss and nainsook flouncing in large eyelet designs, 17 inches. 17-inch flouncing with Venice edge scallop. Embroidery 25 inches in small floral and eyelet pattern. A variety of 12-inch skirtings. 6-inch edges in neat patterns. Over 50 patterns all told.

LOT 5—AT 49c  
Regular 65c to 75c

—Voile flouncings, 25 inches, embroidered in heavy solid work. 25-inch Swiss flouncing in eyelet pattern. 45-inch voile dress embroidery in many designs. 36-inch organdie embroidery for lingerie frocks and 25-inch baby embroidery with ruffled edge, scalloped or hemstitched edge.

LOT 6—AT 69c  
Regular 75c to 85c

—Flouncing 18 inches. Swiss embroidery 25 inches, with filet edge and insertion combined. Eyelet and floral embroidery 25 inches for misses' dresses.

LOT 7—AT 75c  
Regular \$1 to \$1.25

—Organdie and voile dress embroideries in very elaborate designs. Pretty for graduation frocks.

LOT 10—AT \$2.69  
Regular \$4.

—Transparent voile in handsome "Colbert" design, 45 inches.  
—\$1.75 galloons to match, the yard, \$1.25.  
—Main Floor, Fifth Street.

LOT 8—AT 98c  
Regular \$1.25 to \$1.75

—45-inch sheer batiste embroidery in neat designs. Voile dress embroidery, 45 inches, with eyelet border. Baby embroidery in filet design, 25 inches. 18-inch batiste skirting with Baby Irish edge. Baby embroidery, 25 inches, with embroidered, scalloped or ruffled edge.  
—"Little Fairy" embroidery, 28 inches, with pleated ruffle 1½ inches and beading above. One yard makes baby dress.

LOT 9—AT \$2.59  
Regularly \$3.50.

—45-inch novelty voile dress embroidery, in crossbar effects. Very new and smart for lingerie frocks.  
—\$2 flouncing to match, 20 inches, yard, \$1.49.

## GET AN ELDREDGE TWO SPOOL

ROTARY SEWING MACHINE



Get this wonderful machine and sew direct from TWO SPOOLS—and do away forever with the wasted time, the useless labor, the irritation and inconvenience of WINDING BOBBINS. Be as up-to-date in your work at home as your husband is in his shop or office.

We are exclusive Agents for the Eldredge Two Spool.

Spool. Step into our store and see it DEMONSTRATED.

EASY PAYMENTS, "DOLLAR A WEEK."

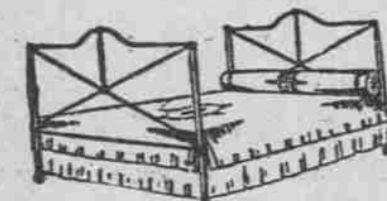
Special "The Willamette D." A guaranteed high-arm, ball-bearing Sewing Machine at only \$15.95  
Monday

—Second Floor, Fifth Street.

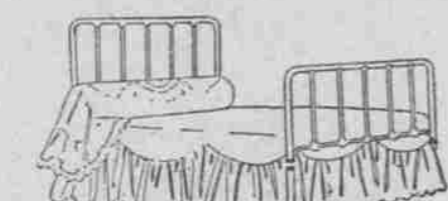
# Our Great Semi-Annual Sale of Bedding

Begins Tomorrow--Greatest Values to Be Had--Hundreds Not Listed--Easy Payments May Be Arranged

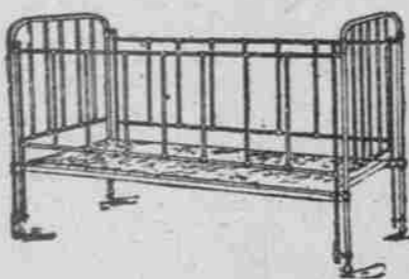
## Beds and Springs at Great Reductions--We List a Few



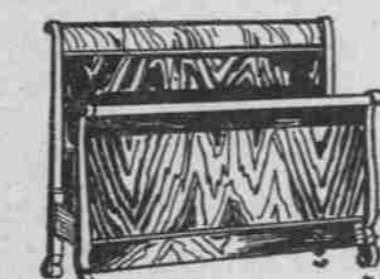
Steel bed, Vernis Martin and white enamel finishes. All sizes. Priced at... \$2.25



Steel bed, white enamel, \$3.25 full bed size.



Baby's crib, Vernis Martin and white enamel, patent drop side, link fabric spring, on sale now at... \$4.89

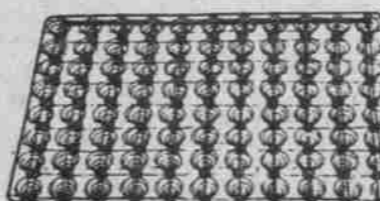


Napoleon bed, mahogany, \$29.00 any, like picture.... \$29.00



Maple bed, ivory or white enamel. All sizes \$9.25

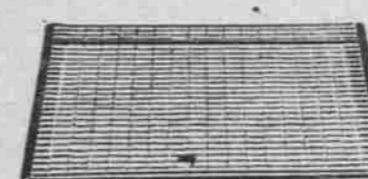
## MANY OTHER SPLENDID BARGAINS IN BEDS Springs Reduced



Famous Leggett spring, like illustration. Steel frame and patent interlocking top—108 coil spirals in each spring. Made from the finest specially tempered steel wire. Full and ¾-bed sizes... \$4.49

## BED SPRINGS, ALL SIZES ALL-STEEL FRAMES

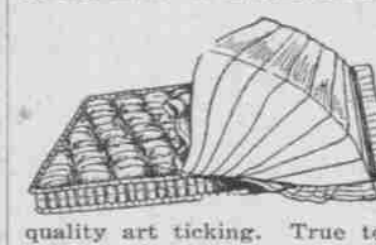
tube side rails, galvanized non-rust fabric, supported by helical coil springs at both ends, on \$3.19 sale now at...



"Yum-Yum" bed springs, in all sizes, marked very special \$1.79 tomorrow at the low price of...

MANY OTHER BED SPRINGS REDUCED  
—Eighth Floor.

## MATTRESS AT \$6.95



—A mattress famous for its splendid qualities. Guaranteed not to grow lumpy or mat down. Made with layers of elastic cotton felt ONLY, with rolled edges and round corners. Covered with good quality art ticking. True to its name—"Solid Comfort"—and only \$6.95.

The "M. & F. Hygienic"

MATTRESS \$10.49

—Carefully hand-made, after our own specifications. Best materials only. Made of layers of elastic cotton felt, rolled edges, round corners, covered with best art ticking. Four sides stitched, producing edges that will not break down. Weighs 50 pounds. Every mattress bears M. & F. label, guaranteeing satisfaction.

\$3.95 Our combination mattress, layers of elastic felt top, bottom and sides, excelsior center, rolled edges, round corners, art ticking cover, weighs 45 pounds.

## OSTERMOOR

—The mattress that is "built," not stuffed. Hand-laid and built, sheet upon sheet, within the tick. Filling is 100 per cent cotton of selected grade, formed by various processes into springy "Ostermoor sheets." Sold under a guarantee. Sizes for all beds, one or two-part mattresses.

—Ostermoor, with French edge, 60 pounds, \$23.50.

—Ostermoor, standard, weight 50 pounds, \$13.75.

## Linen-Finished Sheets at 59c

Size 81x90. Size 81x99, 65c; size 81x108, 75c. —Round thread linen finished muslin of splendid grade. Torn before hemming.

PILLOW CASES TO MATCH SHEETS. 15c —42x38, 45x38 inches 17c. Round-thread, linen-finished muslin.

\$2 HONEYCOMB BEDSPREADS AT \$1.50 —Plain hemmed, full-bed size, honeycomb bedspreads. A fine bargain at \$1.50.

"BUNGALOW" STRIPED BEDSPREADS, \$2. —Light blue, pink, yellow and white stripes. Plain hemmed, full-bed size.  
—Second Floor, Fifth Street.

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

## Silkoline Covered Comforters \$3.00

—Many attractive designs and very pretty colored effects to choose from. Full bed size. Filled with good quality lanated cotton. A splendid value at this special price.

Emmerich Feather Bed Pillows at... \$1.50 —Covered with fine quality art ticking. Filled with good grade odorless feathers.

Gray and White Wool Double Blankets... \$4.00 —Soft wool blankets, gray and white with attractive colored border. Full bed size.  
—Second Floor, Fifth Street.