

DON'T TALK FOR THE BENEFIT OF OUR ENEMIES

Our New Illustrated Spring Catalog Just Off the Press—Send Us Your Name for One Today—FREE!

<p>Thrift Stamps</p> <p>at 25c and War Savings Stamps at \$4.14 on sale at our Accommodation Bureau, Basement, Sixth Street. A patriotic way to save.</p>	<p>Smileage Books</p> <p>of tickets for soldiers' use in canteen theaters on sale Main and Fifth Floors. Books of 25 coupons, \$1; books of 100 coupons, \$5.</p>	<p>Creme Oil Soap Free</p> <p>A 10c cake of famous Creme Oil soap free tomorrow to every purchaser of three cakes of this soap at 25c.</p> <p>Creme Oil is a pure vegetable oil soap that is an excellent value at the regular price of 10c a cake. This special offer for a limited time.</p> <p>—Toilet Goods Shop, Main Floor.</p>	<p>Meier & Frank Co.</p> <p>Established 1857</p> <p>THE QUALITY STORE OF PORTLAND</p> <p>7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th</p>	<p>JUST IN BY EXPRESS—A SPECIAL LOT OF</p> <p>Shell (Imitation) Knitting Needles at Pair 50c</p> <p>Shell knitting needles with assorted colored heads. Exceptional values at, pair 50c.</p> <p>—Jewelry Shop, Main Floor.</p>	<p>Our Demonstration of Nemo Corsets</p> <p>enters on its second and last week. Mrs. A. L. Craig, an authorized instructor of the Nemo Hygienic-Fashion Institute, N. Y., gives free consultations and fittings all this week.</p> <p>—Corset Shop, Third Floor.</p>
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Easter Is Coming--The Grand Climax of March

Every Desirable Feature Is Found in Meier & Frank's Assortments of the

New Spring Hats



We know of no other store hereabouts that can show such quantities of new Spring hats in such a diversity of styles and trimming effects and at so many different prices.

If you want an inexpensive hat, simply but smartly trimmed, to put on immediately and wear at any time, we have scores of such.

If you want a moderately priced hat of the better grade, you can choose here to your heart's content.

As to the finer things, we have a peerless array, many of the models exclusive to this store.

Hats for dress and street wear in all shapes and colors are here in great variety at most moderate prices.

—Millinery Shop, Fourth Floor.

Meier & Frank's First in Fashions! First in Value-Giving!—Witness These

New Suits, Dresses, Coats

The keynote of the new Spring apparel modes is simplicity. That this simplicity does not detract from but rather adds immeasurably to the fascination of the new fashions none will gainsay, having seen our assortments. Delicacy, freshness and charm, of course, are omnipresent. Colors are soft in the main and lovely. Bizarre effects in colors and patterns have well-nigh disappeared. Blue is a strong favorite as are also grays and tans, but there are plenty of shades for those who are not satisfied with any of these. The spirit of the hour is well reflected in the new apparel. And it is beautiful. We mention here only

Beautiful New Silk Suits

We have just received by express the new Moon-glo Crepe, Roshanara Crepe, Taffeta Baronette, Satin Duchesse and many other novelty silk suits. New loose belted models, pleated or full shirred styles, some with bells. Many of these new silks will tub perfectly. Lined or unlined.

Navy, gray, tan, beige, pearl, Belgian and Copen blue, black and white are featured amongst colors.

New white jersey suits in slip-on style are shown in turquoise blue and beige.

An admirable selection—\$35 to \$75.

Lovely New Dresses

All that fashion favors for Springwear will be found in our assortments of new dresses. We call to your especial attention:

New navy taffeta and serge dresses and a goodly assortment of new wool jerseys in tan, Copen and combinations. Many embroidery trimmed models. A plentiful selection of serge dresses in the new coat models, tunic and one-sided drape effects. A wide range of styles in taffeta dresses, wool embroidery trimmed, plain tailored dresses with shawl collars and tuxedo revers of white satin, overskirt effect, bead trimmings, etc. Others in navy, black, taupe, brown and steel gray.

Moderately priced \$17.50 to \$95.

New Coats for Every Occasion

Full-length utility coats of tweeds and homespuns. Lighter weight dressy coats of poplin, gabardine and Poiret twill. New semi-fancy coats of satin, taffeta, heavy-weight silks. Short coats of silk tricotine and jersey, satin Baronette, wool jersey, velveteen and a fine assortment of the new sleeveless coats for warmer days. All the new shades and styles. Priced to please—\$15 to \$165.

—Apparel Shop, Fourth Floor.

Exquisite Loveliness Embodied in Our

New Spring Waists

A most representative collection of Spring waists is ready at Meier & Frank's. Every one new, dainty and in the most alluring styles imaginable. Waists that will delight every one who sees them as well by their quality and style newness as by their moderateness of price. All the wanted materials are shown in all styles and colorings. For tomorrow's selling we feature new waists of

GEORGETTE

One attractive model in high neck style, hand embroidered, with strips of Madeira embroidery forming vest effect, turnover cuffs and collar of the same.

Another model of flesh colored Georgette is trimmed in army blue, with fancy pleated frill, round collar trimmed with hand hemstitching.

Many other styles and colors in new Georgette waists. \$6.50 to \$20.

—Waist Shop, Fourth Floor.

A Few of Our More Recent Arrivals in

New Spring Wash Goods

36-INCH SUITING LINEN, YARD 75c

Fine quality 36-in. fancy suiting linen in natural color only. Yard 75c.

36-INCH DRESS LINEN, YARD AT \$1

36-inch dress linen, non-crushable, medium coarse weave. In old rose, old blue, pink, yellow, mustard and gray. Yard \$1.

42-INCH DRESS LINEN, YARD \$1.25

42-inch dress linen in fashionable shades of green, yellow, light rose, dark rose and blue. Yard \$1.25.

38-INCH VOILE, YARD FOR ONLY 75c

38-inch voile in Dresden, floral, plaid and large coin dot designs. In combination of two and three colors—pink, blue, green, lavender, yellow. Yard 75c.

—Wash Goods Shop, Second Floor.

In Our Big Silk Shop

The Following Have Just Been Received

Springtime Foulards
Taffetas
Fiber Sports Satins

Pussy Willow Silks
Pussy Willow Satins
Gingham Plaid Silks

IN OUR DRESS GOODS SHOP

Silk and Wool Canton Crepes
Silk and Wool Poplins
French Serge

Silk and Wool Lansdowne
Wool Jersey Cloths
Spring Coatings

Take Advantage of Our Tailoring Service

Skirts cut to measure free. We will buste, fit and make ready to finish for \$1 upwards. Skirts accorion, box or knife pleated, made ready to put on waistband, for \$1. Materials to be purchased in our Dress Goods Shop.

—Second Floor, Fifth Street.

New! Just Received!

Real Filet Lace Collars

Real Filet lace collars are very much in demand for Spring wear. We have just received a fine assortment of these popular collars in the new roll, Tuxedo, sailor and V-neck styles. Collars are moderately priced \$4.95 to \$14.50.

Cuffs to match collars, pair \$3 and \$3.50.

New Organdy Roll Collars

We have a fine selection of new organdy roll collars in plain and hand embroidered models. Some lace trimmed, others with ruffled edges. Tuxedo styles. Priced 95c to \$4.50.

—Neckwear Shop, Main Floor.

FOR THE Home, Beach or Country Cottage

NEW SPRING CURTAINS. Curtains for beach or country homes. We have a great variety now on display and sale in our Curtain Section. Lowest prices.

CRETONNES. New Spring cretonnes in bright colors. Priced 35c, 55c, 75c, \$1 yard, as well as several other popular prices.

NATURAL FRIARS CLOTH. Basket weave, natural Friars cloth that is 50 inches wide. Yard \$1.50.

ALYTA MOTIFS. These motifs are particularly suitable for draperies, pillows and table covers. Specially priced.

CURTAINING. Repe and poplins in a variety of colors. Moderate prices.

Many other equally attractive new articles.

Specials for Tomorrow

Filet Nets priced at the yard, 39c
Motif Voile Curtains, pr. \$3.35
Scrims priced at the yard, 39c
Marquiesette Curtains, with real lace, pair, \$6.15, \$8.35, \$9.85
Valance Curtains, the pair, \$1.69

Select Spring Wall Papers

at Meier & Frank's. The softening influence of carefully selected wall papers is certainly more desirable than the harshness and coldness of just plain plaster. The modern home has wall paper. Estimates cheerfully furnished. Roll, 18c, 25c, 30c, \$1, \$2 and other popular prices.

—Seventh Floor, Sixth Street.

New Spring Embroideries

BANDINGS 25c

Embroidery bandings in eyelet patterns on good quality cambric. 3 to 5 inches wide. Yard 25c.

FLOUNCINGS 49c

Organdy flouncings in dainty, effective patterns for waists and children's dresses. 16 inches wide, yard 49c. 26 inches wide, yard 89c.

EMBROIDERIES 98c

New underskirt embroideries on fine nainsook. Very pretty designs. 26 inches wide. Yard 98c.

FLOUNCINGS 49c

Infants' ruffled flouncings on Swiss material. Dainty patterns. 26 inches wide.

INSERTIONS 25c

Imitation Filet and Venice laces and insertions in white and cream colors. 1 to 3 inches wide.

—Main Floor, Fifth Street.

Sale \$36.00 Wardrobe Trunks at \$26.75

Limited Number—Come Early

Tomorrow, while any of a limited number remain, we will sell these finely serviceable three-quarter size wardrobe trunks at \$26.75 instead of the regular price of \$36.00.

Fiber covered wardrobe trunks with ALL ROUND CORNERS. Closed top. Cloth lined. With patent locking device that does away with all outside catches—trunk can be opened and locked without stooping over. Standard make trunks. Good \$36 values at \$26.75.

—Luggage Shop, Sixth Floor.

We Will Sharpen Your Lawn Mower \$1

We have an expert lawn mower sharpener. We will call for, thoroughly sharpen and deliver your lawn mower all for \$1.00. Have your lawn mower put in readiness for Spring. Do it now and have it in shape when needed. Phone and our auto will call for your mower.

—Basement, Fifth Street.

A Few Representative Items of Dependable, Artistic, Meier & Frank Quality

Furniture at Lowest Prices



Dining chair in William and Mary design. Leather or tapestry seat. At \$5.15.

Oak table in William and Mary design. 42-inch top. With 6-foot extension. An exceptionally good value at the low price of \$14.35.

Wax oak chair, as illustrated. This is a splendid value at our very special low price of, each \$1.98.

Dresser, in American walnut or brown mahogany. Mirror 28x30 inches. Top 21x40 inches. At \$31.50.

Library table in William and Mary design. With solid oak top. Top measures 28x42 inches. As illustrated. Only \$12.50.

Wax finish rocker, large size. Spring seat covered with good imitation leather. At \$9.25.

Buy on Liberal Credit Plan—MAKE YOUR OWN TERMS IN REASON

—Furniture Shop, Eighth Floor.

Our Grocery Specials

Tomato Catsup, Snider's, limit 3 bottles to customer, large 22c

Peanut Butter, strictly pure, none delivered, limit 3 lbs. to a customer, lb. 17c

Coffee, M. & F. Special blend, fresh daily, served at our Tea Room and Dairy Lunch Counter, lb. 29c

Naptha Soap, Victor brand, best quality, limit 10 bars to a customer, 10 large bars. 49c

—Ninth Floor, Fifth Street.

Springtime Is Sewing Time

Do All Your Spring Sewing on an "Eldredge" Two-Spool Rotary Sewing Machine



Do all your Spring sewing on the only family sewing machine in the world with no bobbins to wind—the Eldredge Two-Spool Rotary sewing machine. Sew directly from two spools of thread—one above, one below. Buy one tomorrow on our most liberal credit plan—pay only

\$1.00 Week-No Interest

Liberal allowance for your old machine.

Begin Payments on a Model Dress Form

Model dress forms are very simple to adjust. We have fine new assortments priced from \$12.50 upwards. Buy one tomorrow—pay only.

50c Week-No Interest

—Second Floor, Fifth Street.

PRACTICAL ECONOMY

A great deal is being said these days about economy in the kitchen. To the range you use may be traced in a very large measure success or failure in household economy. If your kitchen is equipped with a

'Universal' Combination Range



you will find that you save money in fuel bills every time you use this range. You will find it a perfect baker, time saver and an ornament to your kitchen. It gives you a complete wood or coal range and a complete gas range in the space that would be occupied by one stove. Use the fuel most desired; a turn of the key changes from one fuel to the other. Built of cast iron, the Universal is the most durable of ranges. Let us show it to you. Moderately priced. Your old range taken as part payment and on the balance you can

MAKE YOUR OWN TERMS IN REASON

—Sixth Floor, Fifth Street.