

The Quality Store *Meier & Frank Co.* Established 1857 *Meier & Frank Co.* 62 Years in Portland *Meier & Frank Co.* Store Opens 9 A. M. Store Closes 6 P. M.

A Store Filled With Spring Loveliness

SEE ALSO PAGE 13

This Section for Important News of Our March Sales of Home Furnishings.

10,000 Yards of New Spring Wash Laces 10c

Domestic and Imported Qualities

A special purchase just received brings this fine lot of 10,000 yards dependable quality wash laces for spring sewing at, yard 10c.

Laces suitable for undermuslins, neckwear, bureau scarfs, curtains, camisoles, etc. Filet, crochet, antique, imitation Duchesse, Calais, Val and Cluny laces, camisole points, net top laces. 1 to 7 inches wide. Good 12c to 25c wash laces on sale at yard, 10c. (See Fifth Street Window).

New Laces 25c to \$1.50

Filet and Venise laces for neckwear, blouses and camisoles. Many of the patterns are reproductions of real hand-made laces. White and cream. 1 to 7 inches.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)

New Spring Styles in

"Vogue" Hats



Distinctiveness is the subtle quality that distinguishes Vogue hats from the ordinary. Each creation, fresh from the Vogue salons of New York, has a distinct and lovely personality. Beautifully hand tailored, Vogue hats are the acme of fineness. They never pall.

Tailored and Semi-Dress Models

will be on display tomorrow in Milan, isere, flexible and stiff rough straws, hemp and horsehair braids. Many of these hats have colored straw facings beneath severe black sailor shapes which show no trimming but a grosgrain ribbon band. Glycerined ostrich is featured in semi-dress hats, turbans and short back Directoire types are similarly adorned. One illustrated. Henna, blue, brown, sand, gray and black are the colors. \$12.50 to \$35.

—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)

The Latest Sweaters

The newest creation in crocheted sweaters, destined for a high popularity, is the filet design now being shown in our Art Needlework Shop. Most simple to make, anyone who crochets will have no difficulty in copying these attractive sweaters.



The model illustrated is made from Fleisher's Shetland floss. The yarn costs \$1.40.

Free Instructions

given in making these sweaters.

—Meier & Frank's: Needlework Shop, Second Floor.

NEW Crepe de Chine Gowns and Chemise



Gowns

Of fine quality crepe de chine in a number of pretty models with yokes of lace edging, insertions and tucks. V-neck and square neck. Some sleeveless styles. Good full-size gowns in flesh color. \$6.50-\$6.95-\$7.50.

Env. Chemise

Of crepe de chine and satin in several styles—plain tailored and fancy trimmed models, with lace, tucks and ribbon rosebuds. Flesh color. \$3.59-\$3.95.

New Japanese Kimonos

Breathing all the subtle charm of flowery Japan, these new kimonos are lavishly embroidered in far-flung sprays of cherry blossoms, chrysanthemums and wisteria. Many charming combinations of colors in these heavy silk crepe kimonos lined with Jap silk. \$19.50 to \$48.



Padded Silk Lounging Robes

that will appeal to fastidious women are shown in many lovely shades at \$12.95 and \$14.95.

Bed jackets of crepe, \$5.98.

—Meier & Frank's: Third Floor. (Mail Orders Filled.)



1919's Styles Express Joy

America's Women Are Happy—Their Men Are Coming Home From a Victorious War—It Is Fitting That They Array Themselves in Gladsome Apparel—Our Displays Are in Perfect Harmony With the New Note

Displays so extensive that there is seemingly no end to them. So all-inclusive as to allow the widest latitude of individual preference. Of such uniformly fine quality that the pleasure accompanying their acquisition continues long after. So priced that every expenditure can be gratified. Here the scantest mention must suffice—only a visit to our Apparel Shop will disclose how wonderful our assortments are.

Wraps

The most pretentious array of fashionable spring wraps one could imagine. How cosmopolitan the collection can be gauged from the fact that they are marked as low as \$10, prices then going by easy stages to \$150.

DOLMANS, loose and comfortable, yet exhibiting supreme artistry of line, are a feature of our displays. Fitting admirably at the shoulder and curving in delightfully at the hem, sleeves frequently just an opening with a deep cuff, collars broad and rolling or terminating in long scarf ends thrown over the shoulder, linings of lovely silks—dolmans are a host in themselves.

Coats and capes in varied assemblage make up a showing of Spring wraps that is without equal in Portland.

Suits

We number them by the hundreds—these new spring suits for women and misses. Again the price range is broad enough for every requirement—\$25 to \$115.

Suits of serge, poplin, tricotine, Poirat twill, tweeds and jersey in woollens and, in silks, tricolette, poulette, poplin and fan-ta-si.

Box suits, Russian blouse effects, flared models, belted styles, strictly tailored garments—their number is legion. Many have vests to heighten their charm in a variety of models, materials and colors. Braid, buttons, silk and wool embroidery are frequently used.

Navy, tan, taupe, brown, gray—all the fashionable Spring colorings are represented, including sport shades.

Dresses

Dresses for every occasion—we had almost said for every mood. Greater diversity is nowhere to be found—and prices are of the utmost reasonableness.

Taffeta, satin, crepe de chine, crepe meteor, Georgette, tricolette, poulette are the leading silk materials and cloth dresses of serge, tricotine, jersey, etc., abound.

Straight-line, deep tunic, flounced effects—the variety of styles and trimmings baffles description.

Our assortments of Spring dresses as of suits and wraps establish clearly to all the apparel supremacy of this store. \$15 to \$115.

A Spring dress for every woman and miss.

New Arrivals in Furs

A fine selection of new wolf animal scarfs for spring and summer wear ready tomorrow in our Fur Salon. Single and double effects. Taupe, brown, gray and black. \$45 to \$75. Other fashion favored furs of the most dependable quality.

New Separate Skirts

A large assortment of new separate skirts has been assembled to supply the demand for these garments which, already considerable, promises to be the greatest in years. Every favored material, design, color and style. Many prices. —Meier & Frank's: Fourth Floor. (Mail Orders Filled.)

Trimmings

We have a fine new selection of dress trimmings for spring 1919, including:

Exquisite bandings, flouncings and motifs of opalescent sequins and beads for evening gowns. Also jet bandings, flouncings and motifs. Wide and narrow widths.

Braided bandings and motifs for street and afternoon gowns. Beige, taupe, gray, plum and white.

Braid trimmings are very popular for spring. Our stocks of braid trimmings are larger than ever before.

Motifs in diamond, octagon, pyramid, oblong, round and square shapes to trim sash ends, belts, collars, vests, cuffs and tunics are here in every size.

Tassel and drop trimmings of chenille, jet, silk, beads and sequins for sash ends, collars and drapes of evening gowns. All sizes.

A wide range of prices—all very moderate. —Meier & Frank's: Main Floor. (Mail Orders Filled.)

Fur Storage

Furs stored in our safety vaults on the premises are secure against all insects, theft, fire, loss or damage from any cause.

Repairing and Remodeling

of furs or fur garments expertly executed.

Phone or write and our auto will call. Furs received Fourth Floor.

'Tablier' or Apron Vestees

for wear with the new tailored suit or one-piece dress are prominently featured in our Neckwear Shop. Made of broadcloth in white, dust color, chamois, old rose, etc., with silk and wool embroidery in contrasting shades. Also satin models embroidered in metal thread and novelty ribbon effects. \$3.00 to \$9.75. One sketched at \$8.50.



New Waistcoats

of pongee, pique, gabardine and basket weaves in tan and white. Some have pockets and detachable collars. \$1.75 to \$2.50.

Waistcoats

of broadcloth, suede, Moonglo satin, Kumsi-Kumsa, bengaline and novelty brocades in shades to harmonize with the new tailored suits. Tailored and dressy models. \$5 to \$12.50.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)

Pleatings

New crepe pleatings in Van Dyke, picot and hemmed edge styles. Liberty red, blue, rose, flesh and white. Van Dyke pleatings with colored dots. Yard \$1.25 to \$2.50.

Lovely New Silk Ribbons

The glory of the orient is in these gorgeously hued ribbons—peacock blues from China, wine reds and purples from the Far East, gold and silver brocades and delicate pinks like the inside of sea shells.

Many of these ribbons make up into handsome vestees for suit or dress.

Others are suitable for making bags—all that is necessary is a metal or tortoise top and a silken tassel.

Great array of lovely made-up novelties is shown in this section (see illustration.) Ribbon camisoles, boudoir caps, slippers, sachets, garters on display. Special orders taken. —Meier & Frank's: Main Floor. (Mail Orders Filled.)

MEN! SEE PAGE 12

For News of a Shirt Sale that You'll Be Glad We Called Your Attention to.

Portland Has Not Known in Years So Fine a Showing of

Spring Silks

as we have ready at this moment in our daylight Silk Shop. Silks of every good kind, for every use, in every pattern and color that fashion favors for spring and summer. You must see our assortments to appreciate their remarkableness. Such silks as:

Kumsi-Kumsa, Dew-Kist, Moonglo Crepe, Moonglo Meteor, new Moire Silks, Fairway Gaufrage, Tricolette—every new weave, design and color.

Special attention is directed to our showing of new Baronette Satins in plain colors, stripes and figured designs, Dress Satins, Taffetas in plain and two-tone effects and, last but by no means least, new 1919 Foulards.

See Fifth and Alder window displays of these new silks today. —Meier & Frank's: Silk Shop, Second Floor.

A Galaxy of Spring's

New Blouses

"By Their Necks Ye Shall Know Them"

Most characteristic of the new spring blouses is the round neckline, but it never becomes monotonous by repetition—it is always set off in a variety of charming ways. Blouses of this kind fasten in back or side front, leaving a front panel decorated in beads, embroidery, pin tucks, wool darning and insets of filet. Pleated frills ripple at neck, cuff and front.



New Arrivals

of Georgette crepe will grace our displays tomorrow. Liberty red, overseas blue, flesh and white blouses, many with peplums, will be shown. Prices range from \$6.50 upward. One illustrated.

New Imported Voile Blouses

in white, flesh, blue, checked designs, with collars and cuffs of real filet, have just been unpacked. \$22.50.

—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)

Mme. Lyra

Corsets

\$3.95

Values to \$7.50. Mme. Lyra corsets in styles for medium and stout figures. Of white coutil with medium high bust, long skirts, elastic inserts in hip. Heavily boned. Sizes 24 to 36.

—Meier & Frank's: Corset Shop, Third Floor.



You Are Cordially Invited to an Anna Case Recital To Be Given in Our Auditorium on the Sixth Floor Tomorrow and Tuesday at 2:30 P. M.

Anna Case, who appears in person at the Heilig theater Wednesday of this week, sings exclusively for

The NEW EDISON

Tomorrow and Tuesday at 2:30 each day we will feature Anna Case records in a special recital. We have all the Anna Case recreations as well as all styles and sizes in The NEW EDISON. The recital begins at 2:30 and will continue for about one hour.



Program for Tomorrow

- *Star-Spangled Banner.....Arnold
- *Charmant Oiseau (Perle Brezel).....David
- *Kiss Me Again.....Waikiki Hawaiian Orchestra
- *Depuis le Jour (Louise).....Charpentier
- *A Perfect Day.....Metropolitan Quartet
- *Angels Ever Bright and Fair.....Handel
- *Come Where My Love Lies Dreaming.....Foster
- *Chant Sans Paroles (violin-cello).....Paulo and Gruppe
- *Bella Figlia del Amore (Rigoletto).....
- *The Glow Worm.....Verlet, Alcock, Ciccolini and Middleton
- *Les Oiseaux Dans La Charmille (Doll Song).....Hoffman
- *Home, Sweet Home.....Payne
- *Designates records sung by Anna Case.

—Meier & Frank's: Sixth Floor, Fifth Street.