

Furs Skillfully Remodeled and Repaired—Special Rates Now—Fourth Floor

---and Easter Only Two Weeks Away

But Easter Is Already Here—in the Store—to Be Enjoyed Several Times Over Until the Feast Arrive

Meier & Frank Co.
Established 1867
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.



CARNIVAL DAYS all this week at Meier & Frank's.

Carnival of Spring Fashions.

Late arrivals of millinery, frocks, suits, coats, blouses, gloves, neckwear, veils—hundreds of things—hurried from the centers of fashion and displayed for all our customers who wish to see the very newest ideas.

Nature is busy bringing out her Easter flock of daffodils, crocuses, violets, syringa and other flower creations—and training her birds to sing that winter is past.

But nature has no more flowers at her command than the myriad ideas which have flowered in the alembic of fashion.

"What is the mode?" asks a Paris fashion writer.

"Who knows? But it is assuredly elegant," is the answer.

One great Paris dressmaker speaks for hoops and farthingales . . . another for short sleeves and frills . . . a third for straight Grecian lines . . . a fourth for basques and long, tight sleeves . . . a fifth for the colors of Egypt . . . a sixth for flounces, sashes, fichus . . . a seventh advocates everything for sports.

The world has never known such a galaxy of modes.

So do you wonder that we call this the Spring Fashion Carnival?

Representatives of all these new fashions are to be seen here at Meier & Frank's.

Far, far too many to speak of individually.

From the Furniture Gift Shop on the ninth floor to the China Shop in the basement the entire store will be gaily decorated for this carnival beginning tomorrow, Monday.

Gala opening windows are inspired by the ancient city of Pompeii, by Egypt, the Decorative Arts, Printemps (the Spring), by Japan and by Things Fantastic.

In the store itself the center aisle will be a broad plaisance with displays of interesting new merchandise.

Laces, neckwear, gloves, veils, handkerchiefs, jewelry, silks, dress fabrics, girls' clothes, corsets, underclothes, the Men's Stores, the Boys' Store, the Fashion Salons, the Millinery Salons, the Furnishing Galleries—all join in this carnival.

You are very cordially invited to be present.

**Monday, March the Twenty-Second
and During the Week**

Meier & Frank Co.

Laces Have Captured This Season for Their Own

Not in many years have there been so many laces.

Yet there are hardly sufficient to satisfy all of fashion's demands. Fashion has gone mad over laces.

Fashion employs them on every sort of gown, blouse, collar.

The Lace Shop is showing the much-wanted navy blue and seal

—Meier & Frank's: Lace Shop, Main Floor.

brown Chantilly laces to be used with taffeta or flowered georgette or alone.

Alencon, Margot, Calais, Bohemian, St. Gall and Lyons laces are also among the latest arrivals.

Many are very richly embroidered. Some have gold. Many are in the deep cream color used with georgette crepe or taffeta.

Hand Embroidered Underwear From the Philippines

Envelope chemises \$2.98, \$3.95, \$5.50 and \$6.50.

Night gowns \$3.95, \$5.95, \$6.95.

Fine materials hand made and elaborately hand embroidered for the Easter bride.

The better kinds cut properly for satisfactory wear.

They make very nice gifts for brides.

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

Easter Gloves

Long white and mastic leather gloves from abroad. In the new 16-button length which reaches above the elbow. Reasonably priced at \$7.50.

Slip-on gray gloves of fine fabrics specially purchased to offer at \$1.27 and \$1.39.

Slip-on chamois gloves with strapped wrists, fancy embroidery or spear-point backs. Easily washable. Specially priced at \$2.95 pair.

—Meier & Frank's: Main Floor.

Collars That Are Different

Queen Elizabeth collars wired in the back.

Fichu collars with sashes for summer dresses.

Broad Tuxedo collars.

Partible or tab collars.

Diminutive collars.

Real lace collars.

Extraordinary variety.

—Meier & Frank's: Main Floor.

Veils in New Colors

Cinnamon, toast, Joffre blue, jade, seal brown, navy and national blue are some of the delightful colors of the new drape veils from Paris.

Delicate and heavy designs are embroidered all over or in the form of particularly bewitching borders and beautifying spots.

\$3 to \$12.50.

—Meier & Frank's: Main Floor.



The Spring Oxford

It has an appeal to every woman.

With its new lower heel and comfortable cut it is a restful shoe to wear all day. With its smart, long, slender lines it makes the foot seem even smaller than it is.

Tan or dark kid or calfskin leather at \$10, \$11, \$12 and \$12.50.

Spring pumps and spring one-eyelid oxfords have the new military and medium low heel as well as the high heels for dress.

Dozens of styles are here ready for every need.

—Meier & Frank's: Third Floor.

Toiletries From Paris

Coty toilet water \$9.25.

Houbigant Ideal toilet water \$7.25.

Roger and Gallet Ambre Rose toilet water \$4.65.

Vivaudou Mavis toilet water \$1.25.

Roger and Gallet round cake soap 50c.

Ambre Royal soap \$1.50.

—Meier & Frank's: Main Floor.

Pink Taffeta Corsets

One of the latest models from Mme. Irene, the French corset maker of New York.

It gives a soft, willowy figure without a sign of stiffness or "corset-look." Yet, nevertheless, this lovely corset gives the correct amount of support, and there is even a tiny curve at the waist which will make the bouffant frock set more "in the period."

Priced \$25.

Copies of Paris button corsets are enchanting at \$8.50 upward.

—Meier & Frank's: Third Floor.

New Fans for Bridesmaids

Spring brides are requesting that the bridesmaids carry the new one-stick fans of a single huge ostrich plume. Some of the sticks are set with rhinestones.

Yellow, pink, turquoise, jade, cerise and many other colors.

—Meier & Frank's: Main Floor.

New Novelty Necklaces

So lovely are the new colored necklaces that it is no secret that many visitors at fashionable Southern resorts have packed away their diamonds and wear these radiant novelties in their place.

Genuine amber necklaces of glittering yellow are \$10 to \$165. Amber bracelets for short sleeves are \$15.

Bakelite necklaces in new colors are \$4 to \$10.

Italian jet necklaces are \$4 to \$20.

—Meier & Frank's: Main Floor.

Art Needlework

Displays of many new models are being made in the Art Needlework Shop. Such things as embroidered centrepieces, scarfs, painted work boxes, hand-worked patent leather bags and various ribbon novelties.

—Meier & Frank's: Second Floor.

Ribbons

This spring some dresses are made almost entirely of ribbon. So are some negligees. Nearly every frock has a sash of ribbon. Many suits as well as dresses have gilets of ribbon.

The Ribbon Shop has colors, patterns and widths for every purpose.

Wonderful ones of gold and silver. Beautiful ribbons richly embroidered. Story ribbons with spider webs and other things. Indian ribbons. Narrow gros-grain ribbons. Narrow picot and tinsel ribbons. Velvet ribbons in wide range of colors.

—Meier & Frank's: Main Floor.

Easter Eggs

All sorts of delicious eggs and novelties have been made in our Daylight Candy Kitchen for the children's Easter nests.

Decorated chocolate rabbits. Chocolate marshmallow eggs, chocolate cream eggs and chocolate eggs stuffed with Fruit-Maid chocolates. Panorama eggs. Sugar eggs. Chocolate eggs in baskets.

Chocolate eggs will be decorated to order with the name and other requested designs.

—Meier & Frank's: Ninth Floor.

Interesting Easter Suits at \$65

There are perhaps a dozen different styles of suits at \$65 here—but the three favorites are:

- 1—The short ripple coat suit.
- 2—The tucked coat suit.
- 3—The straight line suit with long Tuxedo collar.

All three models are of beautifully tailored navy blue tricotine. Hardly any well-dressed woman tries them on without ordering one immediately.

—Meier & Frank's: Fashion Salons, Fourth Floor.

A Sale of Easter Blouses \$11.45

A week ago their prices were \$15 and \$16.

Crepe Georgette and crepe de chine are included.

White, navy, peach, flesh and black.

Basque models with little peplums in front or charming tuck-in styles.

Long and short sleeves.

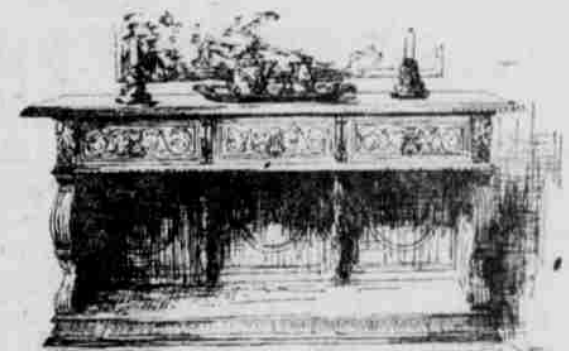
Variety of kinds but not all sizes in each model.

—Meier & Frank's: Blouse Shop, Fourth Floor.

An Italian Renaissance Dining Room Suite at \$3,875.00

IN BURLINGTON HOUSE (SEVENTH FLOOR)
MARKS THE SPRING EXPOSITION OF
THE FURNISHING GALLERIES

A SUITE of solid black walnut, massive enough to endure for more than one century—richly hand carved with the acanthus leaf, the scroll and fret designs of 16th-century Renaissance—nobly shaped as though it might have been designed for some palace of the pope or the Medicis of that marvelous period of the world's awakening.



Before the 16th century furniture had been solemn, heavy, unwieldy, uncomfortable. Beginning with 1600, great artists of the Renaissance raised furniture making to an art and for the first time designed it to suit the purpose and character of the owner.

This dining suite of ten marvelous hand-wrought pieces is the product of an American furniture maker. It is an honor to America that Americans can create such beauty—such fine substantial craftsmanship.

No time-worn survival of the actual Renaissance could be more intrinsically valuable than this rarely interesting 20th-century Renaissance suite.

—We speak of it thus in detail to illustrate the fact that whatever is fine—whatever is needed to furnish the luxurious home—may always be found in the MEIER & FRANK Furnishing Galleries.

Equally rich furniture is to be had here for the living room, the bedroom and the formal hall, together with the harmonious furnishings, such as carpets, hangings, curtains, pictures, mirrors, lamps, china, glass, linens, silver.

OUR COMPETENT STAFF OF DECORATORS
IS AT YOUR IMMEDIATE COMMAND

—Meier & Frank's: Seventh and Eighth Floors.

Easter Sale of Cedar Chests

- \$30.00 kinds now \$20.00
- \$34.35 kinds now \$22.90
- \$45.00 kinds now \$30.00
- \$55.00 kinds now \$36.66
- \$60.00 kinds now \$40.00

Real Tennessee red cedar chests—splendidly built—planned to the smoothness of velvet in-

side—all with casters—all with locks and keys—many trimmed with copper bands like ancient treasure chests—some have trays.

Sizes vary from 18x17x33 inches to 22x21x54 inches.

Could there be a better gift for the Easter bride?

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