

At Last
we can announce the arrival of
New "Silk Maid" Stockings



It is a matter for congratulation that we have these new Silk Maids in so many of the new shades—it is a long time since we have been able to show these incomparable silk stockings in such a complete color range.

Navy, taupe, beaver, beige, pink, champagne, Nile, maize, silver, gold, orchid are among the colors featured in this new shipment.

There are all sizes, 8 to 10½, in the majority of the colors, at least to start, but of course there is no assurance that you'll be able to enjoy this completeness of selection unless you come early.

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

KAYSER Glove Silk Underwear

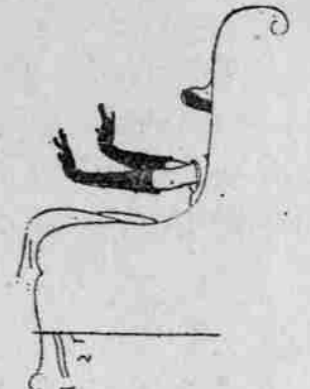
Complete new spring lines. New tints including nude naturelle, orchid, beige. —Main Floor.



See Page 11

of this section for important news of Meier & Frank's great February Sales for the Home.

More New Gloves—
Enrich the Sale of
10,000 Pairs
Women's Gloves
Reduced



This remarkable sale concerns only gloves of well-known standard makes which are offered at prices far below the normal market levels. We are delighted to announce the receipt of 3000 pairs of new gloves which, promptly added to the sale, will be offered tomorrow at greatly reduced prices.

These Are Perrin's Gloves

Being sole Portland agents for these famous French kid gloves for women we are in an unrivaled position to offer exceptional values.

HERE ARE THE NEW LOTS

\$1.50

for Perrin's Irene French kid gloves—formerly \$3 pair. Glace kid, overseam sewn, with contrasting embroidered backs. Tan, brown, gray, taupe, navy and white, black and white, beaver and mode, champagne and black, white and black. Sizes 5½ to 7½.

\$1.85

for Perrin's Lutile French kid gloves—formerly \$3 pair. Navy, gray, taupe, tan, green, beaver, brown, mode, biscuit, black and champagne and white with contrasting embroidery. Sizes 5½ to 7½.

\$1.65

for Perrin's Touraine lambskin gloves—formerly \$3 pair. Two-clasp style. White and black, black and white, beaver, brown, tan, gray and navy. Sizes 5½ to 7½.

\$1.95

for Perrin's Monaco French kid gloves—formerly \$3.75 pair. Two-clasp style, P. K. sewn. Brown, tan, gray and navy. Sizes 5½ to 7.

New Pumps and Oxfords

For Wear With Spring Clothes



FOR DRESS: Pumps in patent, black satin and black kid leathers with one or two straps. Baby Louis, French and Spanish heels. New lower prices of \$8.50 to \$12.50.

FOR WALKING: Low, military and Cuban heel, one and two-strap sports pumps and lace oxfords in patent, dull calfskin, black kid, brown and tan leathers. \$6.50 to \$12.50.

Thoughts of spring appareling inevitably bring up thoughts of new shoes. These new spring collections offer a fascinating diversity of styles at prices conspicuously lower than heretofore for like qualities. With the vogue for low shoes knowing no season, women and misses will want these new models for immediate wear. All are of the satisfying quality which this store sponsors and register smartness from tip to heel.

FOR SPORT: New saddle-strap brogue oxfords in smoke trimmed with tan, in gray and tan suede with leather trimming. Patent and tan brogue oxfords and strap pumps. \$8.50 to \$10.

COUSINS New York shoes have their exclusive Portland agency at this store. Many will be interested in our new "Modesse" shoes and oxfords combining smartness of the dress with comfort of the walking shoe.

Sale of Smart Sport Scarfs

Were \$7.98 to \$8.98 Were \$3.69 to \$4.98

\$4.98 \$2.98

Nearly a thousand in all, which should be barely enough, certainly would not be enough could women and misses see the scarfs as we have seen them. Lowest prices at which these scarfs have been offered to our knowledge.

Straight and cape styles, many with belts and pockets. All colors and combinations that one could desire—many ideally adapted to wear with spring suits. No end of plain shades, stripes, checks, innumerable combinations, a wealth of glorious new sports shades. Choose smart, luxurious scarfs tomorrow—at Meier & Frank's—\$2.98 and \$4.98 each.



Peanuts 15c

5000 pounds will be ready tomorrow morning, freshly roasted and salted by our experts. These are choice imported extra large nuts and being roasted in pure cocoanut oil to the proper degree have just the right flavor. Packed in pound boxes at 15c (no deliveries).

—Main and Ninth Floors, Basement Balcony.

New Vanity Boxes

The Leather Goods Section suggests smart new vanity boxes as swagger accompaniments to the spring costume. They can be had in black patent, also brown, gray and black in the dull leathers. Completely fitted with large mirror, lip stick, powder puff and coin purse. \$3.50 up.

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

New Stamped Dresses

The Needlework Shop presents these new ready-made dresses of the beautiful bright colored crepe so popular for children's dresses. Interesting new styles and designs. Only a few stitches of simple embroidery required to finish the garments.

4, 6 and 8-year sizes at \$2.10. 10 and 12-year sizes at \$2.25.

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

New Knitting Yarns 59c

For beautiful sweaters, scarfs, caps, slippers, etc., we have secured these new knitting yarns. Charming variety of colors including jade, henna, tomato, buff, China blue, corn, brown, etc., and white.

Special at hank 59c.

New Mme. Lyra Corsets Here

\$5 Up

The price range is particularly deserving of notice when one considers that these are Mme. Lyra corsets renowned for quality of material, designing and workmanship.

In this age of charming concealment, when she who has the most gracefully unstudied look is often considered most enviably corseted, Mme. Lyra models are adroitly adapted to giving this effect.

Of rich brocades in pink and orchid and of coutil in pink and white. Expert fitting service personified in Mrs. E. F. Holbrook, experienced Lyra corsetiere.

—Meier & Frank's: Third Floor.



First

in Vogue as in Value, the Meier & Frank Fashion Salons Announce for Tomorrow:

New

Suits Approved for Spring

The suit is, beyond peradventure, the "piece de resistance" of the spring outfit. Fashion has set the seal of its approval upon models now being shown at this store. All are marked at interesting new lower prices.

Good looking suits of piquette, tricotine, twill, cordine and duvetyne reveal workmanship of superior character. Tweed suits are a tremendous vogue.

There are straight-line, belted, flare, ripple, bloused, tuxedo and sports models. Distinguished tailored types are to the fore. Inches determine the verdict in favor of the new suit. A few added to the length of the skirt, a few subtracted from the length of the coat (it should not exceed 34 inches)—such are the spring decrees. Sleeves are a fashion unto themselves.

The new colors are beautiful, particularly in the tweeds which dazzle with their rainbow hues.

Prices begin at \$19.50.



SKETCHED—\$27.50

New

Frocks Show Devious Trends

The slim, straight silhouette, with the accented low waistline, so widely acclaimed as the accepted mode, in enchanting models of plain or figured crepe, features the new spring displays. Frocks of taffeta vie for fashion's favor. Jaunty new cloth frocks also make a strong bid for popularity. There are new frocks for every occasion here in lavish displays at the low new prices.

Three-piece models—bodice of one material, skirt of another to match the cape—are the dernier cri. Charming one-piece frocks are also in favor.

Sleeves are the most important item, then the neck treatment and girdle, length according to your own sweet will (draped models are longer).

Neutral shades in wide diversity for daytime frocks, pastel and high shades in gowns for evening wear.

Sale

100 New Coats

\$27.50

These specially purchased coats bring the sorts that smart women will wear at very much less than the regular price.

There are dress and sports models. Of pandora, chinchilla, tricotine, covert, tweeds and velours. Nearly all the coats are fully lined with silk.

Staple and high shades may be chosen—red, green, fallow, bronco, corbeau blue, copen, heather and fancy mixtures.

Sizes 14 years to 42 bust measure.

Many wise people will make it a point to be here early.

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



Radiant New Dress Cottons

—Fresh as the Morning

To cast the most cursory glance over the new arrivals is to be immediately convinced that many delightful surprises are in store for wearers of dainty wash frocks—and their admirers.

Japanese Crepe

New Japanese crepes in blue, pink, green, orange, lavender, rose and black checks. 30 inches wide. Yard 65c.

Embroidered Swiss

New swisses in medium dark checks and plaids with embroidered dots are 36 inches wide and priced at 98c yard.

Sport Skirting

New fiber silk and cotton striped skirtings in two and three color effects—rose, lavender, blue, yellow and many other combinations. 32-inch, yard \$1.75.

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

Ratinette

This new granite weave sports fabric comes in high colors of lavender, apricot, pink, copen, emerald, tan, etc., and white. 35-inch, yard 60c.

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

New House Dresses and Aprons for Spring

Displaying charms that will be a revelation to many, these new dresses make an inviting display. Dainty artistic ones appliqued, embroidered and gaily patterned. Attractively simple ones.

Majority are the "Queen" make, some the famous "Dix," for both of which we are exclusive Portland agents. Pretty wash dresses of checked and striped gingham with white pique and organdy, plain blue chambray and striped seersucker and percale. Versatile garments transcending the limits of the primitive house dress.

Sizes 36 to 46 and outsizes 48 to 52 at \$2.95.

Unbleached muslin aprons, attractively trimmed, \$2.59 and \$2.95.

Novelty Polly Prim aprons of unbleached muslin, cretonne trimmed, \$1.59.

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



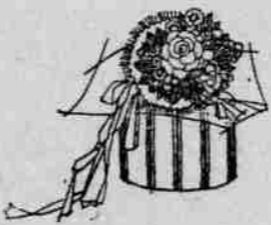
"Pattern" Hats of Rare Beauty

The leading designers have given of their finest art for this spring presentation. Although scores of these new hats are here—a gorgeous assemblage in the Millinery Salon—it is not the number of them that is half so wonderful as the individuality.

New haircloth creations artistically draped in turban shapes. Large handsome dress effects. Hats trimmed with the new birds, with feathers, with flowers, with fruits. The collection runs the gamut of shape, style and color.

New lower prices make the showing still more interesting.

—Meier & Frank's: Fourth Floor.



NEW Spring Blouses Special--\$5.45

So new that they will be shown for the first time Monday. So special that we can call this a most unusual value. So desirable that women need only see them to want them.

Of superior quality crepe de chine or georgette, they are trimmed with real filet, val, lace, pass stitch embroidery and contrasting braids. There are Peter Pan and tuxedo collars and collarless models. Long and short sleeves.

White, flesh, lark, canna, orchid, mirabella. Sizes 36 to 46.

—Meier & Frank's: Fourth Floor.

THE WOMAN who makes her own clothes will find her work made much more pleasant and simple and will be able to economize in time and money by using the "Deltor"—a patented picture guide enclosed with every Butterick pattern and with Butterick patterns only, sold at this store.—Second Floor.