

1910 Spring Exposition and Easter Offerings At The Greater Meier & Frank Store

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Opening Displays in All Departments of Store

Magnificent New Spring Gloves, Ribbons, Parasols Silks for Easter Frocks New Hair Goods Section

The Meier & Frank Store's display of Silk Fabrics for Spring is a triumph—The exquisite colorings, the true finish of the various fabrics are testimonials to the art and skill of designer and weaver—And such assortments. It is unquestionably the greatest display that Portland has ever been invited to inspect—Women will wonder how such pretty silks can possibly be so low priced—Prices are much lower than you'd expect so early in the season

Foulards are among the first mentioned this season, of which we show a large range of correct designs and colors. Shantung and Pongee Silks share popularity with Foulards. Our showing embraces popular wide-wale Shantung, Mikado diagonals, cloth-of-gold, Salome and genuine Chinese pongee in best quality. Then there are new Chanticleer Silks, new Persian Allover, new Crepe Magnet, new Crepe Messina, new Persian Stripes, new Taffeta Cameline, new Glaze Taffeta, new Jasper Silks. Our assortments selected with greatest of care, and invariably satisfy.

Pique, overseam and Pique; one, two and three-clasp; all the newest and latest styles and patterns. On sale at prices from \$1.25 to \$2.25 pair.

NEW RIBBONS—See large assortment of fancies, light and dark colors. Also moire, plain and changeable, ombre and plain satin and taffeta, also Velvet Ribbon, in black and all colors. Beautiful millinery colorings. New Handkerchiefs, in plain, embroidery, at prices from 25c to \$25 each. New Umbrellas and Parasols, in black, colors; great variety and colorings.

The Meier & Frank Store shows the largest and best line of Hair Goods and Hair Ornaments west of Chicago. All the latest novelties at the lowest prices. Don't buy before getting our prices. Our Hair Goods are warranted thoroughly sterilized and antiseptic. See our splendid offering.

Switches, \$1.00 to \$25. Puffs and Curls, 65c to \$5.00. Transformations, \$2.50 to \$10. Coronet Braids, 50c to \$10. All shades, including grays. Everything new in Braid Pins, Strand Barrettes, Bandeaux and Combs.

Braid Pins, 12c to \$5.00; Barrettes, 12c to \$15.00; Bandeaux, at prices ranging from 35c to \$18.50, and Combs, on sale at from 25c to \$20.00 each.

Neckwear and Scarfs Easter Wash Goods

The Meier & Frank Store's unquestioned leadership in every branch of its great store, presents exclusive and distinct designs and patterns in beautiful Easter Neckwear.

The largest assortment of Neckwear—Ruchings, Collars and Scarfs, ever shown. All the newest styles in cascades, one-side effects, jabots and rabats and lace collars. On sale at prices from 25c up to \$5.00 each. Let us show you. Ruching in cord and folds, in silk and gold effects, which we place on sale at prices ranging from 25c to 50c yard. Collars in beautiful hand embroidery, 1 1/2 to 2 1/4 inches high. Priced at from 25c to 75c each. Take advantage.

Scarfs for hat drapes and shoulder wear, in chiffon, silk and net and beaded effects. Priced from \$1.50 to \$15.00.

Tussor de Lyons, a rich, lustrous material in corded stripes and diagonal weaves, in tan, pink, blue, gray, green, lavender, wistaria and brown; regular 65c values at 49c. Tanjore Tussah, in foulard effects, in all the new shades, suitable for street wear—as pretty as silk 49c. Milanese Silk, a thin, soft, silky material in dainty colors and figures, for evening and party gowns 49c. Silk Crepe, with satin stripes, in all shades, the yard 49c. Tissue Brode, a pretty, thin material, in dainty shades, with white applique figures, at the yard 39c. Grenadine, in light grounds, with pretty Dresden stripes; come in all shades, on sale for the yard 50c. The D. & G. Anderson Zephyr, in beautiful plaids and stripes, silk finish, at the low price of, yard 50c.

Our Progressive Corset Section

We make a study of everything that goes to make up a first-class Corset section—Our aim is to give the best, as the best is the cheapest, regardless of cost—Expert and thoroughly experienced corsetieres who will be pleased to advise you as to your Corset needs

Madame Irene Corsets are above competition. Style, fit, quality and workmanship combine to produce a corset of exquisite shape, and an article of surpassing beauty and comfort. The first fitting is usually satisfactory, and alterations are very rarely required.

Gossard Corsets—Nothing can compare with the back of the Gossard Corset. It follows in unbroken beauty the finest line of art, the spinal arch of the well-formed woman, and the beautiful, symmetrical back of every model of the Gossard, being closed, is supporting, and does not hurt the back. A princess gown, to be a complete success, must be builded over the beautiful princess back of the Gossard Corsets.

La Grecque Corsets, built for the women of goodly proportions, are light in weight, being boned with alluminoid unbreakable stays. On the second floor.

The Famous Nemo—Before the invention of the Nemo Self-Reducing Corset, stout women had to get along with ordinary models, or else pay an exorbitant price for corsets made to order. Today every type of stout woman, even to the "shapeless mass of flesh," can be accurately fitted in a Nemo that will give her perfect style and absolute comfort. No longer any excuse for stout women to waste money on made-to-order corsets. Nemo corsets and complete line of Redfern's, also Warner's Rustproof and the Binner Corsets. 2d floor.

Women's New Spring Easter Hose

The Kayser Italian Silk Hose in new Spring shades, with fancy silk embroidered clocking and self-embroid'd boots, in daisy, rosebud and Spring patterns; very latest in silk hosiery, pair \$3.00

Kayser plain Italian Silk Hose in blacks and colors. This is the Silk Hose that wears and gives perfect satisfaction, at low price of, pair \$1.50

Women's plain black Silk Hose, mercerized Lisle top and sole; pure silk-thread leg, at, pair 98c

Women's all pure silk thread Hose, with extra wide double-gart'd tops, double heels and toes; complete range new, staple shades, at, pair \$1.50

75c women's extra fine gauze imported Lisle Hose, in black, full fashioned, with silk embroidered boots, in new and dainty patterns of self and combination colors, at extra special price of, pair 48c

Women's silk-finished gauze Lisle Hose, with pretty finished lavender tops, heels and toes; adapted to dainty footwear, at low price of, the pair 40c

Our Spring and Summer 1910 Catalogue

Our new Spring and Summer Catalogue for out-of-town customers will be mailed in a very few days. If your name does not appear on our mailing list, send for one of these illustrated books at once. This 93-page book is the most complete and authoritative publication on the Pacific Coast for Spring and Summer. It faithfully illustrates and fully describes everything to wear for men, women and children, as well as household goods, furniture, carpets, groceries, books and pictures. With this Catalogue you will be able to intelligently make comparisons in regard to quality and prices. Our Mail Order Department employs from 20 to 30 experienced people to make satisfactory selections and purchases for you, affording you the same shopping pleasure, safety and satisfaction as if you visited us personally. Remember, satisfaction absolutely guaranteed or we will refund your money. The largest mail-order house in the Northwest. All orders filled carefully and promptly.

The Greater Meier & Frank's Drapery and Wall Paper Dept.

New arrivals in high-class Wall Papers, with drapery materials to match for every room.

For the Parlor—We have just placed on show full line of Metaxin and embossed papers in all the most delicate shades, with Georgian Taffeta, Directoire Velour and Armures to match every color. Drapery materials along this line at prices from \$1.50 a yard up.

For the Library and Living-Room—New leather papers, plain and embossed. Linen velours, silk and wool reps. Sundour unfadable material, etc., to match all colorings, from 85c a yard up. Floral and shadow-effect Papers. Also two-tone stripes and figures for the bedrooms, with cretonnes to match or contrast. Our new line of 50-inch cretonne and shadow warp shows 200 of the best 1910 designs. Light or dark grounds with floral or conventional designs. Special features in this line are old English prints on linen, with grounds and borders to match. We will be pleased to show these goods.

New Lace Curtains—Lots of novelties in Scrims and Nets will be shown with our complete line of staple Curtains, such as Cluny Brussels, Irish Points and Arabian. A full line of laces and motifs for making special panels and lace curtains. Plain, inexpensive materials for portieres and window hangings, such as 50-inch Burlap, Friars' and Monks' Cloth, Russian Crash, Craftsman's Cloth, Dyed Linens, etc., with a full line of borders to match. We always show the latest designs in our Curtain Department.

Special new line of Borders and Edges in real leather, illuminated leather, silk broche, galloons, cretonnes, tapestry, etc., placed on sale at prices ranging from 25c a yard up. We are showing our new Spring line of yard goods, such as Printed Scrims, 18c to 35c a yard. Plain Scrims, 25c to 75c a yard. Dotted and Striped Scrims, 35c to \$2.50 a yard. Barred Scrim, 35c to \$2.50 a yard. Bungalow Nets, 30c to \$1.50 a yard. Colored Madras, 50c to \$2.50 a yard. Florentine Silks, etc. See three sixth-street windows.

We Do Custom Shade and Drapery Work

Attractive Clothes for Men and Young Men---Spring of 1910

Our showing of Spring Clothing for men and young men is the largest and best selected stock and most exclusive patterns on this coast, and sold fully 25 per cent lower than exclusive clothiers ask. Our Rochester clothes are equal to merchant-tailor suits; no tailor can give you so much quality and style. For style and patterns see our new grays in pin checks and new stripes, new overplaids, browns and blues. Our fine blue Serge Suits are of exceptional value. Newest styles Men's Suits, \$15 to \$40.

We are showing new Spring styles in our children's and boys' department. New Buster Brown and Russian Blouse Suits, new Sailor and Knickerbocker Suits; prices from \$2.50 to \$15, in the latest fashions and newest novelties. New children's Rompers in latest combination of colors, with Dutch neck and short sleeves, handsomely trimmed in blues, tans, etc., with fancy collars—75c and \$1. New Boys' Reefers, in light shades, newest styles, \$4 to \$12.50 each. On sale in the Clothing Department, on third floor.

