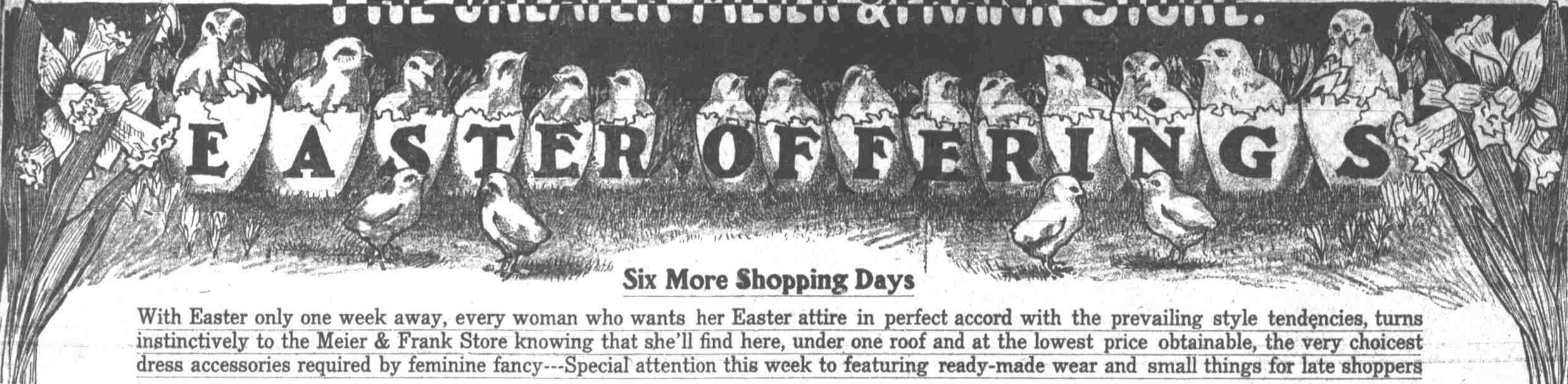


Agents for the Famous Nemo Corsets—Perrin's and Trefousse Gloves—See Additional Announcement, Section Seven, Page 12 Home Made Undermuslins, Etc.—Custom Shade and Drapery Work a Specialty—Second Colossal Book Sale Starts Tomorrow

53 Years in Portland. THE GREATER MEIER & FRANK STORE. Portland's Largest & Best.



Six More Shopping Days

With Easter only one week away, every woman who wants her Easter attire in perfect accord with the prevailing style tendencies, turns instinctively to the Meier & Frank Store knowing that she'll find here, under one roof and at the lowest price obtainable, the very choicest dress accessories required by feminine fancy--Special attention this week to featuring ready-made wear and small things for late shoppers

Latest Novelties in Jewelry

In no other way is one's costume and appearance added to by small expenditure or one's taste and attention to detail and fashion shown, as in their selection of jewelry. We show the largest assortment of novelties in the northwest. Included are the new spike hat pins, long chains in sterling silver and gold-plated vanities, brooches, etc. See them.

Hair Ornaments and Barrettes

The new styles in hair-dressing call for new styles in ornaments. The new turban effects require the new braid pins to hold this sort of coiffure in place. Other ornaments much in demand are bandeaux and barrettes. Our assortment of all these ornaments is immense, and we invite the inspection of discriminating style-seekers. A splendid showing.

Oriental Perfumes and Powders

Easter Perfumes in the pleasing Oriental odors in large assortment. We have all the toilet requirements, such as sachet powders, toilet waters, creams and all the little things that people of refinement have come to regard as necessities. Perfumes and toilet requirements make appropriate Easter remembrances. Toilet Goods Department, first floor, annex.

Very Attractive Neckwear

We have the largest stock and the best assortment west of Chicago. Visit this store in quest of unique styles in neckw'r. 20,000 pieces women's Spring Neckwear, fresh and attractive styles, in all the latest conceits; regular 35c and 25c 50c values, special for Easter week as low price of 25c Irish Crochet Rabats, Collars, etc., slightly soiled, 1/4 LESS



Spring's Smartest Styles in Women's Outer Apparel

Ready in Portland's Leading Cloak and Suit Store

WOMEN'S TAILORED SUITS FOR SPRING 1910—Exclusive styles, stamped with distinctive touch of smartness that can be imparted only by high-class makers—Ready in plentiful numbers for next Sunday's fashion parade—Your suit is here—Be sure and get it early

WHITE TAILORED SUITS—In diagonal chevots and serges or plain weaves of the same materials—Semi or tight-fitting or in the new blouse models with vest effect—Nothing is smarter or more suitable for spring and summer wear—They're priced \$25.00 to \$75.00

WOMEN'S TAILORED SUITS—In serges, fancy worsteds, chevots and homespuns—The colors are light or medium grays, tan, green, the new blue, leather and mannish mixtures in great assortment—No trouble to get the suit you want—They're priced \$25.00 to \$60.00

WOMEN'S FANCY GOWNS—In American or imported models, in blouse and vest effects or two-piece styles—Made of light-weight worsteds and cashmeres, crepe moires, poplins, Rajah and Shantung silks, etc.—Plain tailored or fancy braid-trimmed—Big values, low prices

FANCY EVENING AND AFTERNOON GOWNS—Of rich materials, exquisitely fashioned—The Easter showing of these garments is one that will add to the enviable reputation of the Greater Meier & Frank Store for complete supremacy in these lines—Call and see them

LINGERIE DRESSES—Including very beautiful hand-made garments, from \$10 to \$100

Waists for Spring and Summer

Attractive Bodices that pleasingly present the latest style tendencies and the very best materials. Elegant Marquise Waists, hand-embroidered and trimmed with hand-made inserting. Others made with yoke of eyelet embroidery and Irish crochet. Imported Crepe Waists, trimmed with new designs in Cluny lace. Hand-embroidered dainty French lawn, trimmed with German hand-made lace yokes. A remarkably complete exposition of distinctive types. Priced at \$15.00 to \$50.00

Millinery Modes That Are So Distinctive and Different

The chief thought in Easter dress is the hat that tops the costume—Distinctiveness counts for more in the creation of millinery modes at this time than in any other article of women's apparel—The Meier & Frank Store's selection of Easter modes is one that will appeal to fastidious choosers—Make a call at this store and see the display

RICH PATTERN HATS from abroad and from the best originators of style in America—Creations that show the skillful hand of the Parisian designer—These hats are exquisite creations and trimmed with plumes or flowers

STREET AND TAILORED HATS from such famous makers as Phipps, Gage, Gearhart, Burgesser and Fisk—This line is exceptionally complete—Call and see them

CHILDREN'S AND MISSES' HATS of Milan braids or in burnt Leghorns, in mushroom shapes—They are trimmed with ribbons, flowers, etc.—Also a fine line of the Tuscan Bonnets—Very appropriate for Easter wear



Black Velvet Ribbons for Trimming Easter Hats

20,000 yards of fine quality black velvet Ribbon, with satin back, just what is needed for the decoration of Easter headgear, in all widths, priced as follows: No. 1, 5c the yard, or the 47c piece of 10 yards, for only No. 1 1/2, yard 7c, piece for .87c No. 2, yard 9c, the piece for .87c No. 3, yard 12c, the piece. \$1.15 No. 5, yard 15c, the piece. \$1.35 No. 7, single yard 17c, or piece of 10 yards for \$1.55 No. 9, single yard 21c, \$1.95 or piece of 10 yards for \$2.50 No. 12, yard 27c, piece for \$3.50 No. 16, yard 37c, piece for \$3.50

Easter Gloves, Neckwear Ribbons, Handkerchiefs, Etc.

Careful attention has been paid to needs in dress accessories, and women who buy these small things here are sure of the most authentic styles at the minimum price. We are agents for the best makes of gloves, including the following—take advantage:

PERRIN'S KID GLOVES, in glace or suede finish, all the best shades, to accord with Spring costumes.

TREFOUSSE KID GLOVES, in glace or suede finish—in the correct Spring shades. Let us show you.

REYNIER KID GLOVES—In suede finish only.

BACMO GLOVES, in cape and mocha. All the best shades for street wear. And many lines of our own importations. Kid gloves from \$1.00 to \$4.00 pair.

PERRIN'S KID GLOVES, 2-clasp style, black, white, tan, brown, gray, mode, navy, green and champagne; sizes 5 1/2 to 7 1/2; best regular \$1.50 values, special at this price, the pair 98c



WOMEN'S HANDKERCHIEFS, in pretty colored and lace edge effects; a lot of 200 dozen; regular 25c values, special for Easter week at 17c A dainty Kerchief would be decidedly acceptable for an Easter remembrance. Let us show you our superb collection of American and imported Handkerchiefs. You'll enjoy seeing them, even if you do not buy now.

Easter Needs in Corsets and Fine Undermuslins

In the Second Floor Muslinwear and Corset Section this week there is much to attract the attention of the dainty woman. The beautiful lingerie and corsets that lovers of rich apparel insist on for the best gowns.

MADAME IRENE CORSETS, the ideal combination of style, comfort and quality, is having a special showing this week. Call and see them.

NEW MUSLINWEAR in Princess Slips, Gowns and Drawers is shown.

NOVELTY ITALIAN SILK VESTS and Combination Suits—garments that are fast becoming immensely popular. Big values, low prices.

In Children's Muslinwear

There will be special values this week, and mothers who are buying for babies this week will do well to look over the values presented in Children's and Misses' White Princess Slips, Petticoats and Drawers, etc.

NEW ARRIVALS IN CHILDREN'S DRESSES for wee folks from 6 months to 3 years. Call and see the wonderful assortment we offer you.

"Baby Week" Bargains In Time For Easter Week



Take advantage of this week of bargains for the wee rulers of your homes. His Highness the Baby will hold high court this week at the Meier & Frank Store, and special attention will be given to his comfort and profit. An experienced nurse to care for the baby while you shop.

Infants' Shoes, in all styles; regular price 60c the pair, on special sale for Baby Week only, the pair 49c

Infants' Slips, made of fine materials, with neck and cuffs trimmed with embroidery; special price 43c

Infants' Skirts, trimmed with tucks, hemstitching, laces and embroideries; Baby Week only \$1.22

Infants' Skirts, trimmed with tucks and lace, or with tucks and embroidery; \$1.35 values, special 98c

Infants' Outing Flannel Skirts, the best regular 40c values, on special sale for Baby Week for only 25c

Infants' Slips, neck and cuffs trimmed with lace; nicely made, on special sale for Baby Week, each 49c

Infants' Dresses, of finest nainsook, trimmed with inch tucks and fine lace; values up to \$4.00, special \$2.79

Teddy Bear Blankets, 30x40 inches, special, each .49c

French Hand-Embroidered Baby Goods, including dresses, skirts, sashes, wrappers, caps, bibs, etc.; this week at one-fourth of regular prices 1/4 Less

WE ARE SOLE AUTHORIZED PORTLAND AGENTS FOR FAMOUS ARNOLD KNIT GOODS FOR BABIES

Buy Your Easter Hosiery Now

You'll need new hose to wear with your low shoes. Look through the selection shown here and determine what the correct shades will be. You can save money, too, for the large purchases we made enable us to sell at the lowest possible prices. Don't fail to see this assortment. THE MEIER & FRANK NEW FORM HOSE, something new for women, made with extra long, double-knit, reinforced top, running below the knee. This feature gives an appearance and fit not to be obtained in the ordinary hose. They are of fine French gauze lisle, in black only; regular and outside—buy all you want of them at this low price, pair 50c SAME HOSE IN MEDIUM WEIGHT—Comes in black, white and best Spring 35c shades. Buy all you want of them at low price of 3 pairs for \$1.00, or one pair for 35c Women's Silk Hose, extra weight, medium quality with wide double elastic gartered tops and lisle soles; all black or split soles; come in black, white and the staple \$1.50 shades; \$2.00 grade, special, pair \$1.50 Kayser's Fine Silk Italian Hose, in \$1.50 black, white and colors, at, the pair 25c Women's Silk Hose, in plain black with mercerized lisle top, split soles; a dainty hose at a popular price; \$1.50 values 98c Children's and Infants' Hose, a new kind and a new quality with a new name. The "That's It" brand, with liuen heels and toes; 25c best that can be bought for price, pair

1000 Yards of Fancy Embroidery \$2.25 Values at 98c the Yard

Swiss Embroidery Flouncing and Bands, in Baby Irish designs, for lingerie trimmings. Comes in widths from 4 to 27 inches, and 98c regular values up to \$2.25 the yard, on special sale at, the yard 98c Regular values up to \$1.50 the yard, special price tomorrow, yard, 69c Corset Cover Embroidery, 18 ins. wide, in Appenzelle designs, 89c on soft-finished materials; regular \$1.75 values, special, yard 89c Bands to Match, placed on sale at the special price of, the yard .39c Corset Cover Embroideries, 18 ins. wide, in Baby Irish designs; regular values up to \$1.25 the yard, at the special price of, yard 69c Dimity Corset Cover Embroideries, vals. to 85c yd., tomorrow at 35c

Men's Fine Spring Clothing Priced at \$15.00 to \$40.00

Any man used to good clothes recognizes in the kind sold here correct cut and fabric. Men who formerly paid tailors twice the prices they pay us, look better now in the Meier & Frank ready-to-wear kind. The Easter assortments—ready for your approval tomorrow—were chosen with the pleasing of fastidious men in view. 'Tis easy to buy exclusive styles and patterns here, for we are sole Portland agents for some of the best makes on the market. There are conservative or original cuts in the staple black and blues, or in fancy fabrics in wide variety. The materials are serges, worsteds, tweeds, cassimeres and chevots.

MEN'S AND YOUNG MEN'S MODELS — WE ARE PORTLAND AGENTS FOR THE CELEBRATED ADLER'S "ROCHESTER" BRAND CLOTHES FOR MEN—SOLE PORTLAND AGENTS for the "NUFANGL" TROUSERS