

Complete Selection Easter Novelties and Favors on Sale on the Fifth Floor  
Take Lunch in Our 7th Floor Tea Room—Good Music by M. & F. Orchestra

# Everybody in Quest of Bargains Reads the Meier & Frank Store News

## We Are Sole Portland Agts. Perrin's Gloves

All your glove needs supplied in "Perrin" The popular glove of France, England and America—the glove preferred of fashionables because it belongs to the elite by the right of demonstrated merit and worth. The glove of "Perrin" stamp has been a good glove for half a century. Made from selected skins bought in the raw and dressed in "Perrin" factories, it must be free from every flaw. Every process of tanning, dyeing, cutting and shaping is subject to rigid inspection—no detail is slighted. When we offer a "Perrin" Glove there is an implied compliment to our customers. You feel that you are placed on a pedestal with the better order of things. Because every woman knows the "Perrin" for what it is. You should know it, too. We carry a full line of these gloves.

## Principal Agents for Warner's RUST PROOF Corsets



The long skirt models completely encase the figure. The extra length in the skirt is unbanded and the corset absolutely comfortable, sitting, standing or walking. The figure corseted in a Warner's presents an appearance of long, unbroken lines, as shown in this illustration. The complete line of Warner's corsets show a large variety of shapes—long, medium and short, making it possible for every type of figure to fill its requirements with a fashionable garment. These corsets are guaranteed to WEAR—not to rust, break or tear. Warner's standard of quality is so high that this guarantee is almost superfluous. On the tissue paper wrapped around each pair of Warner's Corsets is an illustrated story telling the proper method of lacing and fitting your corsets. See them.

We carry the Warner Rustproof Corset in 12 models and 30 numbers. We have them on sale at prices from \$1.00 to \$5.00

## Authorized Agents for Arnold Knit Goods For Babies

In offering to the mothers who buy baby goods here the splendid Arnold make, we know that we are giving the best to be had and that these garments are such as the most fastidious mother would select. They are made under the most absolutely sanitary conditions and of the finest of materials. There need be no fear that the tender little body will be clothed with garments made in a haphazard way or that there was the slightest lack of cleanliness in their making. Arnold knit diapers, nightgowns, lap pads, infants' vests, abdominal bands, bibs and even towels and wash-cloths for baby's bath have been made with the same care that the most particular woman would bestow upon the making of these things.

## Baby Shares in the Offerings for Easter

"The most important member of the family" is not forgotten this week, just because mothers and big sisters have so many things to think of. This big store has a cozy nook devoted exclusively to the things a baby needs. Everything for their dress and comfort, from the little bib at 5c to the wee frocks that cost almost as much as one of mother's. Let us show you. This is Baby Week, and special prices rule here; read what follows. Infants' Slips, made of fine materials, with neck and cuffs trimmed with embroidery, on special sale at this price, each **43c**



Infants' Skirts, trimmed with tucks, hemstitching, laces and embroideries; on sale for **\$1.22**  
Baby Week only at...  
Infants' Shoes in all styles, regular 60c values. Special at, pair, **49c**  
Infants' Skirts, trimmed with tucks and lace or with tucks and embroidery; best regular \$1.35 values; special at, each, **98c**  
Infants' Outing Flannel Skirts, the best regular 40c values... **25c**

## We Invite Portland Fashion Devotees to View the Finest in Women's Attire

Next Sunday's "fashion parade" will be one of the most imposing pageants ever beheld from a standpoint of fashion—Every woman who would satisfy her love for the beautiful and keep in step with fashion's decrees comes to the Meier & Frank Store—And what's more natural?—Present day shoppers want large selections, wide choice of color, fabric and styles, as well as price—No other store in the entire Northwest is so well prepared to meet this requirement—Entire second floor is brilliant with the best things in women's smart attire, the finest that could be secured through connections with leading style-producers in America and abroad, and long experience in choosing for Portland fashion followers—Do your Easter shopping at this mammoth store tomorrow

## Second Colossal Sale of Edition de Luxe Books Pay Only About One-Fourth Subscription Price

### We Are Agents for Whitney Go-Carts

Take the youngster out in the bright sunshine and bracing air. Take babies out in the Whitney Go-carts and carriages, and you know that you have the best. See the new 1910 models. We have the exclusive Portland agency for this make. They come in exclusive designs not to be had in ordinary carts or carriages. The Whitney "Pullman Runabouts" have beautiful polished bodies and are upholstered in leather cloth; they have steel tubing and all-steel rubber tired wheels.

**SPECIAL** Collapsible Go-carts, with all-steel frame, adjustable dash, back and head; leatherette upholstery, with springs under seat; 1/2 rubber tires; regularly sold at \$7.50; an unprecedented value today at, each **\$5.95**

### New Arrivals in Rug Dept.

The Anglo-Persian Rug, the finest and most effective of all domestic rugs. Comes in soft colorings and exceptionally attractive designs. Sizes from 27x54 inches to 11-3x15 feet and the prices run from \$7.50 up to **\$100**  
Royal Worcester Rug, known for its durability and its serviceable colorings. Exact copies of the genuine Orientals; 9x12 feet. Priced in this sale at **\$40.00**  
Body Brussels Rugs, the best in the market in variety of sizes, at all prices.

### Special Showing of Hosiery for Easter

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 them.  
**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 outsize; buy all you want of them at this low price, per pair **50c**  
**SAME HOSE IN MEDIUM WEIGHT**—Comes in black, white and best spring shades. Buy all you want of them at three pairs for \$1.00, or one pair **35c**

## The Furniture Department Is Most Decidedly a Success

The crowds that attended the opening of this newly completed and enlarged department today are an emphatic assurance of unprecedented success for this newest addition to the Meier & Frank Store organization and service—The two "Rooms of Ideas" are a revelation to many who come to look through the furniture section, and we direct your special attention to this feature—This department occupies the entire Fourth Floor of both the main building and the annex—The progressive Meier & Frank policy of doing nothing by halves is well instanced in the large and well-selected stocks we show and the decidedly low prices at which the goods are marked—You are specially invited to attend tomorrow—Be sure and attend—There will be music in the afternoon

### Solid Oak Pedestal Dining Table \$12.39



Six-foot extension Dining Table, like cut, in weathered oak or golden oak finish; has 3 extra leaves. An example of the remarkable values offered in the furniture dept. at **\$12.39**

### Reed Rockers Special \$2.98

JUST LIKE CUT



The cozy Rocker pictured here is one that will look well and be of service in any room in your home. Strong and comfortable, it is suitable for bedroom, parlor or living-room. Shellac finish. A remarkable value. On special sale for tomorrow at **\$2.98**



YOU NEED NOT PAY MORE THAN  
**\$15**

For your SPRING SUIT if you purchase it at one of our stores. We ABSOLUTELY give you as GOOD a SUIT at this price as you can buy in any other store in this city for \$20.

THERE'S A REASON—we own FIVE stores in this city. We BUY MORE CLOTHING—WE SELL MORE CLOTHING than any other store.

We are satisfied with a smaller margin of profit than any other store.

PRETTY GOOD REASONS for buying of us?

# MOYER

Third and Oak  
First and Yamhill  
First and Morrison

## OPPORTUNITY

COMES TO SOME PEOPLE  
OFTEN AND TO ALL OF US ONCE

ALL OF THE CHOICEST  
CONCESSIONS WILL BE

## OFFERED

For the coming season, and on such reasonable terms as to be especially attractive.

## IN THE OAKS

AMUSEMENT PARK.

THE FOLLOWING IS A PARTIAL LIST WE HAVE TO OFFER:

Oaks Tavern, Shooting Gallery, Photo and Souvenir Postals, Popcorn and Peanuts, Ball Games, Candy, Cigars, Fruit and News-stand, Swimming Pavilion, Joy Wheel, Fish Pond, Japanese Rolling Game, Billiards and Pool, Bowling Alley and several smaller

## CONCESSIONS

All information given by Louis Altman, 820 Electric Bldg., after Monday, March 21. Office hours, 3 to 5 p. m.

*"Mother knows"*

**Order Olympic Flour—**  
it makes good bread and biscuits."  
—Mother.

Absolutely clean and pure, wholesome and nutritious—made from selected Northwestern wheat—Insist upon Olympic—  
"there isn't any just as good"

AT YOUR GROCER'S  
PORTLAND FLOURING MILLS CO., PORTLAND, OREGON

## Painless Dentistry

Out of seven people can have their plates and bridges work finished in one day

We will give you a good 22k gold or porcelain crown for **\$3.50**  
Metal Onions **5.00**  
22k Bridge Teeth **3.50**  
Gold Fillings **1.00**  
Enamel Fillings **1.00**  
Silver Fillings **.50**  
Inlay Fillings **2.50**  
Good Rubber Plates **5.00**  
Best Red Rubber Plates **7.50**

W. W. A. WISE, President and Manager  
22 years experience in Portland  
Painless Extr. '100 .50

**WORK GUARANTEED FOR 15 YEARS**  
Painless Extractions Free when plates or bridge work is ordered. Consultation Free. You cannot get better painless work done anywhere. All work fully guaranteed. Modern electric equipment. Best methods.

## Wise Dental Co.

PAULSON BUILDING INCORPORATED  
Third & Wash. St. PORTLAND, OREGON  
OFFICE HOURS: 8 A. M. to 8 P. M. Sundays, 9 to 12.

**BOYS**  
ENTER CANOE CONTEST  
200 Votes Free  
A. B. STEINBACH & CO.

Foster & Kleiser Signs