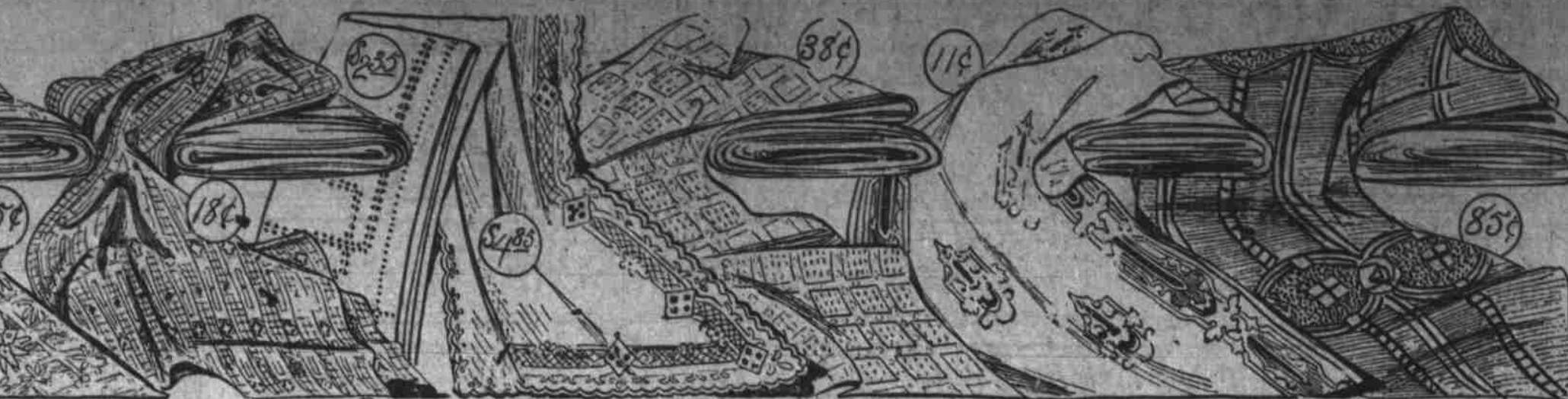


Enjoy a Delicious Luncheon Tomorrow in the 7th-Floor Tea Room—Music by Jeffrey's Heilig Theatre Orchestra, Daily, 12 to 2
All the New Victor and Columbia Records for April, on Sale Tomorrow, Fifth Floor—Easter Books, Etc., in the Basement Annex

THE MEIER & FRANK COMPANY, ESTABLISHED 1857

Fair tonight and Wednesday, light frost tonight, winds mostly westly

THE MEIER & FRANK CO., 5TH, 6TH, MORRISON, ALDER



Great Spring Sale of Draperies

A Most Varied, Truly Beautiful Showing of New Hangings, Curtains, Upholstery Goods and Wall Paper

"NEVER have so many beautiful, harmonious Drapery colorings and combinations been introduced in a single season," exclaimed our Drapery chief as he showed us through the immense stocks of new Spring and Summer Draperies, Hangings, Curtains, Portieres and Wallpaper which enter this great semi-annual event tomorrow.

Seemed no end to the lovely tints, the dainty, airy weaves, the beautiful, bright-hued Cretonnes, Scotch Madrases, Scrim, Lace and Scrim Curtains—we could fairly imagine that Summer days were here already!

And back of everything on display is an expert, sympathetic Drapery service—a service free for the asking, whether your need be an appropriate bit of cretonne for an odd chair, the doing over of a room or the whole beautiful color scheme for Summer home, seaside cottage or palatial residence.

The special offerings are for tomorrow and the rest of this week, if the lots last that long.

17c to 25c Drapery Goods, 11c

An immense mill purchase—300 bolts of beautiful, new Casement Cloths, Printed Scrim, Morines; worth 17c to 25c a yard regularly.

Cream and ecru grounds, in scores of oriental, floral and Art Nouveau designs, for Summer curtains, overdrapes, etc. Biggest offering of its kind we ever made. Spring Sale price, yard

Save on New Bungalow Nets!

For the Summer home, nothing is prettier or more artistic in inexpensive draperies than these Bungalow Nets! They come in white, cream and ecru, 45 and 50 inches wide, with block, filet and art glass designs.

25c Bungalow Nets at yard 18c 50c Bungalow Nets at yard 38c

50c to 75c Cretonnes, at 29c

Two hundred pieces of these lovely imported Cretonnes at less than the domestic grades! An importer bought too many from the German and English mills—we took 200 pieces off his hands at a sacrifice!

Scores of exquisite patterns and colorings, for Summer curtains, hangings, upholstery uses, etc. Regular 50c, 65c, 75c grades, yd. 29c

100 New Patterns in Curtains

Probably the largest assortment of new Curtains we ever placed on sale in two lots. Over 100 artistic new patterns.

Scrim Curtains in all staple and novelty designs. Cluny insertions, hemstitched, drawwork, etc., in white, cream and ecru. Net curtains with renaissance braid and linen cluny edges, Irish points, etc. All 40 inches wide and 2 1/2 yards long.

\$3.80 New Curtains at \$2.35 \$6.80 New Curtains at \$4.85

To \$1.50 Sundour Fabrics, 85c

A tremendous special purchase of these handsome Sundour Drapery Fabrics, Scotch Madrases and French Mulls, go into the Spring Sale tomorrow!

Wide variety of artistic designs—rich two-tone browns, blues and greens. Light ground Madrases with dainty blue, gold and blue patterns. The Mulls are in light grounds with cool, summery color combinations. For curtains, overdrapes and hangings. These are our regular \$1.25, \$1.35 and \$1.50 grades, special, yard 85c

\$3.25 Cashgar Couch Covers—Handsome Oriental designs, medallion centers and rich color combinations, with red, green and tan predominating. Size 60 inches by 3 yards, without fringe, on sale at \$1.98

\$5 Double-Faced Cashgar Couch Covers—Rich Oriental designs and colorings. Also double-faced Tapestry Couch Covers, in bright, artistic designs, without fringe; 60 inches by 3 yards long, at \$3.25

New Spring Draperies, Wall and Furniture Coverings to match. Never have we shown such elegant and harmonious designs and colors. Velours in new tones and weaves, with foreign tapestries and wall paper to match. Browns, blues, grays, dark reds in a perfect color-blending.

New Wool and Cotton Tapestries, in a perfect harmony of colorings. Every one can be matched with velours and other plain drapery materials. Yard \$2 to \$4.40.

New Print Warp or Shadow Cretonnes—In large and small designs of old rose, pale blues, and lovely pastel shades. The 32-inch at \$1.50—they've never been produced before to sell under \$4! Others up to \$6.

New Black Ground Cretonnes—The feature of all this season's Cretonne showings. Large and small floral, bird and Japanese designs, rich and striking. Priced from 31-in. at \$1.25 to 50-inch at \$3.50.

Elegance in the Finer Draperies

A wealth of beauty and richness in this unrivaled showing of the new finer Upholstery and Drapery fabrics!

Imported Armures, Satin and Brocaded Damasks, sumptuous silk velours, in the exquisite burnt orange, old violet, mulberry, old rose, fawn, etc. One rare design is of brocaded Damask, with lace woven onto it in insertion effect, yd. \$8.50. Then the Friezes or uncut Velours, on black and colored grounds, with figures, stripes, etc. Every price up to the finest wool Tapestries at \$47.50 yard.

A Wondrous Array of Suits for the Eastertide



IF THERE'S anything in all the realm of Suitdom that women desire for the Eastertide—for the Spring and Summer 'tis here in the great Ready-to-Wear Salons on the second floor—the acknowledged "Fashion Center of the Northwest."

How refreshingly new and different is the model as sketched here, with its deep revers of ecru agaric, its graceful collar of rich, heavy, Macramé-like ecru lace.

Of handsome whipcord in either cedar-brown or navy. Elegantly tailored throughout, finished in pearl buttons. Priced at only \$35.

Then hundreds of other styles equally as exclusive and distinctive. The lines at \$25, \$30, \$35 to \$40 unequalled anywhere for richness of materials, beauty of style, grace of line and perfection of tailoring and finish. They're perfect—from the seam of the squared shoulder over the fitted bust to the hem of the graceful skirt.

Every rich, new fabric—every beautiful, new Spring shade, and every price from \$15 up—but ask about the \$25, \$30 to \$40 Suits tomorrow. Ideal for the Eastertide!

Easter Stationery Sale Begins Tomorrow

DAINTY Boxed Paper of every kind—Tablets, Pound Paper and Stationery Supplies are underpriced in this big Easter Stationery Sale, which begins tomorrow, to continue until Saturday night. We feature especially Eaton-Crane's fine Stationery, for which we are the principal Portland distributors.

A DOZEN EASTER CARDS FREE

With every purchase of 50c or more in our Stationery Dept. during this sale.

EASTER SALE OF CARD ENGRAVING.

The best grade of Stationery engraving; 100 cards from your own plate, 65¢.

100 Cards and Plate, plain script, \$1.39.

100 Cards and Plate, French or Old English, \$1.98.

100 Cards and Plate, shaded Old English, \$2.89.

EATON & CRANE MONOGRAM STATIONERY, 42¢

The Highland linen, Irish delph or Canterbury linen, in white, blue, pink, buff or gray, with a two-initial monogram in gold or colors. Extraordinary Easter special 42¢.



First Floor, New Building, Mail Orders Filled.

65c High Grade Linen Paper, with gold or colored edges, box at 29¢.

50c Initial Box Paper—Broken line of initials, 25¢.

25c Eaton-Crane's Tablets—Pineapple or New York linen, letter size, 19¢; 15c note size Tablets, 9¢.

Children's 15c Stationery—Can also be used for invitations, box 5¢.

\$2 Beautiful Burlap Desk Sets, containing two quires of fine paper, 69¢.

35c Box Letter Files, 23¢; 20c Le Page's Glue, 12¢; 5c Black Ink for 3¢.

PLAYING CARDS, ETC.

Congress or Initial Playing Cards, 39¢.

Bicycle and Whist Playing Cards, 18¢.

Society gilt edge, fancy back Playing Cards, 21¢.

15c Enamelled Playing Cards, 9¢.

50c Poker Chips, box of 100, 31¢.

500 Score Cards, doz. 4¢.

25c Paper Plates, all sizes, pkg. 19¢.

Plain White Paper Napkins, pkg. of 100, 8¢.

15c Paper Dollies, pkg. of 75 for 12¢.

It's Notion Day—Specials 5c and 8c

SCORES of cut prices on daily used articles—savings worth while—so come tomorrow and purchase the supply of Notion Needs. Two lots at 5c and 8c.

- 2 spools Conqueror Machine Thread
- 2 spools Button Thread
- 3 spools Back Darning Cotton
- 10c large size Hair Net
- 2 cards of Hooks and Eyes
- 10c Curling Iron
- 2 cards of Safety Pins
- 2 papers Washington Pins
- Three 3c packages Hair Pins
- 10c fancy Head Pins

- Children's 15c Hose Supporters
- 15c box Bone Hair Pins
- 10c card Eve Collar Supports
- 10c card Shoe Buttons, with thread
- 15c Kid Curlers, assorted
- 10c spool Best's 100-yard Silk
- 15c Cube Pins, assorted
- 10c white bias Seam Tape, bolt
- 15c white Nainsook Shields, pair

FIRST FLOOR—NEW BUILDING—MAIL ORDERS FILLED

Genuine Navajo Rugs—A Sale

TO ALBUQUERQUE, New Mexico, our Rug chief goes each year—right into the midst of the Navajo tribe, where the genuine Navajo Rugs are woven! That's why, right here at The Meier & Frank Store, the most interesting and complete assortment of Navajo Rugs can be found. Original Indian designs—every Rug genuine. Perfectly woven in rich, rare colorings. For dens, couches, halls, slumber robes for the Summer home. Only our direct buying enables us to quote the prices listed here. Prices: \$27 Navajo Rugs \$18 \$40 Navajo Rugs \$27 \$65 Navajo Rugs \$43.50 \$30 Navajo Rugs \$20 \$54 Navajo Rugs \$38 \$72 Navajo Rugs \$48 \$33 Navajo Rugs \$22 \$55 Navajo Rugs \$37 \$75 Navajo Rugs \$50



Men's Easter Neckwear Rich, New Spring Four-in-Hands, Worth 25c and 35c 17c

IT'S a phenomenal offer—for there's not a Tie in the lot that would sell for less than 25c, and many of them even 35c. The very latest patterns—rich, new silks, bengalines, poplins, etc., in every imaginable color and design. Checks, plaids, cross-stripes, corded weaves and all the plain colors.

Supply your season's Neckwear now! Choose six or a dozen—enough to give you good variety, for it's a wonderful opportunity. Each 17c, 3 for 50c.

JUST INSIDE MORRISON STREET ENTRANCE

A Great Easter Glove Sale—Savings for All the Family!

THOUSANDS have thronged the Glove Section since the opening of this Great Annual Easter Event. Every style and fabric for women and children, of the most high-grade, famous makes in America, including the famous Perrin Gloves, sold here exclusively. Trefousse and other makes. Gloves for the Eastertide—for all through the Spring and Summer, should be supplied now at savings that equal a third and even more.

WOMEN'S \$1 GERMAN LAMBSKIN GLOVES 69c

Splendid wearing quality German Lambskin Gloves in popular 2-clasp style. Black, white, tan, mode and gray. Not a pair worth less than \$1. Special for tomorrow's sale, pair 69c

WOMEN'S \$1.50 TO \$2.25 GLOVES AT ONLY \$1.33

Hundreds of pairs in this sample lot of the famous Perrin and Trefousse Gloves. Two- and 3-clasp styles in good range of colors and sizes; regular \$1.50 to \$2.25 \$1.33

\$3.50 PERRIN GLOVES FOR WOMEN, PR. \$2.98

Long 12-button length Perrin Gloves of real French kid. All sizes in black, white, tan and champagne. Beautiful \$3.50 grade. Special for the Easter sale at \$2.98

CHILDREN'S \$1.00—\$1.25 GLOVES AT PAIR, 93c

In the tan cape style; made just like the adult sizes, with one-clasp patent fastener. Mothers like them for their splendid wearing qualities. Our \$1.00 93c and \$1.25 grades at... 93c

MEN'S \$1.50 PERRIN GLOVES, PAIR AT \$1.35

A beautiful dress Glove of imported gray suede in all men's and cadet's sizes. The Perrin make, famous for their perfect fit and wearing qualities. Regular \$1.25 grades Pair tomorrow at \$1.35

WOMEN'S \$1.25 LONG SILK GLOVES, Pair, 89c

Long Silk Gloves for women, of good quality Milanese silk in white, black and colors. Made for wear with double finger tips. Regular \$1.25 grades for tomorrow at, pair 89c

Big March Sale of Pure Foods

EVERY housewife should profit by this great March Sale—a sale teeming with vital savings. PURE FOOD GROCERY—BASEMENT—

Grizzly Bluff Butter, 69¢	40c Meierfrank Coffee 3-4¢	Standard Corn, 3 cans 25¢
20c Cream of Wheat 15¢	25c Blue Label Catsup 18¢	Maine Corn, 2 cans 23¢
E. C. Corn Flakes, 3 25¢	25c Red Ball Oranges 18¢	Red Cherries, in glass, 25c size priced, only 19¢
25c Rockwood Cocos 17¢	Royal Banquet Butter 73¢	Table Peaches, 3 cans 50¢
25c Del Monte Pears 19¢	Walter Baker's Choc. 23¢	

17 POUNDS DRY GRANULATED SUGAR FOR ONE DOLLAR TOMORROW ON GROCERY PURCHASES OF \$1 OR MORE, NOT INCLUDING SUGAR



TELEPHONES—PACIFIC, PRIVATE EX. 4; HOME, A-6101

\$15.25 Bed Outfits, \$9.98

EXTRAORDINARY Furniture offer for Wednesday and Thursday only. Bed, Springs and Mattress complete, as illustrated, at \$9.98, and they'd sell for \$15.25 regularly.



Well built white enamel Bed in the medium 4-6 size. The Spring is the famous carefully made Yum Yum make and the Mattress the high grade Gilt Edge brand, built of 25 pounds of white felted cotton and 20 pounds wood fiber.

It's an offer that shouldn't pass unheeded for those needing such an outfit.

This White Enamel Bed \$9.98 Regular, \$15.25
This Yum-Yum Spring
This Gilt-Edge Mattress

FOURTH FLOOR—MAIL BUILDING—ORDERS BY MAIL