Don't Merely Ask for Gloves, Madam, Ask for Perrin's Gloves—Here Only in Portland—New Columbia and Victor Records for April

All Credit Purchases Tomorrow and Rest of March Go on April Accounts, Payable May 1—Free Rental Bureau, 4th Flr., Main Bldg.

THE MEIER & FRANK COMPANY, ESTABLISHED 1857 | WEATHER REPORT—Fair tomorrow. | THE MEIER & FRANK CO., 5TH, 6TH, MORRISON, ALDER

Easter Apparel in Fascinating Variety--The Truly Parisian in Silk Gowns

4 Styles in Russian Casaque Blouses at $3

THE Waist feature of the season—a style inspired by the dainty originality of Goupy, Paris, and the vogue of the Pue de Boulogne and the Riviera!

We show four charming variations of the Russian Casaque Blouse at $3—two of them our artist has sketched. Of filmy voiles, marquisettes, allover eyelet, batiste and Brussels net, with bands of Cluny and shadow filet lace. Short and three-quarter sleeves, Dutch neck with basque and cutaway tunics. Also two lovely new Peplum Frill Waists, one of allover eyelet, the other with a chic side frill. For tomorrow, all at **$3**

Other Casaque and Peplum Blouses

Dozens of winsome little styles, trimmed with real laces and hand embroideries, on sale at **$15, $18** and **$20.**

A charming Dutch neck Marquisette Waist, with peplum, for **$10.**

A Sailor Collar Waist of marquisette with collar and front inlaid in ratine and patent belt, at **$9.**

SECOND FLOOR—MAIN BUILDING

REPRODUCTION OF LETTER FROM J. P. AVERILL, ONE OF OUR BUYERS NOW IN EUROPE

Meier & Frank Company

Berlin, March 8-12

Mr. F. S. Meier,
Meier & Frank Company,
Portland, Ore.

Dear Mr. Meier:-

Arrival in London after a very rough passage on the Oceanic. I am enclosing you a clipping from the London Times. Saw a number of new toys in London and left there on February 20th for Berlin; spent Washington's Birthday here. Berlin is quite a center for fancy toys and favors for children's parties, etc.

I left here on February 25th for Nuremberg, the city of toy makers where the mechanical and tin toys are made. Saw many new and interesting mechanical toys and trains. Worked there until the 8th, and went to Sonneberg where all the dolls, toys, bears and paint blocks are made. Then visited the great toy fair at Leipzig where there are over 10,000 toy manufacturers exhibiting their different wares.

In closing will say we will have the biggest and best line of toys and dolls for next Christmas that has ever been displayed in any city west of New York. With best regards to all,

Yours very truly,

J. P. Averill

Our Enlarged European Organization--

now includes offices and representatives in Paris, London, Berlin, Belfast, Chemnitz, Calais, Nottingham, Yokahama. These are in addition to the buyers whom we send to Europe each year.

We offer to all our customers planning a European trip this summer, the privilege of shopping in any city where we have an office, having purchases charged to their account here and paying upon their return to Portland.

IF YOU were to step into any of the fashion shops of Fifth Avenue or Broadway, New York, you'd find no more varied assemblage of Easter apparel than here in the great Ready-to-Wear Salons of The Meier & Frank Store! Styles couldn't be smarter, fabrics newer or more beautiful, colorings more lovely than displayed here.

Discernibly, they're fashioned from abroad, modified to suit the American woman's conception of beauty and grace of line.

Typical of the Silk Gowns is the stunning model sketched here. Fashioned from a Paris creation by Bechoff-David. Of rich, soft black taffeta—the Russian Casaque bodice, combined with ribbon-like bands in red rose pattern and hue. Finished with tiny red silk buttons. Priced at $35.

Scores and scores of other styles, each attractive in their own type of beauty. Prices range from $15 to $125.

Easter Top-Coats of Style and Beauty

Models for every occasion—from the most inexpensive of general utility Coats to the most stunning creations for afternoon and evening wear. All carry out the narrow silhouette lines. But a hint here of the hundreds of models:

At $16.50—General utility Coat of tan and white striped diagonal weave with notch collar of red silk, the long plain revers of self material. Buttons of red and gilt.

At $18—Smart model of imported black and white check worsted. Collar of black satin, deep revers of blue corded silk. Finished with tiny white pearl buttons.

At $22.50—Rich worsted in black, gray and white stripes, with Copenhagen blue revers and cuffs of agaric. Medium pockets fastened with buttons.

At $25—Handsome springlike Coat of fine pressed serge with collar, deep revers and cuffs of tan macrame. Finished with large buttons.

At $36—Striking model of rich drab tan whipcord. Collar, revers and cuffs of white agaric finished with a touch of crimson satin. White glass buttons add a new note.

At $40—Of beautiful, soft tan polo cloth. Cape shoulder and sleeve finished with black velvet. It's stunning! Large white bone buttons complete the attractiveness.

GARMENT SALONS—SECOND FLOOR—MAIN BUILDING—MAIL ORDERS FILLED

Learn About Nemo Corsets!

THERE are several vital, new features in the Nemo line this Spring which we would like to have the special Nemo expert, here from New York city, tell you about in person!

The new kind of LASTIKOPS BANDLET, which gives better abdominal support than before. Nemo RELIEF BANDS now have elastic attachment which double their efficiency. New form of famous SELF REDUCING STAYS. The wonderful AUTO-MASSAGE devise. The new elastic HOLTITE STAYS, especially useful in corsets for slender figures. And other valuable new models. Come and see them tomorrow.

Nemo No. 308—For slender and medium figures. Has new elastic Holtite stays (inside the corset) and double top hose supporters. A marvel of comfortable slenderness. Very long skirt, low bust. Also medium bust. Price **$3.50**

Nemo No. 354—Auto-Massage self reducing corset, not only reducing the figure by usual means, but makes it permanently smaller. Very long skirt, low bust, **$3.50**

Gossard Front-Lace Corsets

The Gossard original front lace Corsets, are sold exclusively at Meier & Frank's in Portland! Recommended by physicians and vocal instructors—relieve the diaphram of all pressure.

Ask any of our expert Corsetieres to demonstrate them. Prices **$3.50, $5** up to **$15.**

SECOND FLOOR—NEW BUILDING

Easter Glove Sale Is Continued!

IT TOOK us months to gather the many special lots of splendid Kid and Lisle Gloves for this Great Easter Sale! Perrin's real French Gloves, sold here only in Portland—Trefousse and other famous makes underpriced. Supply needs for Easter and the future TOMORROW!

Women's $1 Gloves—Excellent grade of German lambskin, 2-clasp style, in black, white, tan, mode and gray. All sizes, on sale, pair **69c**

Women's $1.50 Gloves—Including famous Perrin's real French kid. Two-clasp overseam style, in black, white, mode and gray, the pair **98c**

Women's $1 Long Silk Gloves—Splendid quality Tricot silk, 16-button length, in black, white and tan. All sizes, on sale tomorrow, pr. **79c**

Women's $1.25 Trefousse Gloves—1-clasp cape, in beautiful shades of tan, for street wear. All sizes—Easter Sale price, the pair **89c**

Women's 50c Silk Gloves—Two-clasp style, in black only, all sizes 5½ to 8. Double finger-tipped. Our Easter Sale price, the pair **27c**

Women's $3-$3.50 Long Kid Gloves—Extra quality German lambskin in mousquetaire style, white only. Sizes 6 to 7. On sale tomorrow **$2.67**

FIRST FLOOR—MAIN BUILDING—MAIL ORDERS FILLED

Embroidery Sale of the Year!

ALTHOUGH thousands of yards of beautiful Embroideries from this great purchase have been sold the last few days, the immense lot to start with insures a wide selection tomorrow.

We took all the sample bolts two St. Gall manufacturers used in their New York office

Scores of the most fascinatingly beautiful designs—Colbert, Appenzelle, Filet, Venise, Baby Irish and French Convent, Edges and Insertions, 3 to 9 inches, and Flouncings, 18 to 45 inches.

$1.50 to $2 Emb'd'y yard 98c	$3.50 and $4 Emb'y, yr. $1.98
$2 to $2.75 Emb'd'y, yd. $1.39	$4.50 and $5 Emb'y, yd. $2.19
$2.75 and $3 Emb'y, yd. $1.69	$5.50 to $8 Emb'd'y, yd. $2.98

FIRST FLOOR—NEW BUILDING—MAIL ORDERS FILLED

Spring Sale of Draperies!

NO ONE has yet seen this great showing of Spring Draperies, Curtains, Hangings and Wallpaper, but to pronounce it the most truly beautiful and artistic ever assembled in the Northwest! Every fabric, every weave, every design, every coloring, from the inexpensive Printed Scrims and Casement Cloths to sumptuous Silk Velours, rare Damasks, and Tapestries.

Especially notable are the striking black background Cretonnes, the feature of all this season's designs. Large and small floral, bird and Japanese patterns in rich colorings. And beautiful Shadow Cretonnes, the feature of all this season's designs, for the time to sell as low as $1.50 a yard. See them all tomorrow—many splendid savings—in addition:

200 bolts of 17c to 25c Drapery Fabrics on sale 11c

An immense mill purchase of new Casement Cloths, Printed Scrims, Morines; worth 17c to 25c yd. Cream, ecru grounds; Oriental, floral, and art nouveau designs.

Pretty New Bungalow Nets on sale, yard, 38c and 18c

For the Summer home, it'll be hard to find anything in inexpensive Draperies as practical as Bungalow Nets! In white, cream and ecru grounds, 45 and 50 ins. wide.

135 bolts of 50c to 75c Imported Cretonnes, a yard 29c

Finest English and French Cretonnes less than domestic grades! Scores of exquisite designs and colorings, for curtains, hangings, upholstery goods, etc.

100 designs in Curtains, pair, $4.85 and $2.35

Probably the largest assortment of entirely new Curtains we ever placed on sale before! Staple and novelty designs, all full sized; $5.50 grades at $4.85—$3.50 at $2.35.

$1.25 to $1.50 new Sundour Fabrics, special at 85c

A tremendous mill purchase of new Sundour Fabrics, Scotch Madrases and French Mulls. Wide variety of Spring colorings—two-tone greens, blues, gold, etc.

$3.25 new Cashgar Couch Covers $1.98

Handsome Oriental designs, medallion centers and rich color combinations, with red, green and tan predominating. Sizes 60 inches by 3 yards, without fringe.

THIRD FLOOR—MAIN BUILDING—MAIL ORDERS FILLED

76 Styles in the Cousin Pumps for Easter!

Cousins' low heel Pump, ooze, calf, patent, gunmetal, $4.

Cousins' high arch Pump, ooze, velvet, satin, pat., $5.

THE feet of our famous beauties of the Colonial days could not have been shod more charmingly than yours may be tomorrow, madam, in these new Cousins' Pumps!

Over 76 distinctly new styles for Easter wear, many of them the chic Colonial Pumps, modeled on the lines of slippers worn in the olden days, but with infinitely more grace and comfort.

Our Easter Shoe service takes into consideration a careful, scientific fitting of the foot. The famous J. & T. Cousins' perfect-fitting Pumps, which hug the ankle without gaping.

AT $3—8 styles in instep, strap and plain Pumps. Tan calf, gunmetal and white canvas.

AT $3.50—8 styles of plain Pumps in white canvas, gunmetal, tan calf, patent colt. Colonial Pumps in gunmetal and velvet.

AT $4—26 styles of plain one and two-strap Pumps in black satin, suede, tan calf, gunmetal, cravenette cloth, white canvas.

AT $5—22 styles. Colonial Pumps in tan and black Russia calf, black and brown ooze calf, patent colt. Plain Pumps in satin, velvet, gunmetal, black Russia and ooze calf.

AT $6—2 styles in Colonial, one of white buckskin, with leather Cuban heels. The other of black buckskin with covered wood heels.

THIRD FLOOR—NEW BUILDING

Tailored Hats Were Never Smarter!

WITH Easter barely a week away, there's practically unlimited choice of styles in Tailored Hats for the women who visit our Millinery Parlors on the second floor. Not a few—but every imaginable new shape—every type of tailored trimming.

Hats with narrow, medium and wide brims—straight, turned abruptly and rolled. Plain bands of white, black or crimson. Jaunty side and front trimmings of silk, velvet, wings and other "stickups."

Creations by such makers as Burgesser, Phipps, Hyland, Fiske, etc.—sufficient evidence that they're correct and exclusive in style.

We Feature Large Lines at $7.50 $10, $12, $15, $18 and Up to $35

DRESSY HATS FOR EASTER in a profusion of lovely styles. Small hats of flowers, medium and large hats of plain and fancy straws, braids and laces. Priced from $7 to $85.

First to Show "Old Colony" Pattern in 1847 Silver!

ROGERS Bros.' latest conception in their celebrated "1847" Silverware! The Old Colony is a beautiful floral pattern, quite unlike anything yet shown. And every piece of Rogers' 1847 Silverware is heaviest quadruple plate, thoroughly guaranteed. All except the knives have open design in handle.

As usual, we are the first to show it in Portland.

Tea Spoons, doz. **$2.85**
Table Spoons, dozen, **$5.10.**
Five o'Clock Spoons, dozen **$3.15.**
Coffee Spoons, dozen, **$2.85.**
Bouillon Spoons, dozen, **$5.40.**
Soup Spoons, dozen, **$5.70**
Dessert Forks, dozen, **$5.10**
Medium Forks, dozen, **$5.70**
Butter Knives, ea., **55¢**
Spreaders, doz., **$5.10**
Pie Servers, ea., **$1.85**
Fruit Forks, doz., **$3.60**
Pickle Forks, long, **60¢**
Berry Spoons, each **$1.20**
Sugar Shells, ea., **45¢**
Sugar Tongs, each, **90¢**
Cream Ladles, ea., **70¢**
H. H. Dessert Knives, dozen, **$8.40.**
H. H. Medium Knives, dozen **$9.60**
H. H. Medium Forks, dozen, **$9.60**

New Stamped Lingerie

NOW here — for women who delight in dainty Undergarments—complete line of new Ready-Made Stamped for Embroidering Lingerie. All styles of garments in every new Spring pattern.

Then these specials tomorrow:

New Stamped Waists—Of sheer voile. Fully 25 new designs. Waist pattern complete **50c**

$1 Pillow Cases—Of fine quality muslin. Size 45 x 36. Special, for tomorrow, pr. **73c**

50c Huck Towels—All linen, regulat'n and guest size, stamped for embroidering, ea. **43c**

$1.50 Combinations—All ready-made, stamped for embroidering. Special only **73c**

Victor Flour $1.29

THE Flour which hundreds of women give their highest praise. Made for us by the Portland Flouring Mills, of best selected wheat. Special, tomorrow, barrel, **$4.98,** sack at **$1.29**

25c Bottles of Catsup, special at **18¢**
Holly Milk, four cans for only **28¢**
20c Cream of Wheat, special only **15¢**
25c Rockwood's Cocoa, special at **17¢**
Grizzly Bluff Butter, special now **69¢**
Otter Clams, 2 cans **25¢**
25c "Red Ball' Oranges **18¢**
25c Crescent Sardines **17¢**
Pioneer Milk, 4 cans **28¢**
C. & B. Chow Chow **50¢**
C. & B. Mixed Pickles **33¢**
Imp. Peanut Oil, ½ gl. **90¢**
Baker's Chocolate at **33¢**
Lima Beans, dz. cans **$1.40**
Sweet Potatoes, 2 cns. **25¢**
Red Cherries, in glass **19¢**
40c Meierfrank Coffee **34¢**
Victor Japan Tea at **32¢**
Split Peas, 4 pounds **25¢**
Rolled Oats, sack at **45¢**
Corn Meal, in sacks **25¢**

The Easter Stationery Sale!

Continues tomorrow with substantial savings on all Stationery supplies. Dainty Boxed Paper, Tablets, Pound Paper—all underpriced for this event. In addition, with every purchase of 50c or more in Stationery Dept., we offer a dozen Easter Cards free.

Eaton-Crane Monogram Stationery—Highland linen, Irish delph, or Canterburry linen, in white, pink, buff, or gray, with 2 initial monogram in gold or colors, at **42¢**
100 Cards engraved from your own plate, special at only **65¢**
100 Engraved Cards and Plate, plain script, special only **$1.39**
French or Old English at **$1.98**
65c Linen Paper, gold or colored edges, specially priced at **29¢**
50c Initial Box Paper, now **25¢**
25c Eaton-Crane Tablets, at **19¢**
$2.00 Burlap Desk Sets, at **69¢**
35c Letter Files, special at **23¢**
20c Le Pages' Glue, at only **12¢**
Congress Playing Cards, at **39¢**
Bicycle & Whist Playing Cds. **18¢**
50c Poker Chips, box of 100, **31¢**

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

Nearly a Carload of Willamette Rotaries Have Already Gone in the March Club

Willamette Colonial Rotary, $32.50

NOT yet a month since a full carload of Willamette Rotaries reached us, and now nearly all are in the homes of March club members.

Ask our woman expert about the distinctive features of the Willamette Rotaries—merits that make it the greatest Sewing Machine yet produced! Let her explain the new automatic tension, the non-clogging rotary bobbin, the thumb-screw drop head, the direct straight-bar application of power.

2d Flr. New Bldg.

Join the March Club Tomorrow---Pay Only $2 on Purchase, $1 a Week---No Interest

It's the splendid plan that has sent hundreds of Willamette Machines to Portland and Oregon homes. Rotaries are priced at $32.50—the attractive Colonial style as illustrated here, at **$35** and **$40** for the Desk Cabinet model.

Ask about the Rotaries tomorrow—join the March club!