IOTT H HS LINTB min iontionnc

Turn to Center of First Section for Two Full-Page Announcement Giving Details of Our February Housefurnishing Sale

 for Support of Festivities This Year.



|  |  | Meierc atrank Co |  |  |
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## The Dawn of Spring--'Tis Here

##  <br> And With It Comes Initial Show- <br> ing of the New Season's Modes

Meier E Frank's - Now Ready With "Things New" in Various Sections of the Store

The Paris Touch in

|  | New Spring |
| :---: | :---: |
|  | N |
|  | Favoring strongly the Oriental types and colorings with a fasci- |
|  | mating freeemationof |
|  |  |
| it ${ }^{\text {a mot }}$ |  |
|  |  |
|  |  |
| Chapeau creations exhibited tomorrow inour Millinery Salon. There's splendor and |  |
|  |  |
|  |  |
|  |  |
|  |  |

Shimmering Beauty in the New Silks
Depicting in elaborate variety the nov-
elty styles and-shades that are sure to win immediate favor-our showing of new Siks is most comprehensive in every re-
spect. Rich and beautiful crepe de chines,
Dresdens, heavy weave tourist Dresdens, heavy weave tourist suitings

and Cheney Bros.' famous showerproof | fonlards, , orocaded Crepes, Changeable |
| :--- |
| Silks and figured stripes. |
| For waists and | dresses. In dazzling radiance of hues.

Featuring many new colors in charmeuses.
And the prices are nowhere more moderate than here.
Lovely New Dress Goods Suitings in checks and mixed tailored




ThOSAM MOOSE
GAHERNPDRRINO
 and cream, dainty Shadow Lace Edges for pleatings, 3 to 5 -inches wide, and Flounces 18 $j$-inches wide,
to 27 inches.

There's Chic and Charm ${ }^{\text {in theo }}$ Spring Suits A dash of bright newness-a hint of the
orient and discernibly fashioned from orient and discernibly fashioned from
abroad are the new spring Suits for wom-
en and misses now showr in our second en and misses now sho
floor garment salons. Typical of the clever, dashing styles are
the two models as sketched from life and shown here in illustration, Srom hife and
ful skiace-
隹 jackets of fingertip and wrist length-the
fetching, narrow silhouette mode remainfetching, narrow silhouette mode remain-
ing, though modified to the degree which
adds grace and suppleness to the straight, adds grace and suppleness to the
severe lines of the past season.
Of silk and wool poplins are they-of
beautifully woven serges, of smart tweeds beautifully woven serges, of smart tweeds,
of bengaline, pronounced whipcords and in new shades of blue, Copenhagen, tans,
grays, black and white stripe and check. Model at \$35-As sketched is of a dull King' bue with pronounced whipcord of
white. Collar of heavy ecru lace. Stunning is the effect!
Model at $\$ 45-A s$ sketched is of two-
twilled black and white diagonal weave. The straight lines accentuated through the straight button holes, straight pocket and
button band finish. button band finish.
See the new spring Suits! Prices range
from $\mathbf{\$ 2 5}$ to $\mathbf{\$ 5 5}$.

## Lovely New

Waists
favored fabrics-batistes, starchless weaves are the pleasing are the styles-both collarless and high-neck Simplicity the keynote! See the new Waists tomer-row-priced from $\$ 1.25$ to $\$ 25$
SUITS AT \$15-They're our regular \$25 to $\$ 40$
fancy models grouped for rapid selling tomorrow. 150 of them in sizes 16 years to 44 bust. Many in styles
on COATS AT \$15-Our
COATS AT $\$ 15-O u r$ regular $\$ 25$ to $\$ 35$ winter
models. Long loose and semi-fitted styles are included



Fascinating Is Our First Showing of Spring Embroideries

## novelty of pattern and delicacy of making, anything offered at any provious season. The foremost St. Gall and Plauen factories have fairly outdone themselves in producing novelty Flounces, etc. Of Venise, Colbert and floral effects, on theile, Ple

 .27 and 45 inches wide, with bands to match. Ranging in price the yard, from $\$ 3$ to $\$ 12$.
 and


 See the Window Display $\left|\begin{array}{l}\text { \$1.5dges, } \\ \$ 2.25 \text { Edges, } 27-\mathrm{inch}, 98 \\ \text { Edges } 45 \text {-inch, } \$ 1.69\end{array}\right|$ See The Window Display THE NEW LACES-Cluny EMBROID'Y FLOUNCES BOHEMIAN LACES- MATCH SETS-In wonderEdges and Insertions, the popu- -With bands to match. In Edges and bands, in new de| lar shadow Allovers, in white | cream batiste and voiles; also | $\begin{array}{l}\text { signs are here. Also } \\ \text { Bands. }\end{array}$ In perfect imitation of |
| :---: | :--- | :--- | :--- | with with dainty Dresden embroi-

dery. Effects that are fast |  |
| :--- | :--- | :--- |
| gaining in popts that |
| in pric |



## As for the Corset <br> $x^{2}= \pm=$ Meier\& Trank 6 Ask for 1959 at 88.00 , $\$ 6.50$ odel 1962 at $\$ 8.00$, or No. 171 at $\$ 10.00$.

