

Meier & Frank Co. The Quality Store *Meier & Frank Co.* See Also Page 7 *Meier & Frank Co.* Established 1857 *Meier & Frank Co.*

New Goods, Right Goods, Courteous Service and the Confidence of Our Customers

ALL CHARGE PURCHASES
GO ON APRIL BILLS

EASTER FASHIONS



To those women and misses who are now giving thought to the important matter of Easter apparel and to those who are primarily concerned with more immediate needs—we offer rich treasures of fashion-favored apparel, of which the following will give some idea:

Dresses for Every Occasion

Dresses for street, business, afternoon and evening wear. The assortment is so all-inclusive that every taste may be satisfied. The selection embraces every model, every variation of trimming, every conceivable fancy of the mode.

In this, as in the other groups, the smart modes may be found here in EXTRA SIZE GARMENTS designed to afford good lines to women of ampler proportions in accord with the modish silhouette.

Serge, gabardine, tricotine, wool jersey, taffeta, tricolette, Crepe de Chine, satin and Georgette Crepe are favored materials, in addition to which there are gingham, lawn and organdy dresses in charming array. \$15 to \$250.

Coats, Capes, Dolmans

The snug shoulders and soft-flowing lines, the altogether delightful swing of them, the graceful way they envelop the figure—these are features of the new wraps which commend them to every woman and miss.

We have them in serge, poplin, tricotine, Bolivia, pom pom, burella, satin and tricolette. All the leading shades and combinations. Coats of tweed, wool jersey, gabardine, etc., are also shown. \$12.50 to \$165.

Hosts of New Suits

Box jacket, blouse, belted, high waistline, plain tailored and semi-fitting models. Serge, Poiret twill, poplin, tricotine, wool jersey, tweed and tricolette materials. All colors in all sizes for women and misses, including stylish stouts. \$25 to \$115.

New Furs

We have a splendid selection of the much wanted squirrel, fox, wolf and lynx furs for Spring and Summer wear. Scarfs, capes, coats and throws. Natural, brown, taupe and black. \$35 to \$125.

New Skirts

New separate skirts for dress and sports wear. A large assortment of plaids and new sport colorings in plain and pleated skirts, \$5 to \$27.50. —Meier & Frank's: Fourth Floor. (Mail Orders Filled.)

NEW

Underthings
of Crepe de Chine have just been received on the Third Floor. Gowns and envelope chemise of high quality, finely made and trimmed. \$3.50 to \$12.00.

Madame Irene
corsets for particular women. Low-bust style with elastic tops. High-grade materials. Superior design and workmanship. \$6.50 to \$25.—Third Floor.

Waistcoats
and vests in a multiplicity of new materials, styles and colors. Pique, gabardine, broadcloth, hand-embroidered linen, novelty silks, metal brocade, etc., \$2.50 to \$14.50.—Main Floor.

Georgettes
in plain and printed designs are shown in the newest colorings. Plain: \$2.00, \$2.25, \$2.50. Printed: \$2.75 to \$3.50.—Main Floor.

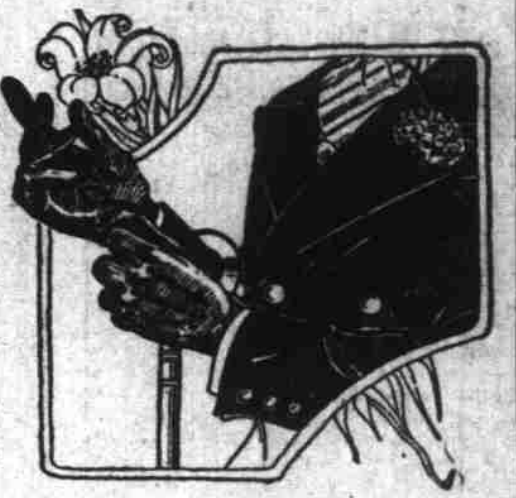
Junior Capes
150 of them—illustrating all the fables of fashion. Of blue serge, silk lined and unlined. Just out of their boxes. \$13.50 to \$45. Genuine leather coats for misses are lined with Skinner's satin. \$75. Second Floor.

Easter Cards and Novelties

Easter post cards with appropriate greetings, decorated in many designs, each 1c.
Easter greeting cards with verses, envelopes for mailing, each 2c to 20c.
Easter seals and stickers, box 10c.
Crepe paper for Easter decorations, Easter napkins, etc. —Main Floor.
Easter nut cups, boxes and favors, 5c to 50c.
Easter baskets containing chicks, bunnies, etc., 25c to 60c.
Easter chicks, ducks, bunnies, 1c to 20c.
Easter snappers, box 50c to \$1.—Fifth Floor.

MEN

Your spring and Easter things are here, readily accessible, the best qualities at the prices, correct in style, the sort of things we've learned from years of experience Portland men and young men want. Ample stocks. Competent sales service. Many special values made possible by the merchandising mastery the Store for Men enjoys. Step inside our Morrison-street-entrance for these or any other new furnishings you have in mind.



New Shirts

A splendid collection. Percalé \$1.15—\$1.50. Madras \$1.50 to \$5. Fiber silk \$2.50 to \$6.50. Pure silk \$7.50 to \$12.50. See our authentic spring showing of the new MAN-HATTAN shirts.

New Ties

Featuring new regimental stripes in silk ties at \$1. Other silk ties in all patterns and colorings at prices to suit every man.

New Sox

"Silk Made" for men, in all colors. \$1. Clockwork silk hose, \$1.50. Heavy "Onyx" silk hose, \$2. "Phoenix" silk hose, 50c. Cotton, linen and cashmere socks at a wide range of prices.

New Hats

From Knox, Stetson, Mallory, Borsalino, Meier & Frank Special new felt hats, \$3. Complete line of new cloth hats.

The Store for Men is also headquarters for standard makes of gloves; starched and soft collars in all styles; underwear in such famous makes as Munsing and Vassar; pajamas and night shirts—in a word, everything carried by a complete high-grade furnishings store. —Meier & Frank's: Main Floor. (Mail Orders Filled.)

Milo Will Advise You FREE **'MILO'** Hours: 10 to 12 to 5

Former Champion Strong Man of the World Here Tomorrow and All Week—Sixth Floor

We have secured the services of Milo—ex-world's champion strong man, famous health and hygiene specialist and physical culture expert—to give free physical instruction and advice to all who consult him on our Sixth Floor this week. Milo will tell you what exercises to do—simple exercises that you can follow at home—and assist men, women and children in the attainment of health and strength. Consult him free in our Sporting Goods Store, Sixth Floor.

New Ready to Wear and Sports Hats

From the Most Famous Designers

Plain tailored mostly, but with such dash and chic these new hats from
Hippos Knox Gage Meadowbrook Vogue
unmistakably proclaim their aristocratic origin.
Rough straws, liseses, milans and milan hems, trimmed with plain ribbon bands and embroidered wool flowers, are shown in small and large shapes and in all colors.
\$5 to \$16.50. —Meier & Frank's: Fourth Floor. (Mail Orders Filled.)



New Crepe de Chine and Georgette Blouses \$5

Forehanded buying accounts for this exceptional offering of just-unpacked Georgette and Crepe de Chine blouses at \$5. Patrons will accord a warm welcome to this emphatically desirable group at this special price.
Flesh, white, maize and gray.
These are cleverly embroidered, braided, hemstitched and tucked models. Round, square and V necks, flat and roll collars, some with insets of Point de Venise lace. A number of distinctive high-neck models also included. Cuffs that flare and turn back, invisible and pearl button closings—many are the attractive characteristics of these dainty new blouses. One style illustrated.
They Are Remarkable Values at \$5
Choose your Easter blouse from among this assemblage tomorrow. —Meier & Frank's: Fourth Floor. (Mail Orders Filled.)



Our Daylight Silk Shop Announces for Tomorrow An Easter Sale of 1000 Yards

New \$3 Dress Satins \$1.98
Our silk buyer while recently in the eastern markets secured in an extraordinary special purchase this fine lot of 1000 yards new dress satins and charmeuse that would sell for \$3.00 yard if bought in the regular way.
Firmly woven silks in wanted shades of pink, coral, rose, navy, and midnight blue, Belgian, jay and turquoise blue, seal, sand, nickel, gray, taupe, Burgundy and black. Suitable for every purpose. As the quantity is limited we advise early selection.
Buy tomorrow—have the silks made up in ample time for Easter. —Meier & Frank's: Silk Shop, Second Floor.

FUR STORAGE

Insure Safety For Your Winter Furs
by storing them in our perfectly refrigerated vaults on the premises, where they are secure from moths, theft, fire, loss or damage from any cause.
Repairing and Remodeling
expertly executed for a very moderate charge. Phone and our auto will call. —Meier & Frank's: Furs Received, Fourth Floor.

This is "Baby Week"

Tomorrow and balance of week we offer infants' Domet flannel (double-faced outing) wrappers, gowns, petticoats, jackets and blankets at worth-while savings.
Wrappers 69c White Domet wrappers in V-neck and round collar styles. Buttonhole edges in colors. 75c to \$1.25 values.
Gowns 69c White Domet nightgowns in high and round neck styles, open front and back. Buttonhole edges in colors.
Petticoats 49c White Domet Gertrude petticoats with button shoulders. Finished with buttonhole edge. Heavier quality, 98c.
Jackets 69c White Domet Jackets with kimono sleeves. Tied with soft ribbon bow to match silk-bound front, neck and sleeves.
—Meier & Frank's: Second Floor. (Mail Orders Filled.)

Maternity Corsets

We make a specialty of fitting maternity corsets. We have complete stocks of the world's most famous maternity corsets—the
"Frolaset"
front-lacing maternity corsets. Experts to advise you. Courteous, careful service.
—Meier & Frank's: Corset Shop, Third Floor.

A Very Special Sale of 35c to 65c Wash Laces the Yard 25c

A fortunate special purchase of small lots imported and domestic wash laces accounts for this exceptionally low price. Women should supply all their spring and summer needs in this special sale. Laces suitable for neckwear, blouses, camisoles, petticoats, negligees and art work are included.
Venise and Filet edges and bands, 4 to 5 inches. Shadow flour-cings, 17 inches. Filet, Val and Platt Val. edges and bands, 2 to 6 inches. Imitation Duchesse edges. Flillet crochet bands, 5 inches. Cluny edges, 3 to 5 inches. White and cream.
New Dress Embroideries, Yard 89c
36-inch dress embroideries of white organdy with floral patterns and voile with colored designs on white grounds. 5 yards of this material will suffice for an inexpensive and attractive frock.
"Maytime" Net Ruffings Just In
These net ruffings are very desirable for young girls' party and graduation frocks. A wide variety of patterns. 27 and 40 inches wide. Yard, \$1.59 to \$4. —Meier & Frank's: Main Floor. (Mail Orders Filled.)

New Stamped Blouses

Our Art Needlework Shop is, as usual, first to show new round-neck model blouses stamped for embroidery in many attractive designs.
The Model Illustrated
is in a particularly desirable design and is stamped on best-quality "Lykline." All sizes 32 to 44. Special \$1.25. We have several other patterns in these new blouses.
Mail order patrons please state size.
—Meier & Frank's: Needlework Shop, Second Floor.

Wash Goods

Among the most wanted of the new spring wash goods:
Voiles
White, printed and satin stripe voiles are here in great variety. White, 38 inches, 25c to \$2. Printed, 36 and 38 inches, 50c to \$1.50. Saffin stripe, 36 inches, \$1.25.
Organdies
White and all the wanted plain colors. 36-inch, 60c and 75c. 38-inch, \$1.25, 44-inch, \$2.
Ginghams
Plain colors, stripes, checks and block plaids, 27 and 32 inches, 35c to \$1.50.
Percalés
Plain colors, stripes, checks and floral designs, 36 inches, 25c and 40c.
Suitings
Gabardine suitings in all the leading plain shades, 36 inches, \$1.00.
Beach Cloth
Three shades of blue and tan, rose, green, red and helio, 36 inches, 50c. —Meier & Frank's: Second Floor. (Mail Orders Filled.)

New Spring and Summer Sweaters

To be a glowing bit of color against the golf green, to obtain just the ideal warmth and freedom of action for outdoor sports, choose from our new lines of spring and summer sweaters.
Lightweight Shellands, zephyrs, mohairs and brushed wool effects in liberty red, overseas blue, American Beauty, Pekin, gray, pink, brown, taupe and white. Many attractive styles.
Wool sweaters \$10-\$21.50
Silk sweaters \$19.50-\$42.50
—Meier & Frank's: Third Floor. (Mail Orders Filled.)

Mme. Lyra and Mme. Irene Corsets

In a Special Sale at **\$2.98**
Values to \$10.00
These corsets are made of good quality coutil in medium bust style with long skirts and elastic insert in hips and low top models with medium length hips. Plain white and fancy brocaded effects. Sizes 21 to 36. Come early for these fine to \$10 corsets at \$2.98.
—Meier & Frank's: Corset Shop, Third Floor.

FESTIVAL LIGHTS OF MANY COLORS TO SHED BRILLIANCE
Something New Promised City in Way of Decorations for the Streets Night and Day.
FLOWERS AND FLAGS TO HELP
Portland Will Put on Gay Dress for Ad Men's Convention, to Be Held Week Previous.
Portland will be dressed in an attractive manner during the Rose Festival—in fact in no year during the past have the directors of the festival provided for such pretentious decorations as are planned for the Victory Rose Festival in June. The work of decorating will be carried out jointly by the Rose Festival association and the Portland Ad club which will act as host to the convention of the Pacific Coast Advertising clubs a few days previous to the annual rose fiesta.
The festival decorations will be installed during the Ad Men's convention and remain up during the week of the convention, according to the present plans.
Something New Promised
Two hundred and fifty 1000 watt lamps pouring floods of light from the center of as many full blown, richly tinted, roses, 20 inches across the bloom from petal to petal and dangling from green leafed stems eight feet long, lashed to wires stretched across the streets from building to building, will be a feature of the street decoration and lighting of this year's festival.
These roses will be placed as many as eight to the block in the 10 block stretches in the congested district and in lesser numbers as the flood of illumination is made to fade gradually into the ordinary street lighting. They will be of such pretty dainty decorative effect as to form the nucleus of what promises to be a striking day and night decorative scheme.
This scheme will be worked out with an abundance of flags and pennants strung high across the street, with winding garlands of green looped from light pole to light pole, and with awning baskets filled with natural flowers and foliage and vining plants suspended at each point where the loops of garlands are picked up between the various light poles.
Cut Flowers in Urns
The light cluster on each light pole will be a festoon of vining green garlands by day and a shower of tinted incandescent lights by night.
In the middle of each block, on both sides of Broadway from Burnside to Taylor street, and on Victory Way, from Burnside to Liberty temple, will be placed a huge flower urn, which, on its pedestal, will stand more than eight feet high. This urn will be filled daily with the choicest cut flowers.
At the four most important downtown street intersections will be swung high overhead a huge chandelier of pretty decorative effects by day which at night will form a shower of many lights and beautiful color effects.
Liberty temple, as viewed from Victory Way, north of Washington street, will be set off by the unusual brilliancy within an arch of looped green garlands and awning flower baskets by day and with a great arched steam cloud halo by night, the arch to be erected over Sixth street, just north of Morrison street.
Burnside street, from Broadway to the North Park blocks, which will be the carnival center, will be a blaze of festive and gorgeous lights. The soldiers' welcoming arch on Sixth street near the Union station will be brightened with a new coat of paint, festooned with vining green garlands and made brilliant at night with strings of high powered lights.
Brilliant Lights Everywhere
Main street, at the south end of the big illumination, from Broadway to Rose Center, and the public dancing center in the South Park blocks, will be virtually flooded from street to street with lights together with many incandescents in the stand on the thoroughfare.
At the intersection of Broadway and Main streets, where the turn to Rose Center will be made, a pretty light curtain is planned. New brilliancy will be given the Third street arches under the festival association's plan and the general decorative scheme will tend to beautify this section during daylight.
The big rose lights, which are distinctively new, will be a unique lighting effect. The petals of the big blossoms are so made that in addition to reflecting a great flood of light down onto the street, the light is reflected from petal to petal and out through the flower, gathering new rose tints with each reflection, thus making the whole flower a big ball of reflected, unusual light.
The plan is to arch a stream pipe over Victory Way between Morrison and Alder streets. In this pipe are jets emitting steam which will reflect light with wonderful effect. The daylight decoration the pipe will be festooned with green garlands and from it will be hung banners and signs which will be growing flowers and vining plants.
Merchants Asked to Help
A wire will be stretched taut from cluster light to cluster light and over it will be looped the green rope garlands, three loops between the poles, and at the two places between poles where garlands are caught will be hung wire baskets of growing flowers and plants. According to figures obtained by Secretary Conklin of the Rose Festival Association, the wires can be put up, garlands strung, baskets and potted plants hung and the plants cared for during the festival at a maximum cost of 10 cents a lineal foot for the merchants. An effort will be made to get the business interests to install the garlands throughout the downtown district and the Rose Festival association will assume the expense to carry out the remainder of the decorative scheme.

Fifth of Employes Of Concern at War
Albany, March 29—Nearly 20 per cent of the employes of H. M. Bixler & Co., which operates municipal plants in the Willamette valley and throughout the United States, were in the military service, according to a statement given out by the local office today. Four Albany men are included in the service list. Gold stars are shown for two Willamette valley boys. Private George G. Watts of Corvallis, who died in France, and Private H. V. Wallis of Springfield, reported as missing in action.