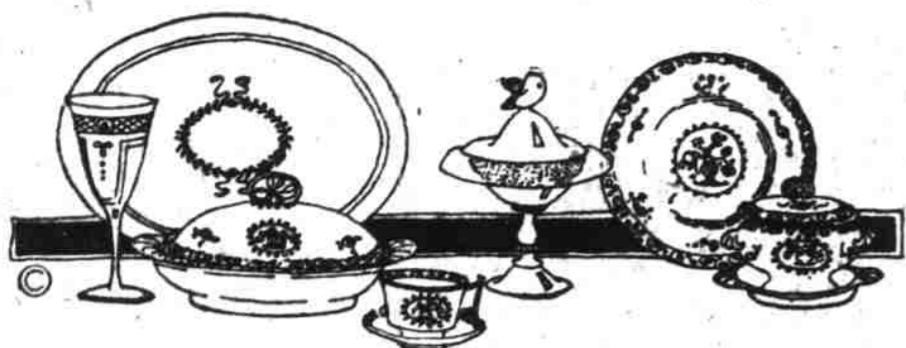




Easter News for the Homekeeper's Attention

See Also Back Page, This Section

Charge Purchases Go on April Bills



Easter Sale of Dinnerware in Open Stock Patterns

Dinner-set prices are still going up at the potteries—but they come down here with a jolt just in time for Easter.

American, English and French dinner sets, all offered at less, even though they are in patterns that we have the year round. An English maker says one English customer demanded—and received—a

piece of open-stock china after the factory had discontinued making the pattern for 40 years. We don't promise that these sets can be renewed in 40 years, but they can be duplicated within a reasonable length of time. So if Mary breaks a cup or Tom nicks a plate, the damage is not nearly so bad as though the sets were unmatchable.

American Sets

60 pieces, special \$24.53
100 pieces, special \$39.47

Gaily decorated with garlands of flowers; attractively shaped.

Edwin M. Knowles Sets

60 pieces, special \$30.70
100 pieces, special \$48.71

A quaintly fluted set called the "Mayflower" decorated with 18-karat gold borders having the Greek key pattern in black. Charmingly shaped.

English Sets

60 pieces, special \$33.74
100 pieces, special \$57.38

Unusually shaped and decorated with black bands on which are tiny pink roses and white daisies.

English Sets

60 pieces \$20.39
100 pieces \$31.91

Semi-porcelain with pretty border design and gold edges.

English Sets

60 pieces, special \$29.66
100 pieces, special \$39.98

Quaintly shaped dishes with pink roses and gold edges.

French Sets

60 pieces, special \$81.00
100 pieces, special \$119.70

Very dainty French china with pretty pink rose decoration.

Ten Other Patterns at large reductions because we are closing them out.

—Meier & Frank's: Basement. (Mail Orders Filled.)

Easter Sale and Display of Silver Plate

Sheffield reproductions and quadruple plated silver at extra special prices include these pieces selected for Easter gifts:



Lily baskets, illustrated, 8 1/2 ins. high, were \$8.95, now \$5.95.

Bon bon dishes, were \$3.00, now \$2.35.

Bread and roll trays, were \$3.75, now \$2.98.

3-piece coffee sets, were \$4.45, now \$3.45.

Easter Vases and Other Gift Pieces

Our usual pre-Easter special showing of vases for Easter flowers. Dozens of styles and sizes. 69c to \$25.

Sandwich plates for the Easter tea are \$3.95 to \$6.95.

Baking dishes to place on the Easter dinner table are \$5.50. Casseroles are \$6.95.

Gravy boats with tray are \$6.95.

Mayonnaise sets are \$3.25.

Jam jars are \$2.50.

Olive dishes are \$2.

Salt and pepper sets are 69c.

Lemon dishes are \$1.40.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)

Great Sale of Dining Room Tables at Savings of \$8.76 to \$33.00

Merchandising in a great store like Meier & Frank's is about as interesting as anything we know of. It has many, many phases. One unvarying rule of the store is that there always must be large stocks for our customers to see—wide variety to please every taste—and prices as low as or lower than any in the northwest. The reductions on these tables are the sequel to a determined effort on our part to procure enough dining tables to meet our customers' needs during the last year.

Our customary table orders were given last April. Because of lumber shortage and lack of skilled labor months passed without this factory being able to deliver a single table. The order was duplicated and given to a second maker with the same result of no deliveries. Finally we again repeated the order, giving it this time to a third manufacturer. Then we got deliveries from all three orders! As a consequence the public gets the benefit of these savings on standard merchandise.



\$24.25 Table
\$15.49

Waxed golden oak, 42-inch top, six-foot extension.



\$41 Table
\$24.50

William and Mary oak, 48-inch top, six-foot extension.



\$83.70 Table
\$59

William and Mary oak, 48-inch quarter-sawn top, six-foot extension.



\$99.50 Table
\$69

William and Mary oak, 54-inch top, 6 ft. extension. With 8 ft. extension this style is \$79 instead of \$109.



\$64.50 Table
\$49.85

William and Mary oak, 54-inch top, 8 ft. extension.



\$51.50 Table
\$39.85

Imitation mahogany dining table William and Mary style, 45-inch top, 6 ft. extension.



\$59 Table
\$47.50

Mahogany finish William and Mary table, 48-inch top, 6 ft. extension.



\$64 Table
\$49.50

William and Mary oak, 48-inch top, 6 ft. extension.



\$103 Table
\$89

Mahogany table, 54-inch top, 6 ft. extension.



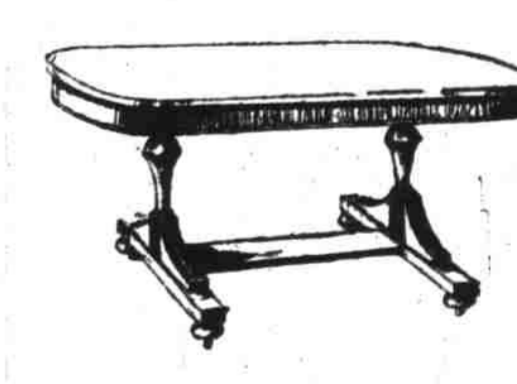
\$77.75 Table
\$64.85

Queen Anne table with 48-inch solid mahogany top, six ft. extension.



\$115.75 Table
\$99.75

Mahogany oblong table, 45 by 60 inches, 8 ft. extension. Very much in demand.



\$157.50 Table
\$124.50

Mahogany oblong table in the smart rectory style, 45x60 inches.



\$130 Table
\$99.50

Chippendale style in mahogany, 45x60-inch top, 8 ft. extension.



\$92.75 Table
\$73.50

Queen Anne style in mahogany, 45x60-inch top, six ft. extension.

A Most Unusual Sale!

Royal Turkish Rugs at Fine Reductions

Royal Turkish rugs are of a fine Wilton grade in which some ambitious American makers have almost exactly reproduced old Oriental designs and colors.

In this sale the rugs repeat soft old red, blue, brown and tan tones in Kazak, Feraghan, Princess Bokhara, Kabistan, Shiravan, Shiraz and Iran patterns.

6x 9-ft. Rugs, were \$ 70.00, now **\$ 55.00**
 9x10-ft. Rugs, were \$115.00, now **\$ 85.00**
 9x12-ft. Rugs, were \$135.00, now **\$105.00**
 9x14-ft. Rugs, were \$165.00, now **\$129.50**

One, two, three and four rugs of a kind. Limited number.

—Meier & Frank's: Seventh Floor. (Mail Orders Filled.)

Grocery Specials

Del Monte Pork and Beans, 1-lb. cans 13c, dozen cans \$1.50.
 Standard Tomatoes, 2 cans for 25c, dozen cans \$1.40, case \$2.70.
 Fancy Black Cooking Figs, 5 lbs. \$1.
 Fancy No. 1 California Soft-shell Walnuts 40c, 10 lbs. \$3.85.

Colonial Raspberry Preserves, 20-oz. glass 30c, dozen glasses \$3.50.
 Del Monte Peaches, sliced or halves, No. 2 1/2 cans, 2 cans 85c, dozen cans \$4.85.
 Fancy California Small White Beans, 12 lbs. \$1.
 —Meier & Frank's: Ninth Floor.

"Just Wash It With Soap and Water"

No blacking, no rubbing.
 No back-breaking scrubbing;
 You wash it like china—
 It lasts you an age—

Universal Porcelain Range

It is finished in soft pearl gray on beautiful peacock blue. It is a thing of beauty in any modern kitchen. This Univer porcelain is used exclusively on Universal ranges. It is extremely durable and guaranteed not to chip, crack or peel from heat.

It entirely does away with blacking. Simply wipe it with a moist cloth and it shines with a real holiday spirit.

This Universal range is of cast iron throughout and will not rust out.

Cooks and Bakes Splendidly

It is easy to operate. It saves fuel. It is as perfect a range as we know.

Make Your Own Terms in Reason

—Meier & Frank's: Sixth Floor. (Mail Orders Filled.)

Cretonne Scarfs, Pillow Tops Centerpieces—\$2.39

Regularly they are \$3 to \$4, but the Art Needlework Shop is hurrying out 200 at this new price. If your neighbor is planning a summer home perhaps you will be kind enough to tell her about them.

All are completely finished and some are trimmed with gold braid. Colorings to blend with most furnishing schemes.

—Meier & Frank's: Art Needlework Shop, Second Floor.

Cloths, Napkins, Toweling

Pure linen damask, 70 inches wide, at \$2.50 a yard is an exceptionally good "buy." Five attractive designs, including stripes and dots. Some of the patterns can be matched in linen napkins at \$10 dozen.

Imported Table Cloths

of mercerized cotton in the regular linen white come in circular patterns. So artistic it is hard to distinguish them from linen. 70-inch size, \$5.

Napkins to match, 22 inches square, \$6 dozen.

\$5 Table Cloths at \$4

Mercerized pattern table cloths in circular effect. Will not lint or wear rough. 2x2 yards, regularly \$5, at \$4.
 2x2 1/2 yards, regularly \$6, at \$5.
 21-inch napkins, regularly \$5, now \$4.50 dozen.

60c Crash Toweling 50c

Pure linen, bleached, with colored side borders, 16 inches wide. Suitable for kitchen, roller and hand towels. Specially priced, 50c yard.

—Meier & Frank's: Second Floor. (Mail Orders Filled.)

Telephone and Mail Orders

filled while any of the tables remain. Of some there are four to six, of others only one or two.

Your Own Terms in Reason

—Meier & Frank's: Eighth Floor.