

Easter Municipal Concert at Auditorium Today, 3 P. M.—Three Large Choruses, Fifty-Piece Band, Two Organists, Etc.—Admission 15c.

"Have a Heart"

The Community Chest Drive—a great allied humanitarian movement directed toward providing in ONE intensified campaign a fund of \$850,000 to care for ALL the approved charitable, relief and welfare agencies—begins tomorrow. Portland citizens will rally to the idea of discharging at one time their charitable obligations for an entire year. GIVE freely, according to your means.

Sutton's English Flower Seeds

An express shipment just received includes 25 varieties of the famous Sutton's English flower seeds "that circle the globe." We also have Sutton's 1931 hand-colored lithographed catalogues at 25c each. We are the exclusive Portland distributors for these famous seeds. Ask about the Sutton seeds.

—Meier & Frank's: Ninth Floor.

Meier & Frank Co.
Established 1862
THE QUALITY STORE OF PORTLAND
10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th

Principal Agents for Hoover

Electric Suction Sweepers. The Hoover beats—as it sweeps—as it cleans. Gently it beats out all nap-cutting, embedded grit. Briskly it sweeps up all clinging litter, erects matted nap and freshens colors. Vigorously it cleans by air. Your own terms in reason.

—Meier & Frank's: Basement, Sixth Street.

Charge Purchases

TOMORROW AND BALANCE OF MONTH WILL GO ON APRIL STATEMENTS

Dated May 1

Apparel News of Extraordinary Importance: Springing Into Action at 9:15 A. M. Tomorrow

2 Great Sales: (1) Silk Dresses (2) Miss Manhattan Suits

THE GREATEST OF VALUE-GIVING OCCASIONS ON APPAREL OF ULTRA-FASHIONABLE CHARACTER FRESH FROM THE HANDS OF THE DESIGNERS

**Hats With a French Accent**

The hat illustrated is a copy of a model recently shown on the Rue de la Paix—it is but one charming instance of the celerity and fidelity with which our milliners reproduce the newest Parisian creations. Paris stuffs, Paris styles, Paris trimmings—Paris in everything but price.

Hats From the Best Designers

of America form an Entente Cordiale with their French-inspired companions. The woman who seeks the exclusive in millinery can exercise the utmost individuality without extravagance in selection if she choose from this assemblage.

—Meier & Frank's: Millinery Salons, Fourth Floor.

New! Extra Special! 2400 Yards of All-Silk Chiffon Taffetas

Regular \$3 Quality
\$2.29



"The most wanted of all silks" here at a price no higher than much less desirable qualities can be bought for. Only a fortunate purchase makes it possible for patrons to secure this splendid quality of chiffon taffeta at \$2.29 yard.

36 Inches Wide

Plenty of navy blues, African browns and other wanted colors. It is an opportunity which the woman who wants a very fine quality silk at a good saving will not be apt to overlook.

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

Voile Dress Flouncings 79c

36-inch pink and blue voile dress flouncings embroidered in contrasting floral designs. For inexpensive frocks.

\$2.49-\$5.95

for 36-inch flouncings for afternoon gowns. Brussels hexagon mesh and filet flouncings heavily embroidered in floral designs.

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

Child's Stamped Dresses 69c

Beautiful new models in infants' to two-year dresses stamped for embroidery on fine quality mercerized lawn. Princess Beth embroidery designs are exclusive with us in Portland.

Mail order patrons please state size. —Meier & Frank's: Second Floor.

GROCERIES

Flour, Kerr's best, Portland milled, 49-lb. sack **\$2.39**
Fancy Hams, sugar cured, freshly smoked, whole hams, lb. 33c, half hams, 34c
Baking Powder, Royal, 5-lb. cans **\$2.25**, the **\$1.15**
2 1/2-lb. cans **\$1.15**
Seedless Raisins, 3 lbs. 30c
85c. lb. 30c
Cleaned Currants, imported, latest crop, 3 lbs. 25c
70c. lb. 25c
Shortening, Crisco, 9-lb. tins **\$1.85**, six-lb. tins **\$1.28**, three-lb. tins **65c**
California Peaches, Mission, perfect fruit, dozen cans **\$2.95**, six cans **78c**
Oregon Peaches, in sugar syrup, doz. cans **\$2.78**, six cans **\$1.45**, three cans **75c**
June Peas, Red Ribbon, doz. cans **\$2.65**, six cans **70c**
Fancy Corn, Sunkist brand, doz. cans **\$2.45**, six cans **65c**
Oregon Prunes, 60 to lb. size, 5 lbs. 48c, three lbs. for **25c**
Log Cabin Syrup, No. 2 **\$1**
Ceylon Tea, imported, lb. **65c**

Laundry Specials

White Wonder Soap, 20 bars **95c**, ten bars **50c**
Wood Soap, 6 regular 10c bars and package soap flakes **25c**
Gloss Starch, Kingsford's, No. 1 pkts., 2 for **25c**
Rinso, soap in granules, 4 pkgs. **25c**
Washing Powder, Silver Isle, large pkts., 3 for **\$1**

—Meier & Frank's: Ninth Floor.



120

Miss Manhattan Suits FOR MISSES AND SMALL WOMEN—**\$45**

The very latest models from this renowned New York house—the big annual trade concession from these specialists in misses' and small women's apparel to us, their exclusive representatives. We shall not attempt to set down the values—we shall simply say that they are among the most wonderful we have ever known and leave the rest to our patrons to decide.

Admirably Developed of Navy Twill and Tricotine

Fabrics no less serviceable than they are fashionable, as women know. All the diversity that one could desire—new box, blouse, high waist effects, plain tailored types, fancy braid and silk embroidered suits.

22 Styles—7 Sketched

Think of that! More than a score of fashionable styles. Sizes 14 years to 38 bust.

175

Lovely Silk Dresses IN WOMEN'S AND MISSES' SIZES—**\$35**

This sale stands supreme among the leading dress occasions of the year. Women conversant with values will, we are confident, hail this as the best piece of luck that has come their way in many months. The qualities, styles, the tailoring—everything about these dresses is an excellent reason why women and misses should snap them up in a hurry.

Many Less Than Original Manufacturing Cost

Such qualities! The kinds that every woman wants. Canton crepe, taffeta, crepe de chine and satin. Navy, brown, gray, tan, Copen and fancy combinations of the most diverse and charming description.

50 Styles—6 Sketched

Half a hundred of the season's best models. Those who can should come early.

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



Illustrated Are a Few of Many Styles

Smart New Handbags \$1.98, \$1.49, \$2.49

The section of popular priced bags strives to provide at modest cost the style and convenience of the more expensive sorts. That it has succeeded in the present instance is evident from the splendid collection of these bags ready now and the eagerness with which they are being bought. Take these new low price groups specifically:

At \$1.98 New satin striped fabric bags. Metal frames. Poplin lined. Inside swing pocket. Coin purse and mirror.

At \$1.49 Mercerized moire bags. Double and single metal frames. Large or regulation size mirror.

At \$2.49 All silk moire bags. Several attractive styles. Covered and metal frames. Inside purse and mirror.

Blue, Black, Brown, Taupe at Each Price

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

New! Very Special!

French Voile Blouses \$5

Such admirable qualities, such attractive styles and fine workmanship as women have not been able to buy in blouses at this small sum for years. Of extra fine French voile in long and short sleeves, high collar, V or square neck styles, some daintily scalloped and frilled.

White, flesh, rose, Nile, peach and white with colored stitching on collars and cuffs. Limited number.

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