

Delightful 50c Luncheon 11 to 2:30--7th Floor Restaurant--Music During Lunch

## Yes! These Are the Busiest of Days at <br>  <br> 

(Excepting Groceries, "Silk Maid" Hose, Willamette Sewing Machines, Invincible and Samson Suits and Contract Goods) The recent decision of the Meier \& Frank C erect a modern 12 -story, Class A structure on the pres-
nt site of the 5 -story building has had a direct and and the entire Northwest.
Our determination to begin operations at once has event ever known to Portland -Our REMOVAL
SALE! To accomplish the speedy reductions of our present
immense stocks and also dispose of the rapidly arriving Spring merchandise finds but one solution - the
sweeping reduction in prices of ALL GOODS, with the This sale is centralizing the shopping of Portland
and the Northwest in the Meier \& Frank Store-and last throngs and make every needed purchase. RE-
IEMBER-New The garments you've planned for Spring and Sum-

## 5-Story Building




Picturing Meier \& Frank's Store As It Will Look When Completed

New 12-Story Building Class " $A$ " Construction To Be Erected at Once Additional to Our Neil 10-Story Structure Standing at beth and Alder Sts. Giving to Portland the Greatest Retail Institution in Entire Western U.S.

Be Torn Down!

Newest Bead and Jewelry Novelties At Removal Sale Prices Only 50c
 at far more -but the edict is that Removal
Sale Prices are to be in effect all through the store-this hew

fad of the pres
white metal combing
stones, jade, amber, amethyst,
facts are some of the novel
form to fashion's fame. Pins, Brooches, attractive Butterfly Brooches
 Hatpins
Extraordinary is this Removal Sale of New Jewelry and Bead Novelties at Only $50 c$.

A New Book-Read It! - Now on Sale at the Bookstore, Basement Annex-"The Devil's Garden," by W. B. Maxwell, $\$ 1.35$ Books at Removal Prices

## contra


All Standard Sets reduced to $1 / 2$ price.
All Juvenile Picture Books now $1 / 2$ price.

## Mneierthankleo:

THE QUALITY STORE OF PORTLAND

All Furniture and Bedding Including the Ostermoor Mattresses Reduced
"Globe-Wernicke" Book Cases Excepted
Fourth Floor, Both Buildings

