

Today Spring Opening Displays in All Departments Music by Prof. Rosebrook and His Orchestra, 2 to 5

We thank you for your appreciation—We thank you for your assistance and co-operation in making the first day of our Spring opening such a remarkable success—But we know that you were as well repaid for your visit as we were for our efforts in preparing for this charming event—You who have not yet come should make every effort to be here today—Music this afternoon from 2 to 5

Tomorrow The Meier & Frank Store's 998th Friday Surprise Sales

3000 Women's Gowns \$1.50-\$15 Vals. 1/2 Price



In the muslin underwear section for tomorrow's 998th Friday Surprise Sale a remarkable offering of women's high-grade Nightgowns—A great special purchase from a prominent New York manufacturer by our buyer who happened to drop in the factory just as preparations were being made to take inventory—We helped him take stock by taking over his entire reserve at a price far below value—As usual you are asked to share in our good fortune—Included are fine nainsooks, cambrics and crossbar lawns, trimmed in best quality embroideries, lace edgings and insertions, clusters of tucks, beadings,

medallions and ribbons—Made in low, round, square and Dutch necks, short flowing and puff sleeves, also high neck and long sleeves, made full widths and wide hems—All new, pretty gowns in wonderful variety of styles—\$1.50-\$15 vals., Friday 1/2 Price

Women's Coat Sweaters \$7.50 Values \$2.85 Ea.

In the Waist Section, Second Floor, tomorrow, an unusual offering of 200 women's Knit Coats; fine, coarse and fancy weaves; box, loose and half-fitting styles, assorted lengths, V or high neck, single or double-breasted, with or without pockets; white, oxford, red, navy and black. Values up to \$7.50, on sale at, ea. \$2.85

100 Men's Spring Suits Regular \$25 Vals. At \$14.65 Each



Tomorrow in the men's clothing section, second floor, the season's first great special offering of Men's new Spring and Summer Suits—All fine, hand-tailored garments, very latest fashions and materials—Pure worsteds, silk mixed worsteds, navy blue serge, gray whale worsteds, medium and dark patterns—All new, stylish apparel—The best product of the leading American manufacturers—Beautifully tailored and finished throughout—Suits selling regularly at \$22.50 and \$25 each—Your choice Friday at this exceptionally low price, ea. \$14.65 Economical men will now look to their Easter needs

Men's 35c Kerchiefs 19c

Tomorrow, 1000 dozen men's fine quality pure sheer Linen Handkerchiefs; corded center and hand-embroidered initials; 19c two styles script and block initials; best 35c values, each.

100 Folding Go-Carts \$12 Values \$7.95 Each

In the Carriage Department, Third Floor, tomorrow, a great special lot of collapsible Folding Go-Carts, at a price far below regular value. Very best model; entire frame of steel; handsomely upholstered in fine quality leatherette, reclining back, adjustable footrest; extra heavy tire and foot-brake; large size, hood, adjustable to any position. Regular \$12.00 value; your choice tomorrow only at, each. \$7.95

300 Boys' Fine Suits Regular \$9 and \$10 Values at \$3.68 Each



In the boys' clothing department tomorrow a great cleanup of boys' high-grade knee pants suits—straight cut pants only—ages 7 to 16 years—All high-grade suits for school or dress wear—All wool, fine quality fancy worsteds, fancy tweeds, fancy chevots, fancy cassimeres, light, medium and dark colorings—Best patterns—Extra well made—Best linings and findings—Suits that found ready sale at \$8, \$9 and \$10 each—Choice Friday only at \$3.68 New Spring suits and topcoats for boys, young men

5000 Squares Good Creamery Butter 71c For a 2-lb. Square

Tomorrow, in the Basement Grocery Store, our weekly offering of good Creamery Butter—5000 two-pound squares, full weight, splendid grade; buy all you want of it at this low price, per square. No phone orders, no delivery. In Basement. All lines of Groceries and Provisions at the lowest prices. On sale in Basement Store.

Sale 200 Women's New Spring Tailored Suits, Reg. \$32.50 Val. \$17.45



Tomorrow in Portland's Leading Cloak and Suit Store a great Easter Surprise Sale of women's new tailored suits at about one half their value—200 garments to select from—Semi and tight-fitting coats in plain serges, fancy stripe serges, Bedford cords, plain gray, navy blue, black, tan stripes, gray stripes, black and white, rose and white stripes, etc., etc.—The coats are 34x36 inch, plain tailored with notch collars, single breasted, etc.—Skirts full flare with deep hem—All are handsomely tailored and finished throughout—All sizes—Large assortment to choose from—Suit values up to \$32.50 Your choice Friday at this unusually low price \$17.45

A great opportunity to buy your new Easter apparel at a big saving—2d. Floor Don't fail to visit this section Friday and look over these wonderful values we offer

Regular 50c Silk Mull 25c Yard 12 1/2c Cambric at 9c Per Yard

For tomorrow's 998th Friday Surprise Sale, a sensational offering of 2500 yards handsome new printed Silk Mulls, all new styles; beautiful colorings and combinations for women's and misses' apparel. Best regular 50c values, at, yard. 25c For tomorrow's 998th Friday Surprise, 3000 yards of good Bleached Cambric, 4-4 width; best regular 12 1/2c value, on sale at this unusually low price, the yd. 9c

Sale of Linen Scarfs and Centers Regular \$2.50 and \$3.00 Values



Special Price \$1.39

In the Art Department, third floor, for tomorrow's 998th Friday Surprise Sale a great special lot of all linen drawn work scarfs and centers in a large variety of choice patterns—Double hemstitching—Handsome linen pieces that every housewife can make good use of—Regular \$2.50 and \$3.00 values—Buy all you want of them Friday at \$1.39

In the Art Department, Third Floor, tomorrow, special sale of stamped Shirtwaist Patterns, in Wallachian, French shadow, eyelet and braided designs; full three-yard lengths; great special value, tomorrow at this very low price \$1.39

25c Handkerchiefs at 14c Each \$1.25 Table Damask 98c a Yard

Tomorrow, a great Friday Surprise Sale of 500 dozen women's Initial Handkerchiefs, very neat hand-embroidered letters, with embroidered wreath, all initials; the best regular 25c values; buy all you want of them at this very low price, ea. 14c In the Linen Department for tomorrow's 998th Friday Surprise Sale, 3000 yards of superior quality 72-inch heavy bleached Table Damask; best patterns, in a large assortment; regular \$1.25 value, on sale at this very low price, the yd. 98c

A Sale of 3000 Pairs of Gloves Regul'r \$1.25-\$1.50 Special at 95c Pair



For tomorrow's 998th Friday Surprise Sale the big Glove Store offers 3000 pairs of women's and children's cape and mocha gloves—One clasp "Dent" style in tans and grays—Every pair perfect in make, style and fit—All sizes—Regular \$1.25 and \$1.50 values—Your choice Friday only at this wonderfully low price, pair 95c Mail orders will receive prompt attention

10,000 Thin Tumblers 4c Each \$1.00 Pictures at Only 59c Each

In the Big Basement Store tomorrow, 10,000 thin blown Tumblers, plain; buy all you want of them at this low price, each—take advantage of special sale. 4c Tomorrow, in the Big Basement Store, 1000 Gas Toasters, cone-shaped, best model made; regular 40c value, on sale at this low price, ea.—take advantage 29c The Picture Store offers today a complete new line of pictures—beautifully colored and matted; size 9x20 inches, framed in 1 1/4-inch brown molding; \$1 values, ea. 59c Artistic Picture Framing to your order at the lowest prices. Picture Dept., 4th Floor. "Kiser" famous Photos of Oregon and the Northwest, on Fourth Floor. See them.

Men's Sample Pajamas Reg. \$1.50 to \$12.50 Values At Half Price

In the Men's Furnishing Goods Store tomorrow men's pajamas at one half regular price—15 drummers' sample lines secured from the largest and best manufacturers in the country—Chambrays, soisettes, pongees, madras, silk flannels, lawns, plain and fancy colorings—All new, pretty styles in all grades—Great variety to select from—Values ranging \$1.50 up to \$12.50 a suit—Your choice at this low price per suit 1/2 Greatest values in pajamas ever offered



3000 Yds. Satin Messaline 59c Yd.

In the Silk Store for tomorrow's 998th Friday Surprise Sale, a great special offering of 3000 yards of superior quality Satin Messaline, the fashionable material for costumes, waists, etc.; pink, cream, light blue, brown, black, reseda, gobelin, navy, old rose, yellow, tan and gray; the best regular 85c quality, on sale at, per yard. 59c

1000 Pairs of Lace Curtains \$5.00 Values at \$2.95 Pair

1000 pairs of high grade lace curtains to be sold at a wonderfully low price for tomorrow's 998th Friday Surprise Sale—Included are white and ecru Irish points, Clunys, renaissance and Marie Antoinettes—The Clunys are made on good French nets with linen edges and insertions—The renaissance and Marie Antoinettes made on good French nets with a large variety of insertings and borders—Irish points made on Swiss nets in both white and beige colors with small neat applique—40 to 50 inches wide, 2 1/2 to 3 yards long—Best \$5 values on sale Friday \$2.95 at this extremely low price pair \$2.95 Mail orders carefully and promptly filled



90c Colored Embroideries at 49c

15,000 yards of beautiful new colored embroideries to be sold at a low price for tomorrow's 998th Friday Surprise. Blue on white and pink on white—edges and insertions for waists, gowns and undermuslins; widths from 1 1/4 to 18 inches; splendid assortment to choose from; exceptional values, on sale at the following very low prices: Regular 60c vals., yd., 29c—Regular 90c vals., yd., 49c—Regular \$2 vals., yd., 69c

Women's Silk Hosiery \$2 Values 98c Per Pair

For tomorrow's 998th Friday Surprise Sale a timely offering of 3000 pairs of women's silk hosiery at an exceedingly low price per pair—Legs of superior quality silk and lisle feet, giving a hose far more comfortable and serviceable than silk hose with silk feet—Complete line of colors, black, white, lemon, cream, light blue, pink, old rose, helio, lavender, purple, prunella, pearl, canary, navy blue, royal, reseda, hunter green and Nile—All sizes 8 1/2 to 10—Every pair in the lot regular \$2.00 values—Your choice Friday at this low price per pair 98c Mail orders promptly and carefully filled—Anticipate your Easter and Summer needs



65c Ribbons at 37c--40c Croat Stocks 21c

Tomorrow, 10,000 yards of heavy Taffeta Ribbon, 7 inches wide; complete line of new colorings for millinery purposes, hair bows, etc; come in these colors—black, white, mauis, pink, blue, leather, helio, etc., etc.; regular 65c values, at, yard. Tomorrow, 5000 women's Croat Stock Collars—white, blue, pink, tan, plain colors, figures and stripes; the best regular 35c-40c values, on sale at, each. 21c

15,000 Yards Mesh Veiling 35c Values 12c

In the veiling section for tomorrow's 998th Friday Surprise Sale 15,000 yards of new net veillings in Russian and tuxedo meshes—Plain and dotted—Black, white, black and white, white and black and colors—All new, attractive veillings—An advantageous purchase of 15,000 yards from a large New York importing house enables us to offer 25c and 35c values at this very low price, yd. 12c Mail orders will be promptly and carefully filled

