

Full Assortment Easter Novelties on Fifth Floor—Take Lunch in Our Seventh Floor Tea Room—Portland Agents for Nemo Corsets Arnold Knit Goods—Harvard Mills Underwear—Sterling Knit Underwear—Nulife Shoulder Braces for Men, Women and Children

Announcement Extraordinary! **Friday Bargains for Two Days Instead of One** Today and Tomorrow

The Meier & Frank Store's 105 1st Friday Surprise Sale Starts This Morning and Continues Until Tomorrow Night

Two Days of Bargain-Giving without parallel—Two days for eager Easter shoppers to supply their wants at enormous savings. Months ago our buying organization planned and carefully prepared for this Gigantic Two-Day Bargain Carnival—Substantial economies are offered on needs of the moment—Apparel and accessories that women and men will want for Easter—Two unequalled days of bargain-giving—Besides the specials quoted here there are hundreds of others that, for lack of space, must go unadvertised.



300 Tailored Suits

A Large Assortment **\$18.45**
Regular \$35.00 Vals.

For today in Portland's leading Cloak and Suit store, a lot of 300 Women's Tailored Suits in the most authentic Spring styles and the best materials at \$18.45—They are made with medium length, semi-fitted coats, with small notch collar and revers, or with the long shawl collar faced with satin—Have full pleated or kilt effect skirts—The materials are serges, herringbones and worsteds—The colors are black, navy, small black and white checks, white with line stripes, and plain white—These have just been received—A special purchase that enables us to offer a sensational value—If bought in the regular way we'd have to get \$35.00 for these suits to make a fair profit—Special for Friday Surprise Sale on account of this buy they are **\$18.45** See Fifth Street Window for Our Display—Mail Orders Filled

500 Silk Waists

\$8.50 Vals. \$3.55

Today, for the 1051st double Surprise Sale, in the Waist Section, second floor, we offer 500 Women's Fancy Silk Waists at about half their regular value. There are 25 different styles to choose from; materials are messaline, taffeta, moire, etc., and they are made in tailored or trimmed models. Have pointed or square yokes, in fine or heavy laees, or trimmed with nets, soutache braid, tucks and French knots. Every color and every size; values up to \$8.50 each; special for double sale at (see Fifth street window—mail orders filled) **\$3.55**



5000 Pieces Neckwear at each 47c

Today, for the 1051st double Surprise Sale, a splendid value in new, bright, clean, dainty Neckwear; cascades, jabots, rabats, left-hand pleatings, stocks, bows, chemisettes, venise collars, hand-embroidered collars—anything that you could possibly want is to be found in the assortment. Regular 75c to \$1.00 values, for this interesting sale, at, each **47c**

75c Kerchiefs 43c

Today, for the 1051st double Surprise Sale, women's all-linen hand-embroidered Handkerchiefs in Amriswyl and Madeira embroidery, also numerous colored initial novelties; our regular 65c to 75c values, on **43c** sale today only for, each

Box Stationery 12c

Today, for the 1051st double Surprise Sale, 1000 boxes fine homespun linen Writing Paper with envelopes to match. Regular 25c values, marked for our great double Surprise **12c** Sale at this low price, the box

\$5 Handbags 79c

Today, for the 1051st double Surprise Sale, we offer you a very attractive bargain in leather-lined Bags with coin purses to match. This sale has been made possible through a special purchase of manufacturers' samples. Immense variety from which to select. Regular values up to **79c** \$5; your choice on sale at, ea.

Today--All Men's Suits At \$18 \$5 Less AND UP

Today, tomorrow and Saturday in the Third Floor Men's Clothing Section, all of our fine suits for men and young men, regularly sold at \$18.00 and up, \$5.00 less than regular price—Come and choose any that you wish; we offer them all at this saving, including the very handsome and exclusive Adler suits for which we have the sole Portland distribution—This is the annual Easter offer, as told of in the Wednesday evening papers—Suits for men of conservative taste or styles for the young men who want models with snap and "go" in them—Blacks, blues and fancies, all materials and all prices over \$18.00—Join the style promenade with a new suit—the best-looking one on the street—On any men's or young men's suit in our stock, \$18.00 or \$5 over, today, tomorrow, Saturday you save **\$5** See Sixth-St. Window Display—Mail Orders Filled



Copyright 1910, by L. ADLER, BROS. & CO.



Two Suits in One Special at \$3.65

Today, for the 1051st double Surprise Sale, in the boys' clothing section, third floor, annex, suits for boys from 7 to 17 years of age, with an extra pair of trousers, the three pieces for \$3.65. Double-breasted coats and two pairs of knickerbocker trousers to match; all colors and patterns, in stripes, checks, etc. Well tailored and well made; sturdy wearing materials. Light and dark grays, tans, olives, browns, etc.; exceptional values at, suit **\$3.65** See Fifth-Street Window Display. Mail orders will be carefully filled.

Japanese Pillow Tops \$3.50 Vals. \$1.69

Today, for the 1051st double Surprise Sale, the art department, 3d floor, offers a clever suggestion for an Easter present in the shape of very pretty hand-embroidered satin Japanese Pillow Tops. These are shown in an endless assortment of choice floral designs with gold tinsel effects—an article both useful and ornamental. Regular \$3.50 values; while the lot of 500 lasts, your choice **\$1.69**

500 Dress Hats

Vals. to \$10 at **\$5.95**

Today, for the big 1051st double Surprise Sale, just in time for Easter a sale of 500 Women's and Misses' Dress and Trimmed Hats at five ninety-five. The shades are of soft braids and they are trimmed with flowers and fancy feathers. There's an endless variety of colorings and shapes and the trimmings are particularly effective. When all feminine minds are centered on the millinery question, the Big Store comes forward with a stirring special that will help hundreds to decide. These hats come in black and all colors; regular values up to \$10; **\$5.95** sp'l for this sale **\$5.95** Little Folks' Hats, in all the newest styles. Milans, trimmed leg-horns, straw bonnets trimmed with ribbon and flowers, linc bonnets trimmed with ribbon and lace, etc. Prices run from 75c up to **\$8.00**



\$20 Willamette Sewing Machines, Spcl. \$15.60

Today, for the 1051st double Surprise Sale, we offer in our fifth floor Sewing Machine Department, 100 Model "D" Willamette Sewing Machines at nearly one-fourth below the regular price. Has improved automatic drop head, ball bearings and full set of steel attachments. Every machine guaranteed for ten years. In other stores this very same machine is sold for \$25.00 and up. Our regular price is \$20.00. A lot of just one hundred at the unusual low price of **\$15.60** We sell Willamette Sewing Machines on the club plan—\$2.00 down and \$1.00 a week. This special price does not include weekly payments.



Women's Muslin Nightgowns \$2.95 \$3.75 to \$4.50 Values at each

Today, for the 1051st double Surprise Sale, in our second floor Muslinwear Section, 300 Women's Nightgowns, made of cambric or muslin; low-neck styles, round or square; short flowing sleeves, or high neck and long sleeves; trimmed with dainty embroidery, lace, tucks and insertions; regular \$3.75 and \$4.50 values, special Surprise price **\$2.95**

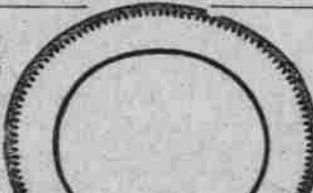
Hot Cross Buns 15c per Dozen

In our big Basement Grocery Section, one thousand dozen Hot Cross Buns, made fresh in our own scrupulously clean and scrupulously sanitary bakeshop, special for Good Friday at only, the dozen **15c**

Today, for the great 1051st double Surprise Sale, in the Grocery Section, that has built up the greatest butter business in Portland, 5000 squares of deliciously fresh, best Creamery Butter, full two-pound squares; special price, the square, buy all you want of this exceptionally good butter at, square **72c**

Cups and Saucers Worth \$2.50 the Dozen Special, Pair 15c

Today, for the great 1051st double Surprise Sale, a tremendous double special in the Basement Grocery Section. Pay a visit to this dept. **Cups and Saucers**, in Ramona shape, with gold border decorations; best quality semi-porcelain; regular price \$2.50 the dozen; special price, the pair, only **15c** **Seven-inch Plates**, of semi-porcelain, with gold border decoration; just like cut; pretty shapes; regular price \$2.00 the dozen; special price at, each (see Sixth-street vestibule window) **12c**



Regular 35c and 50c Pictures at Each 18c

Today, for the 1051st double Surprise Sale, a large collection of exquisitely colored Pictures will be reduced. These studies embrace a wide range of landscape subjects, marine views, and heads, including Lincoln and Washington. They come in sizes 12x15 or 13x17, are fiber framed; just the thing to brighten up the living-room or bedroom. See display in vestibule window. Reg 35c and 50c vals. **18c**

5000 Men's White Shirts

Regular \$1.50 Vals. Special at **95c**



Today, for the 1051st double Surprise Sale in the men's furnishing department, a lot of 5000 shirts of fine materials and in the very popular pleated styles, at 95c. Cuffs attached or separate; fine quality bosoms, in all the different sizes and styles of pleats; shirts that are regularly worth \$1.50 each, but secured in a lucky purchase at much less than regu- **95c** lar, so for the double sale only

Kerchiefs for Men 50c Values for 25c

Pure Linen Handkerchiefs for men, made with colored border and plain centers or plain design and colored centers. Every design and color; regular 50c values; a sensational **25c** value, today only, special at

6000 Pair Hose 50c-75c Values 37c

Today, for the 1051st double Surprise Sale, a lot of 6000 pairs of women's Hose, in plain or fancies; silk and French lisle, bought from a large importing house and shipped direct to Meier & Frank as a special lot. Offered to our clientele at half the regular value. This lot of hose consists of lace boots, dainty silk embroidered boots, allover laces, silk lises or plain lises, some with extra wide 5-inch garter-proof tops; very elastic, full fashioned, reinforced in all wearing parts; in colors there is a wide range, including newest Spring shades and the staple colors. Not a pair in this lot that sells regularly for less than 50c, and the values run up to 75c; choice for this **37c** tremendous sale at, the pair, only



Trefousse Gloves \$2.25 Vals. \$1.87

Today, for the big 1051st double Surprise Sale, 3000 pairs of the famous Trefousse Kid Gloves for women, in sizes 5 1/2 to 7, priced at \$1.87. Prime quality kid, in glace or suede finish, with fancy stitching and two pearl clasp; regularly \$2.25 the pair; just in time for Easter; during the double Surprise Sale, the pair **\$1.87** **KAYSER SILK GLOVES EACH 69c** Today in the glove department, first floor, 2500 pairs of Kayser's famous Silk Gloves with embroidered back and wrist, in all the new colors and the best staple shades, to match your Easter gown; sizes 5 1/2 to 7; regular price \$1.00 the pair, on special sale at this price, pair **69c**