

Last Day of the Great "Made-in-Oregon" Exposition, on Fourth Floor—Brown's Orchestra Will Play From 2 to 5 o'Clock—Be Here Store Open Tonight Until 9:30—Last Day of "Mattress Contest"—\$25 for Best Name and Design for Our New \$8.50 Felt Mattress

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Our Great Annual March "Watch" Sale!

\$22.50 Watches \$14.98
Waltham, Elgin or Hampden—17 Jewel



IN EVERY way the finest Watches you can buy regularly at \$22.50.

About 7 handsome styles to choose from, one precisely as illustrated. High-grade 17-jewel, Elgin, Waltham or Hampden movements fitted in 20 year guaranteed gold filled cases. Every Watch carefully timed and adjusted with compensation balance and patent micrometric screw regulator. The watches are exceptionally good values at our regular prices, but for the Great March Watch sale they go for very low price of **\$14.98**



CHOICE \$4.95

To \$18 Watches \$11.98
Elgin, Waltham or Hampden Movem'ts

WATCHES of world-famed reputation. Either 15 or 17-jewel Waltham, Elgin or Hampden movement, fitted in guaranteed 20-year open face or hunting (closed) cases. Styles for both men and women, one in exact size as illustrated. Movements all carefully adjusted, with compensation balance. \$16.50 to \$18 watches in every particular, **\$11.98** today only, each.



Women's Watches \$8.49
Either Elgin or Waltham

WOMEN'S beautiful 7-jewel Elgin or Waltham watches in several styles, one exactly as illustrated.

Movements carefully regulated and timed; fitted in 20-year guaranteed hunting, closed, or open-face cases, handsomely engraved. Positive \$12.50 to \$15 watches for the Great Annual March Sale today **\$8.49**



2000 Guaranteed Seven-Jewel Watches Made to Sell for \$8 to \$12, Special at \$4.95!

Sale in Jewelry Store, First Floor, New Building. Mail Orders Promptly Filled.

BY far the most sensational Watch savings ever offered on the Pacific Coast. It was principally for this Great Annual March Sale that our jewelry buyer made a trip clear across the continent. In Chicago, New York, Philadelphia, he bought good, GUARANTEED WATCHES to sell amazingly under-value.

In this great lot at \$4.95 are over 2000 GUARANTEED WATCHES FOR MEN AND WOMEN, MADE TO SELL FOR \$8, \$10, \$12 and some even higher. High-grade 7-jewel movements, fitted in 10-year warranted gold-filled cases. Practically every modern size and style that's made FOR MEN AND WOMEN. The entire lot, without a restriction, go on sale this morning. See the big Morrison-street window display.

Men's good new Thin-model Watches.
Men's Hunting (closed) Watches now
Men's Gold Dial Open-face Watches at
Men's Handsomely Engraved Watches
Every Case 10-year Gold Filled, only
Every Movement Guar. Timekeeper

\$4.95

Women's Hunting (closed) Watches
Women's Open Face Watches.
Women's Finely Engraved Watches.
Women's Fancy Swiss-style Watches.
Every Case Warranted for 10 years
Every Movem't Guaranteed Timekeeper

To \$12.50 Watches \$6.98
Elgin or Waltham 7-Jewel Movement



THINK of buying a genuine Elgin or Waltham Watch in a guaranteed 20-year gold filled case for \$6.98! They're Watches never sold regularly under \$10 and \$12.50. Cases either hunting (closed) or open face styles—one exactly like illustration and same size. Both movement and case are fully guaranteed. March Watch Sale price today for **\$6.98** low price of only

The New Spring Styles in Meier & Frank Reliable Clothing!

See Our Windows



THIRD FLOOR, NEW BUILDING. ORDER BY MAIL.

IN CLOTHING there are two kinds of style! One is the style that's pressed in with the tailor's iron, only to disappear the first time you're caught in the rain or damp.

The other is THE STYLE THAT LASTS—that is imbued by a master tailor—a style and fit which last as long as you wear the garment.

That is the **DEPENDABLE**, Lasting style you get in Meier & Frank Clothing, whether price is \$15 or \$35.

Our Men's Clothing Store is under the new management of a man from the East. Mr. O. C. Graves comes to us with years of experience with the biggest houses. We want you to come and meet him personally.

Spring Suits, Overcoats and Raincoats—\$15, \$18 \$20, \$25 and Upwards



Special Lenten Sale of Bibles and Testaments

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

WE carry at all times a complete stock of Bibles, Testaments and Religious Books. A special Lenten sale for today. See illustration.

85c Crystal Text Bibles, 3x7 inches, priced at 65c
\$2 Text Brevier Bibles, 4x7 inches, priced at \$1.50
\$2.25 American Standard Reference Bibles, \$1.69
\$2.50 Bagster's Teachers' Bibles, priced at \$1.85
15c Cloth Testaments, 2x4 inches, priced now at 9c
35c Leather Testaments, 2x3 inches, now priced 25c
\$1.50 Leather Testaments, 5x7 inches, priced \$1.12

Children's 75c New Spring Underwear 39c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

JUST unpacked in time for this rousing Saturday sale, two big purchases of Children's Spring-weight Union Suits.

Medium weight, fleece-lined in white and gray. High neck, long sleeves and ankle length. All sizes. Regular 75c grades, sale price, each **39c**

\$1.50 Underwear, 73c.

Incomplete line of women's sample Swiss Ribbed Vests and Pants, plain or umbrella style. Low neck, no sleeve, lace-trim'd Vests. Regular \$1.50 grades, today each at **73c**

\$3 Union Suits, \$1.59.

Special lot of Women's fine, new Swiss Ribbed Union Suits, in umbrella and tight-knee styles. Crochet and Val. lace trimmed. Excellent for \$1.59 \$3 grades, today at **\$1.59**

Great Showing Spring Shirts

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

"YOU'VE the biggest and best Shirt stock west of Chicago," a representative of one of the great shirt concerns told us the other day. And he knows the shirt business on the Pacific Coast "like a book."

The famous Manhattan, Earl & Wilson, Gotham, Star and our own M. & F. Special are here in thousands of the newest and best Spring patterns.

Come in tomorrow and see for yourself. Prices start with our own famous \$1 Special, up to finest custom-made grades at \$6.50.

Men's Munsing Under'w.

The celebrated Munsing Underwear for men is here in all the new Spring styles and weights. Union Suits and separate garments, upward from **65c**

\$1.50 Underwear, \$1.29.

Fine mercerized form-fitting Shirts and Drawers in pink, white, tan and blue. Spring needle-weave. Regular \$1.50 quality, today each at **\$1.29**



50c Silk Plated Socks, 35c

Special lot of Men's fine, new Silk Plated Socks in plaid and ribbed effects, also solid colors. Special for today, 3 pairs **35c** for **\$1.00**, pair for only

\$2.50 Pajamas, \$1.29.

Fine mercerized form-fitting all plain colors and fancy stripes and figured effects. Plain surplus and military col. \$2.50 Suits now **\$1.29**

30c Fresh Roasted Coffee 22c

BASEMENT, MAIN BUILDING. ORDER BY MAIL.

EVERY household should provide a coffee supply for weeks to come! For Saturday only, our regular 30c fresh roasted coffee—a quality that always gives satisfaction. You can buy all you want at, lb. **22c**

35c Early Dawn Coffee, 3 lbs. **95c**, lb. **32c**.
Meier & Frank Superior Blend Coffee, 40c grade, 3 lbs. **\$1.10**, lb. **38c**.
Butternut Butter, the best you can buy—2-lb. roll, **65c**.
Aladdin Coffee, new brand sold here exclusively—30c grade at 4 lbs. **95c**, 2 lbs. **55c**, lb. **27c**.
30c Robin Hood Oranges, doz. **27c**
Royal Banquet, genuine Mocha and Java Coffee—3 lbs. **\$1.40**, lb. **48c**.

Our Modern Beauty Parlors

MEZZANINE FLOOR, NEW BUILDING

EXPERT attendance at the lowest prices is bringing us the city's biggest business in manicuring, hairdressing, massage, electrolysis.

We also maintain our own shop for the manufacturing of hair goods, and can quote prices unmatchable elsewhere. Three big specials for today:

\$2 Switches and Puffs—Switches are 22-inch, in most staple shades. Puffs include the latest effects. Special for today's **98c** selling only, each.
\$4 Myrtle Psyche Puffs—The latest effect, made up of numerous puffs and ringlets, extra good quality hair, in all the **\$2.19** wanted shades
\$9 Fine Quality Switches—22 inches long, of luxuriant German wavy Hair in all shades. Special for today **\$6.19**

40c Gingham Aprons 29c

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL.

ONE can never have too many Aprons, and right here at house-cleaning time we offer a rousing special on neat, practical Gingham Aprons!

Made of good quality gingham and percale, in assorted patterns. Large protective bib. Best reg. 40c Aprons, today **29c**

\$3.50 to \$5 Corsets \$1.79

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL.

DON'T attempt to fit your new Spring suit over an old corset—certainly not when it is possible to buy corsets at less than half price.

Of fine coutil and batiste, medium or long lengths, with hose supporters attached. All sizes. **\$1.79** \$3.50 to \$5.00 Corsets, priced at, special



Women's to 35c Collars Today 12c

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

THEY'RE the smart, new louvered Byron Collars, which will be the rage everywhere this coming Spring and Summer!

The famous James R. Keiser make, of linen and corded madras in white and colors, with pretty polka dot borders as shown in the above sketch. Also dainty allover effects. Regular 25c and 35c Collars, specially priced today at, each, **12c**

10c Handkerchiefs, 6c.

Special extraordinary on women's pure linen Embroidered Initial Handkerchiefs. And there are all initials in the lot. Just the sort for everyday use. **6c**

To 50c Ribbons, 21c.

Another phenomenal sale of new Spring Ribbons. Beautiful fancy all silk grades, also Persians, Dresdens, plaids and new black-and-white checks. 35c **21c** to 50c grades, today, yard,



Girls' Pretty New Wash Dresses for \$1.50

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.

PRETTY, well-made washable Dresses, that are a delight for the Miss and mother alike.

Made of sturdy, tubable Ginghams, Percales, Madrases and Chambrays in solid colors of blue, pink, tan, also charming figured effects. Dutch or high necks, short sleeves and full plaited skirts. All sizes, 6 to 14 years. Special values **\$1.50**

Children's New Reefeer Coats

A host of charming, youthful styles are ready in Children's New Spring Reefeer Coats. Bright reds, nobby black and white checks and navy blue serges. All lined throughout, with velvet collars. Ages 2 to 6 years—prices for this sale, are **\$4.50** and **\$5.00**



\$2.75 Famous "Horseshoe" Wringers for \$2.19

BASEMENT, MAIN BUILDING.

CERTAINLY good news for the housewife when our famous Horseshoe Wringers may be had at this splendid reduction!

Exactly as illustrated, with strong, natural wood posts and thoroughly vulcanized rollers. Our best \$2.75 Wringers, priced today **\$2.19** only at this low figure

