

Try Our Special Lunch for Shoppers and Business Men—Service a la Carte—Excellent Menu—Express Elevators From 11:30 Till 1
Buy a Willamette Sewing Machine on Club Plan—\$2 at Purchase and \$1 a Week—Portland Agents for the Globe-Wernicke Bookcases

MARCH SALES

FROM top to bottom The Big Store teems with unmatched economies on bright, new just-bought Spring merchandise! Hardly a department that doesn't boast of some timely, helpful March event on which buyers have planned months ahead, with special trips to the market and searching everywhere to

secure for you the best March bargains in our history. Read every word of the stirring price-news told below—and remember that back of each and every purchase stands the 54-years-old Meier & Frank guarantee of perfect satisfaction or money back.

Removal Sale of Men's Underwear



FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
IN POINT of assortment, reliability of make and all-around satisfaction, our great stock of Men's Underwear has no equal in the Northwest!
The daily increasing business has demanded an enlargement of the department. And to reduce stocks before changes occur, we've planned this great Removal Sale, with splendid cut prices on practically every line of Men's new Summer Underwear. Sale begins promptly at 8 o'clock this morning. See big Morrison-street window display.

\$1.50 Underwear \$1.19
Men's famous Illma silk-finished Lisle Shirts and Drawers in blue, white or salmon. Summer weight with long or short sleeve and ankle length. \$1.50 grades in garments; all sizes. Now at **\$1.19**

75c Underwear 38c
Five thousand Men's new Spring and Summer weight Balbriggan and Lisle Shirts and Drawers in white with hairline stripe of salmon, pink or blue. The regular 75c grades, priced at each **38c**

Other Gotham Underwear
\$1.50 Gotham Union Suits for **\$1.29**
\$2.00 Gotham Union Suits for **\$1.89**
\$3.00 Gotham Union Suits for **\$2.69**
\$4.00 Gotham Union Suits for **\$3.59**
\$5.00 Gotham Union Suits for **\$4.49**

\$1.00 Underwear 69c
One hundred dozen Men's fine quality White Lisle Underwear in new Spring and Summer weights. Shirts and Drawers in all sizes. They're \$1 garments in every way. Removal Sale price **69c**

\$2.00 Union Suits \$1.39
The famous Lewis Union Suits for men, in medium weights of extra Balbriggan. One of the best makes in the country. A grade that sells everywhere at \$2 suit. Removal Sale price **\$1.39**

Munsing and Vassar Underwear
\$1.50 Munsing & Vassar, union, **\$1.39**
\$2.00 Munsing & Vassar, union, **\$1.89**
\$3.00 Munsing & Vassar, union, **\$2.69**
\$3.50 Munsing & Vassar, union, **\$2.98**

75c Gotham Underwear, 59c
Men's famous Gotham brand athletic style Shirts and Drawers. Fine, cool nainsook—sleeveless Shirts and kneeling-length Drawers. Best 75c grades in the Removal sale, ea. **59c**

\$1.25 Underwear 98c
Men's famous Norfolk & Brunswick light weight Cashmere Shirts and Drawers. Spring weaves in natural gray color. The **98c**

\$1 Underwear at 89c
The well-known Cooper Spring Needle form-fitting Shirts and Drawers for men, in blue, salmon or white. \$1 garments **89c**

\$1.50 Underwear \$1.39
Cooper's famous mererized lisle Form-fitting Shirts and Drawers for men, in flesh and blue. Finely finished in best Spring weights **\$1.39**

\$1.50 Underwear \$1.29
Fine Koenig Imported German Wool light weight Shirts and Drawers for men, in long or short sleeves, in ankle lengths, each **\$1.29**

\$1.25 Underwear 98c
Root's Wool Tivoli Spring Shirts and Drawers for men. Fine full-fashion, perfect fitting garments. Regular \$1.25 grade at **98c**

Boys' Underwear
Boys' and Youths' famous Munsing brand Union Suits in all the new Spring weights. All sizes. Special at the suit only **89c** **69c** and as low as **59c**

Boys' Underwear \$1.39
Famous Globe brand of Union Suits and separate Shirts and Drawers for boys and youths. Wool worsteds. All sizes. Special at **89c** and **\$1.39**

Men's 50c Underwear at 39c
Men's Derby ribbed and flat Balbriggan Shirts and Drawers in light and medium weights, ecru or blue. Best 50c garments **39c**

Semi-Annual Bed and Bedding Sale

\$20 Brass Beds as Illustrated \$13.50
Famous "American Beauty" Brass Beds, with 2-inch posts and five filling rods, as shown in picture above. Satin finish, with guaranteed lacquer. Worth \$20, special for the Great Semi-Annual Sale **\$13.50**

\$5.75 Beds Exactly as Pictured \$4.19
Splendid Iron Beds, finished in high-grade white and green enamel. Well made, exactly like picture above. Excellently finished, sturdy and durable. Worth \$5.75. For the great Semi-Annual Sale at **\$4.19**

\$17.50 Steel Beds as Pictured \$11.98
Made with a 2-inch continuous post and 7/8-inch fillers, exactly as shown in picture above. Made of chill-less steel, in Vernis Martin finish. Heavy malleable jaws; \$17.50 Beds, specially priced only **\$11.98**

\$3 Yum Yum Springs, \$1.79
Just think of it—the price in this great Semi-Annual Sale on \$3.00 famous Yum Yum Springs is \$1.79! Strong, elastic springs, made of sturdy wire fabrics, with 3 rows of coil supporters. Priced at **\$1.79**

\$6.50 Sanitary Couches \$4.98
Strong Sanitary Steel Couches—the kind which most stores sell for \$6.50. Made of strong chill-less steel, with two rows of supported steel springs. For the great Semi-Annual Sale at only, each **\$4.98**

The Famous Ostermoor Mattresses Greatly Reduced

Sole Oregon Agts Ostermoor Matt'r's
Through special arrangements with the Ostermoor Company, the following compelling reductions will be in force all week on these world-famous Mattresses:

\$30.00 Ostermoor Mattresses, extra thick \$18.50
\$18.00 Ostermoor Mattresses, two pieces \$13.25
\$17.00 Ostermoor Mattresses, two pieces \$12.90
\$16.50 Ostermoor Mattresses, one piece, at \$12.50
\$11.70 Ostermoor Mattresses, 3 ft. 6 in., at \$10.00

50 Models in Spring Suits Between \$15 and \$25

MADAM, save delay and useless trouble by first inspecting the Big Store's splendid assortments of stylish, moderate-priced Tailored Suits!
In easy price-steps between \$15 and \$25 are fully 50 chic new models of serges, worsteds, tweeds and manish mixtures in a charming array of Spring colors. Many are shown with distinctive style-features.

—\$15, \$18, \$20, \$22.50, \$25

The New Spring Skirts
Are ready in splendidly complete assortments. Serges, Panamas, Voiles, Worsteds and smart mannish mixtures in black, white, navy, gray, etc., also the modish line-striped materials. The prices range from **\$5 to \$15**

The New Spring Dresses
For outing and afternoon wear, parties and other amusements, a lovely selection of one-piece Dresses is ready. Percales, Chambrays, Ginghams, Voiles, Marquises in most wanted colorings. Priced at **\$3.75-\$20**

\$3.50 "Madame Sherry" Puffs \$1.98

ESSENTIAL to the present mode of Hair-dressing are the very pretty "Madame Sherry" Puffs, with their countless ringlets and soft curls. Made of sanitary, human hair in all shades. Sell regularly at \$3.50. **\$1.98** On special sale for today only

\$15 Transformations \$6.50 Switches, of exceptional quality human hair, in all wanted shades. Full 20 inch length. To-day special **\$3.98** only, each

\$2.00 PUFFS AND SWITCHES, SPECIAL 98c
A splendid special purchase of Puffs and Switches which enables you to save more than half price!
Made of sanitary, human hair, in all shades. Regular \$2 Puffs and Switches, marked at the special low price for today only **98c**

Basement Bargain Square—Curtain Samples 29c

ALL THE Curtain Corners two big mills had on hand—something like 2000 of them for today's selling on the Basement Bargain Square at 29c!
Madras, Nottingham and other weaves in scores of pretty patterns. Come 1 1/4 to 1 1/2 yards long and from 2 to 4 Curtains of a pattern. White, ecru and Arabian curtains made to sell in pairs at \$2 to \$4. Special today on the Basement Bargain Square your choice of these Curtain samples at **29c**

Removal Sale of Books Continued!

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
NEXT Monday morning we shall move our Book Section to larger quarters on the 5th floor. To facilitate the change a great cut-price sale on Novels, Children's Books, Encyclopedias, etc., has been arranged. Take advantage of savings today.

Sale Edition de Luxe
\$22.50 Set of Robert Burns for only **\$6.38**
\$9.00 Set of Dante, 4 volumes, for **\$2.44**
\$18.00 Set of Maupassat, 5 volumes, **\$5.07**
\$67.50 Set Dickens, 20 volumes for **\$18.00**
\$30.00 set of George Eliot at only **\$8.07**
\$20.00 Set of Emerson, 6 volumes, **\$5.63**

85c Crystal Text Bibles now selling at **65c**
\$2.00 Text Brevier Bibles for only **\$1.50**
\$2.25 Standard Bibles, now selling at **\$1.69**
\$2.50 Teacher's Bibles for this sale at **\$1.85**
15c Cloth Testaments now selling at only **9c**
35c Leather Testaments, 2x3 inches, for **25c**

Great Opening Sale of Gloves

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
CLOSE to a hundred thousand pairs of new Spring Gloves for men, women and children at compelling reductions for this great Opening Sale! Note a few of the economies:

Women's \$1.25 and \$1.50 Perrin's Gloves, French kid, 1 and 2-clasp style. Pr. **98c**.
Women's \$1 Gloves of German lambskin, 2-clasp style. Pair **67c**.
Women's \$3.50 and \$4 Kid Gloves, 8, 12 and 16-button lengths. Pair **\$1.98**.
Women's \$1.50 Perrin's Pique and Overseam Gloves, special, pair, **\$1.33**.

Women's 50c and 75c Silk Gloves, with double finger tips. Pair, **33c**.
Men's \$2 Perrin's French Kid Gloves, in all weights. The pair, **\$1.35**.
Men's \$2 Gloves, in the new light and medium tan shades. The pair, **\$1.29**.
Men's Kayser Chamoissin Gloves, in smoke, gray, etc. Special, pair, **45c**.

Cretonnes--Keynote Summer Draperies

EACH year the demand for Cretonnes to be used as cheery, bright Summer hangings and upholsterings has increased. Each year more attention has been given to designs—but never before has there been such beauty and variety of pattern and colorings as in the 1911 assortments!
Both imported and domestic Cretonnes are ready in hundreds of beautiful floral, bird and conventional patterns. Prices, yard, **20c, 25c, 35c and 50c**

New Drapery Fabrics
New Satines, Silkolines, Denims, Zephyrs, Tissues, Romanian Cloth, Taffetas, and other Drapery Fabrics now ready. Prices range from **12 1/2c to 50c**

New "Sundour" Curtain Fabrics
Both plain and figured poplin weaves in absolutely fast colorings. Rich lustrous qualities with black or white warp. Yd, **75c to \$1.50**

Vudor Porch Shades
Vudor Porch Shades now ready in all sizes and styles; 4-foot size **\$2.75**; 6-foot size, **\$3.75**; 8-foot size, **\$4.50**; 10-ft. size for only **\$6.50**

Our Great Semi-Annual Sale of Bedding, Etc.

THIRD FLOOR, MAIN BUILDING. ORDER BY MAIL.
SHEETS, Pillow Cases, Blankets, Comforts—every wanted article of dependable Bedding now wears a reduced-price tag for the great Semi-Annual Sale!

COMFORT SPECIALS
\$1.35 Silkoline Comforts, sp'1 **\$1.15**
\$1.50 Silkoline Comforts, sp'1 **\$1.35**
\$2.00 Silkoline Comforts, sp'1 **\$1.59**
\$3.00 Silkoline Comforts, sp'1 **\$2.65**
\$2.25 Silkoline Comforts, sp'1 **\$1.81**

THE BLANKET SPECIALS
\$3.50 Wool Blankets at **\$2.65**
\$8.00 Wool Blankets at **\$6.50**
\$4.50 Wool Blankets at **\$3.65**
\$5.50 Wool Blankets at **\$4.45**
\$7.00 Wool Blankets at **\$5.15**
\$8.00 Wool Blankets at **\$6.95**
\$9.00 Wool Blankets at **\$7.15**

SPECIALS IN SHEETS, ETC.
76c Sheets, bleached, seamless, torn and hemmed. Sp'1 **65c**.
\$1.50 Spreads, honeycomb or crocheted patterns. Special **\$1.29**.
Pillow Cases, 45x36 inches. Excellent quality. Special **13c**.
Sheeting, heavy bleached quality. Special, yard **25c**.
Sheeting, splendid quality, eight-quarter size. Yard **23c**.

PURE FOOD GROCERY

Japan Style Rice 5 Pounds for 21c
BASEMENT, MAIN BUILDING. ORDER BY MAIL.
ONE OF the best suggestions for the housewife with a typical lenten meal to prepare is Rice, and the hundreds of tempting dishes in which it may be utilized.
Here's a rousing special today on Japan style Rice—large head, selected grade! Fine **5 lbs. 21c** quality. Special today at only **5 lbs. 21c**

Beans, small, white kind. Special today, 5 pounds 23c
Butter, famous Butternut brand, from pure pasteurized cream. Special, 2 pounds **67c**
Butter, local product, made expressly for us. Guaranteed pure. 2 pounds 57c
Lard, "ye olde fashioned," kettle rendered. Special 5 pounds **73c**
60c Frou Frou Wafers, special today, pound **47c**
Grape Fruit, California Seedless grade, 15c quality 10c; 10c quality **7c**
Hams, little California Picnic grades, pound 13c
Granulated Sugar, fine grained. Pure white. Special, 100 pounds \$5.40

Dry Granulated Sugar, special 100 pounds \$5.25; 19 pounds **\$1**
Victor Flour, special, barrel \$5.25; bag, **\$1.37**
Oregon Italian Prunes, large size box, special **93c**
Evaporated Apples, regularly 15c; today, pound **11c**
Evaporated Peaches, special, the pound 8c
Evaporated Apricots, special, the pound 17c
Oranges, "El Cajon" brand. Regular 50c grade, dozen 37c; 35c grade **25c**
Dr. Johnson's Educator Crackers, special package **23c**
Anker's Bouillon Capsules, special, box 28c

