

As Usual, Store Remains Open Tonight Until 9:30 o'Clock—Special \$1.00 Dinner in Restaurant, 5 to 8 P. M.—See the Menu Below Last Day of Our Great Semi-Annual Sale of Brass and Metal Beds, Ostermoor Mattresses, Blankets and Dependable Bedding of All Kinds

MEIER & FRANK'S MEIER & FRANK'S MEIER & FRANK'S MEIER & FRANK'S MEIER & FRANK'S MEIER & FRANK'S MEIER & FRANK'S

Supreme Value-Giving Men's Spring Clothes

See Window Display on Morrison St.



Third Floor, New Building Order By Mail

WITH Easter barely three weeks away, it's high time every man was thinking of his new Spring Clothes!

Under the guidance of a new Clothing "Chief" from the East, we are soliciting your patronage this season on a value-giving basis that sooner or later is bound to become the talk of all Portland.

Clothes of a style and "hang" that'll release you from the trammels of high-priced custom tailors at half their prices.

We feature three immense lines of new Spring Suits, Overcoats and Raincoats at \$15.00, \$20.00 and \$25.00. Handsome new grays, tans, browns and the ever-popular navy blue serges. Let us show you today!

Our New Clothes Features

- Men's Spring Suits at \$12.50 to \$35.
- Men's New Blue Serge Suits at \$15 to \$25.
- Men's Smart Spring Overcoats, \$10 to \$30.
- Men's Raincoats and English Slippers, \$5 to \$25.
- Young Men's Spring Suits, \$12.50 to \$28.
- Boys' New Knicker Suits, \$2.50 to \$15.
- New Juvenile Clothing at from \$1.50 to \$8.
- Boys' New Wash Suits at from \$1 to \$6.

Young Men's and Boys' Clothing



Seven Direct Elevators Run to Men's Clothing Store

Glove Sale Ends Tonight

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
THE BIGGEST Glove Sale in the history of our business—more than 100,000 pairs of Gloves for men, women and children at compelling savings! Tonight is your last opportunity to share the savings:
Women's \$1.25 to \$2 Perrin's Gloves selling at \$1.19
Women's \$1.50 Perrin's Kid Gloves selling for 98c
Children's 50c to \$1 Kid Gloves, special now for 25c
Famous \$1.25 "Niagara Maid" Silk Gloves now 89c
Women's \$1.00 Lambskin Gloves, 2-clasp now at 67c
Perrin's \$3.50 and \$4.00 Long Kid Gloves for \$1.98

Last Day of Men's Underwear Sale

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
TONIGHT ends the wonderful reductions on our entire stock of Men's Underwear, preparatory to its removal to larger quarters.
It's the wise man that lays in a Summer's Underwear supply at these matchless savings:
\$1.50 Underwear \$1.19 Men's fine Illma mercerized Lisle Shirts and Drawers, in blue, salmon or white. \$1.50 garments in all sizes, offered **\$1.19** during this sale, only
75c Underwear at 38c Big special lot of men's new light-weight Balbriggan and lisle Shirts and Drawers, in white with fancy colored stripes. 75c **38c** on sale at only, ea.
\$2.00 Underwear \$1.35 Famous Lewis Union Suits of fine lisle, in medium and light weights. Ecru color; in all sizes. Regular \$2.00 grade, **\$1.35** on sale at only, suit
\$3.50 Shirts at \$2.39 Men's high-grade \$3 and \$3.50 Shirts, including imported French Flannels, silk and linen, Madras, etc. Soft double French cuffs. Special **\$2.39**



Baseball Goods at Special Prices

FIFTH FLOOR, NEW BUILDING. ORDER BY MAIL.
THE best Baseball and Sporting Goods in America are sold here at our low department store prices! Full lines of everything now ready. Four splendid "cut" prices for Saturday only.
\$1.00 Mitts 79c Catchers' Mitts of strong deer-skin, well made and padded. \$1 kind, Saturday at **79c**
75c Mitts at 59c Fielders' Mitts of good quality leather. Strongly stitched, well padded. 75c Mitts at **59c**
Catchers' Mitts 59c Catchers' Mitts that sell regularly at 75c. Well made and padded. Full size, on special sale at **59c**
\$1.25 Baseballs 98c High-grade \$1.25 Professional Baseballs, guaranteed for 18 innings. Each in sealed box, **98c**



35c All-Silk Ribbons 19c

JUST FOR Saturday's selling—Silk Taffeta and Moire Ribbons at practically half their regular price!
Full 5 and 6 inches wide, in black, white, cardinal, sky, Alice blue, emerald and a score of other shades. Best regular **19c** 35c Ribbons, offered special for today at only, the yard **19c**
To 5c Kerchiefs 2c Women's and children's Handkerchiefs of sheer, cross-barred lawn. Finished with 1-8 and 1-4-inch hems. The best to 5c Handkerchiefs, offered special today, each **2c**
Women's 50c Vests 37c Soft, new Summer Vests of fine Swiss-ribbed, in dainty low neck and sleeveless styles. Made with fancy lace yokes. Regularly worth 50c each, today at only, ea. **37c**

To 75c Neckwear 29c

Over 5000 Men's new Spring Neckwear, including four-in-hands, French folds, flowing ends, batwing bows, etc. Regular 50c and 75c grades, today, ea. **29c**
\$2.50 Pajamas \$1.49 Men's new silk-finished Soisette Pajamas in blue, white, tan or cream. Full cut and perfectly finished. Reg. \$2.50 Pajamas, **\$1.49** in all sizes, today!
Ajax Guaranteed Socks All the new Spring shades are ready in our famous Ajax guaranteed Half Hosiery. Fine quality lisle. Six pairs, guaranteed 6 months, **\$1.50** sold here only at **\$1.50**
Men's 50c Suspenders, new webbing, 35c Men's 25c Pure Linen Kerchiefs, **17c**

Roller Skates at \$2.19

High-grade guaranteed ball-bearing Roller Skates, as illustrated. Special for Saturday **\$2.19**
75c Sidewalk Skates Strongly made, easy running; for boys or girls. Saturday only, the pair **59c**

Fishing Time Is Here

And our big Sporting Goods Store is ready with a complete stock of all kinds of Fishing Tackle, Jointed Poles, Minnow Buckets, Baskets and other necessary accessories.
The lowness of our prices will surprise you.

Children's \$5 and \$6 Spring Coats at \$2.98

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.
A SPLENDID sample line sacrificed to us in consideration of our tremendous 1911 purchases!
Children's \$5 and \$6 Serge and Flannel Spring Coats in smart three-quarter length box style. One model exactly as pictured. Colors are tan, black, old rose, green and nobby black-and-white checks. Sizes from 2 to 6 years. Special for today only, a Coat for **\$2.98**
Children's New Ponjee Coats for \$7.50 Handsome assortment of Children's Full-length Ponjee Spring Coats, all lined throughout and neatly trimmed. Sizes 2 to 6 years, \$3 and \$4— Sizes 8 to 14 years, at **\$7.50** only, ea. \$9 and **\$2.00** at only, each
Children's New Wash Dresses at \$2.00 Each Gingham, percale, lawn and chambray Dresses for children now ready in a pleasing choice of styles. All Spring shades and color combinations. Ages 2 to 14 years. Priced **\$2.00** at only, each

Men's New Spring Footwear

THIRD FLOOR, NEW BUILDING. ORDER BY MAIL.
MEIER & FRANK Footwear for men is ready in the most satisfying range of new Spring styles! Distinctly new is the Aviator last, the typical English Walking model and the smart high-toe and high-heel effects in both High Shoes and Oxfords. All the late tans and staple black leathers. Utmost of style and quality at pair, **\$3.50, \$4, \$4.50, \$5 and \$6**
Children's Shoes Special lot of Misses' and Children's Shoes of vicci kid, patent colt and box calf leathers. Button or lace. Also dainty 2-strap Pumps of velour calf or patent colt: **\$1.75, sizes 8 1/2 - 11, \$1.49** **\$2.00, sizes 11 1/2 to 2, \$1.69**
Sale Boys' Shoes Boys' and Youths' Outing Shoes, made of strong tan or olive colored Elkskin, with flexible Goodyear-welt soles, low, broad heels and roomy toes, offered at the following prices: **Sizes, 10 to 13 1/2, for \$2.25** **Sizes 1 to 2, the pair, for \$2.50** **Sizes 2 1/2 to 5 1/2, the pair \$2.75**

Saturday Night \$1.00 Dinner

ROSEBROOK'S famous Heilig Theater Orchestra will play at the Dinner tonight in our beautiful seventh-floor Restaurant.
MENU:
Blue Point Oysters on Deep Shell Hearts of Celery
Green Goulash
Cream of Fresh Artichoke, Croûtes Soufflé
Consomme Printanière Royale
Royal Chinook Salmon
Hollandaise Sauce
Pommes à l'Anglaise
Vol-au-Vent of Chicken à la Reine
Roman Punch
Braised Tenderloin Beef à la Richelieu
Roast Spring Lamb, Mint Sauce
Mashed Potatoes
Asparagus, Drawn Butter
Fresh Crab Fluke, en Mayonnaise
Vanilla Ice Cream
Assorted Cakes
Roquefort Cheese and Toasted Heat's Crackers
Dessert Tasse

\$7 Go-Carts, \$4.95

FIFTH FLOOR, NEW BUILDING. ORDER BY MAIL.
IT MEANS glowing cheeks and ruddy health for the little tots to share this bright, Spring sunshine—let them enjoy it in a handsome Go-Cart!
For today, a special purchase of the famous Wagner Go-Carts, in model exactly as pictured. A full collapsible style with 1/2-inch rubber tires and good quality leatherette upholstery. Positive \$7 Go-Carts, for today only, at **\$4.95**
Other Go-Carts English Baby Carriages—leather-lined with reversible and removable hoods. All newest attachments, **\$17 to \$55**
Collapsible Go-Carts—All new 1911 improvements. Blue, carmine and green. Prices range from \$3.50 to \$20.



Last Day of the Big Book Sale

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
TONIGHT ends our great removal sale of Books, with its thousands of wanted volumes amazingly underpriced!
All Bibles and Testaments now at one-fourth reduction. The \$2 Bible, illustrated, special now at only **\$1.50**
85c Crystal Text Bibles, during this sale for 65c
\$2.00 Text Brevier Bibles, during this sale for \$1.50
\$2.50 Reference Bibles, during this sale for \$1.69
\$2.50 Teacher's Bibles, during this sale for \$1.85
\$1.50 Leather Testaments, during this sale \$1.12
15c Cloth Testaments, special during this sale 9c

Great Saturday Sale of Fine Hosiery

Women's \$1.00 Silk Hose 75c RICH Silk Hosiery, lisle-lined throughout and seamless. Super quality in black, white and exquisite shades of pink, blue and tan to match the Easter costume. Best \$1 grade, **75c**
Women's 35c Silk Lisle Hosiery, of light weight, black material. Reinforced with double seamless heels and toes. Special, pair, 19c.
Infants' 25c and 35c Hosiery, of mercerized lisle in extra quality imported weaves. Black and all wanted shades. Pair today .15c.
Women's 25c Hose 15c STURDY, dependable black Lisle Hosiery in light weight with seamless double heels and toes. Full-fashioned throughout and reinforced in heels and toes. Worth 25c pair, **15c**
Children's Hose, extra quality black lisle, reinforced where the wear is most, and warranted to give satisfaction. Special, pair, 20c.
Women's 50c Hosiery, of fine, imported black lisle with reinforced knee and double lisle foot. Full fashioned. Special today, the pair, 39c.

17c For Men's and Women's 25c to 50c Neckwear in Basement

FOR WOMEN—a sample line of Spring Neckwear, Jabots, Rabats, Cascades, Dutch Collars, Bows and Stocks in a marvelously varied assortment, ranging in price from 25c to 50c!
For Men—500 dozen Silk Four-in-Hand Ties, either French fold or flowing ends in every wanted style and color. Worth 25c to 50c each, for today's Basement Bargain, entire lot at each **17c**



PURE FOOD GROCERY

Saturday Coffee—30c Grade at 22c
BASEMENT, MAIN BUILDING. ORDER BY MAIL.
TWO THOUSAND pounds of Meier & Frank's special blend Coffee to sell at 22c Saturday! Fresh roasted every hour, fragrant and deliciously good. Always sells at 30c the pound. Today at **22c**
Royal Banquet Coffee, special, the pound, **47c**
Meierfrank Coffee, spec. lb. **38c**
Early Dawn Coffee, special, the pound, **32c**
Aladdin Coffee, special, 4 lbs. 97c; 2 lbs. 47c; 1 pound **24c**
Mocha and Java Coffee, in bulk. Special, pound, **42c**
M. J. B. Coffee, special, 5 pounds \$1.75; 3 lbs. \$1.10, 1 lb. **40c**
Dependable Coffee, special, 5 lbs. \$1.75; 3 lbs. \$1.10; 1 lb. **40c**
Crescent Coffee, special, 3 lbs. \$1; 2 lbs. 75c; 1 pound **40c**
German-American Coffee, 3 lbs. \$1; 1 pound **35c**
Triunfo Coffee, special, 3 pounds \$1.10; 2 lbs. 75c; 1 lb. **40c**
Suzel (After Dinner) Coffee, special, pound, **40c**
Golden West Coffee, 3 lbs. \$1.10; 2 pounds 75c; pound, **40c**
Vacuum-packed Steel-Cut Coffee, pound, **45c**
White House Coffee, pound, **40c**
Butter, Butterbrand brand, special, 2 pounds **67c**
Rice, Japan style, selected grade, special, 5 pounds **22c**
Hams, Little California Picnic, pound, **13c**
Granulated Sugar, fine-grained, pure white, 100-lb. bag, **\$5.40**