

Take Advantage of the Great "Across-the-Sea" Sale—Bargains in All Departments—In Force 'Till Saturday Night—Specials in Groceries
Let Our Decorative Department Submit Estimates on Papering Your Home, or Any One Room—Splendid Assortments of New Paper

\$2.50 New Silk Crepe Meteors For Easter Gowns Yd. \$1.69

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
A TIMELY economy on beautiful, soft Crepe Meteors in a rich, silk quality so suitable for elegant Evening Gowns, Afternoon Costumes, and Easter wear! Colors are "Helen Taft" pink, light blue, old rose, cream, black, navy, pink, brown and King's blue. Full 44 inches wide and always sold at \$2.50 the yard. Sp'1 today **\$1.69**



Across-the-Sea Hosiery Sale

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
CONTINUED today—our stirring Across-the-Sea Hosiery Sale—the biggest Hosiery values of the year for men, women and children!
Women's 50c to \$1 Plain and Fancy Hosiery, the pair only **39c**
Women's 50c Plain Lisle Hosiery, Across-the-Sea price, pair **29c**
Women's 35c reinforced, lisle Hosiery, priced at only, pair **21c**
Children's 25c and 35c Lisle Half Hose, priced at only, pr. **12½c**
Children's 20c Black Cotton Hose, Across-the-Sea price **12½c**

Our Great Easter Shoe Sale Begins Today!

THIRD FLOOR, NEW BUILDING SEVEN DIRECT ELEVATORS ORDER BY MAIL
THE Big Store is proud of its splendid Shoe stocks and Shoe service! For nearly half a century Meier & Frank's has stood for the utmost of style and quality in footwear. Within a minute's reach are hundreds of new styles in the most reputable makes. And in this stirring Easter Sale, beginning today and continuing until tomorrow night, extraordinary savings are offered on smart, new Easter Footwear for women, men, boys and girls. Read details below!



Courteous & Expert Shoe Salesmen at Your Service

Women's \$3.50 Low Shoes \$2.28 Men's \$4 to \$5 Shoes \$3.69

Eighteen hundred pairs of Women's splendid \$3.50 Low Shoes for Easter wear, in this big sale today at \$2.28! Smart 2-yelet Blucher Oxfords and Pumps of tan Russia calf, chocolate vici kid, glazed kid, gummetal or patent leathers in both button and lace styles. All have the genuine, flexible Goodyear-welt soles. Plain or tipped toes and Cuban or military heels. All sizes and widths. Price, the pair **\$2.28**
Big special lot of Men's high-grade Spring Oxfords; not a pair worth less than \$4 and most of them from splendid \$4.50 and \$5 lines. Patents, velour calf, tan Russia calf, chocolate and black vici kid leathers in button, blucher or regular lace styles. Every pair absolutely new and perfect, with genuine Goodyear-welt soles. Buy them in this big Easter Shoe sale today and tomorrow at the low price of, pr. **\$3.69**



See Our Big Shoe Window on 5th Street

Misses'-Children's Shoes Sale of Boys' Shoes Childs'-Low Shoes

Misses' and Children's Shoes of gummetal calf, dongola kid, patent or vici leathers with smart dull calf or black cloth tops. Button or blucher lace styles. Spring heels in children's sizes—low heels for misses:
\$1.75 Shoes, sizes 5 to 8, at \$1.29
\$2.00 Shoes, sizes 8½ to 11, \$1.49
\$2.25 Shoes, 11½ to 2, for \$1.69
For this big Easter Sale, 500 pairs of Boys and Youths' Shoes of box calf, vici or gummetal leathers in blucher and regular lace styles, for school or dress wear. Divided into 2 lots:
Boys' Shoes, sizes 10 to 13, priced at, pair **\$1.49**
Boys' Shoes, sizes 1 to 5½, priced at, pair **\$1.89**
Misses' and Children's new Low Shoes in both Oxfords and 1 or 2-strap Pumps. The Oxfords come in blucher or plain lace styles; the Pumps made with low or spring heels, plain toes and light, flexible soles:
\$1.75 Shoes, 8½ to 11, \$1.39
\$2.00 Shoes, 11½ to 2, \$1.59

Sole Agents Cousins' Shoes—
For years we've been exclusive Portland agents for Cousins' famous Shoes in Portland! They're the kind women come back season after season to ask for. One of the smartest styles for Easter wear is the "Lusitania" Pumps, pictured above. Come in black buckskin, patent and velour calf leathers. Pair, \$4 and \$5. Other Cousins' Low and High Shoes, \$3.50 to \$8.

High-Grade Shoes for Men—
We've gone to the most famous makers in the country for our high-grade Shoes for men. The Spring styles now ready for Easter wear include all new shades of tan Russia calf, also black Russia calf, patent calf and glazed vici kid leathers. See especially the new English walking styles. Every pair is genuine hand-lasted and finished. They are the acme of shoe style and quality, \$6 and \$6.50.

The New Children's Shoes—
Among other good makes, we sell Mrs. A. R. King's famous "Can't-Slip" Shoes for children. All sizes from the smallest infant's size 2 to misses' 2. Charming little ankle-strap style, also new Roman Sandals for children, which are in high vogue for Spring and Summer wear. Mrs. King's Shoes, \$1 to \$2.25. The Roman Sandals, pair, \$1.50 to \$2.25. Infants' Soft Sole Shoes, 2d floor, 50c-75c.

New Shoes for Boys, Too!—
We'll wager you won't find such a splendid stock of Boys' Shoes anywhere else in Portland. All new high and low styles—made along the same lines as Men's Shoes—with the high knob toes and high heels. Tans, gummetal, patent leathers. Good, broad, roomy toes and heavy, durable soles. Styles for both school and dress wear. Priced, according to size and grade, \$2 to \$3.50.

Easter Sale Bibles 1/4 Off

FIFTH FLOOR, NEW BUILDING. ORDER BY MAIL.
A COMPREHENSIVE reduction of 25 per cent on entire stock of Easter Books—Bibles of all sorts, Prayer Books, Hymnals, "Key of Heaven," New Testaments, Religious Pamphlets, etc. All 1/4 Off now priced at exactly
\$2 Text Brevier Bibles (illustrated) \$1.50
85c Crystal Text Bibles, 3x7 inches, 65c
\$2.25 American Standard Bibles, \$1.85
\$2.50 Bagster's Teachers' Bibles, priced for today at \$1.85
15c Cloth Testament, 2x4 inches, specially priced today at only 9c
35c Leather Testament, 2x3 inches, specially priced today at 25c
\$1.50 Leather Testaments, 5x7 inches, specially priced at \$1.19

As gifts, we have a beautiful new lot of Pictures—charming "Madonna" studies and other subjects peculiarly fitted for this time. Wide assortment of novelties—fluffy ducks, rabbits, etc., to be used as favors or for decorating, ready on fifth floor. Post cards, etc., on first floor.



Third Day of the Great "Star" Shirt Sale!

Men's Furnishings—Just Inside Morrison-Street Entrance Order by Mail
THOUSANDS of fresh, crisp, new "Star" Shirts just down from the receiving room to take the place of those which went out by the dozens to yesterday's throngs! Every man should supply his Shirt needs for a year to come. The famous Star Shirt Company, in business since 1840, changed hands and we bought the entire factory stock of new Spring and Summer Shirts to sell less than wholesale.
\$1.50 "Star" Shirts at 98c Every \$1.50 "Star" Shirt included in this sale at 98c! Thousands of smart, new Spring patterns of fine imported Madrases. Plain or plaited front—all coat style with cuffs attached. Sizes 13½ to 18. \$1.50 Shirts in every particular. This sale at only **98c**
\$2.50 "Star" Shirts, \$1.35 The sort of workmanship and materials in these \$2.25 and \$2.50 "Star" Shirts at \$1.35 which you see in custom-made Shirts at two and three times the price. Distinctive, clear-cut patterns. Every one up to the famous Star quality standard **\$1.35**
All \$2 "Star" Shirts, \$1.15 Dealers right here in Portland are asking \$2.50 to \$3 for the identical grades of "Star" Shirts in this sale at \$1.69! Made of finest imported Madrases, Russian cords and French shirtings in an almost endless selection of patterns. Today **\$1.69**
\$3.50 to \$5.00 "Star" Flannel Shirts, Special \$2.35
\$2.50 "Star" Fine Nainsook Pajamas, Special \$1.69

Across-the-Sea Sale Linens \$12 Linen Cloths \$8.50

FIRST FLOOR, NEW BUILDING. ORDER BY MAIL.
THE finest products of the Linen looms of Ireland, Scotland, Austria, Germany and Bohemia are displayed in the great Across-the-Sea Sales—and splendid specials in force!
An instance is this reduction on the finest Irish Linen Cloths, 8-10 and 9-4 sizes, selling regularly at \$12. Special price for Across-the-Sea Sales today **\$8.50**
\$10 Linen Cloths, 8x4 size, special only \$7.50.
\$9 Napkins, in beautiful designs to match the cloths. Special, the dozen, \$7.50.
\$12 Napkins, 26-inch size. Special, dozen, \$9.75.
Other Linen Specials
\$1.25 Irish Table Damask, John S. Brown, 70-inch, special 97c.
\$1.50 Fine Austrian Table Damask, 72-inch, 4 patterns, \$1.29.
65c Linen Table Damask, 56-inch silver bleached, yard, 53c.

Your New Easter Corset

SECOND FLOOR, NEW BUILDING. ORDER BY MAIL.
NOT only are you assured of the city's widest choice when you buy your Corset at The Big Store, but also you may command our splendid Corset Service! A corps of experienced Corsetiers are here to fit and guarantee the correctness of any model you may select.
In choosing your new Easter Corset be sure to inspect our assortments.
New Mme. Irene Models
Are here for every occasion. There's the new tailored model with long line and medium bust. Also Corsets for afternoon and evening wear, of soft material, cut in low bust effect, giving an uncorseted appearance. Prices \$6.50 to \$25.
New Gossard Corsets The famous Front-Lace Corsets in all the 1911 models shown here exclusively in Portland. Prices, **\$3.50 to \$15.00**
New Nemo Models Comprising splendid assortments of new models for all figures, both stout and slender. Prices, **\$3.50 to \$10.00**

Across-the-Sea Sale Best \$7.50 Handbags for \$4.98

FIRST FLOOR, NEW BUILDING. ORDER BY MAIL.
A BEAUTIFUL line of Women's Handbags to complete any Easter Costume! Suede, velvet, genuine seal and every wanted leather in the lot. Made with handsome fancy metal frame and finished with cordeliere handles. Best \$7.50 Handbags, Across-the-Sea Sale **\$4.98**
\$4 Suede Handbags in brown, tan, gray and black. Each \$2.49.
\$1.50 and \$2 Hand Bags, leather lined, with coin purses, 98c.
Children's 35c Hand Bags of suede with metal handles. Each 23c.
\$10 and \$15 Langfield Bags, finest leathers, in assorted colors. At Across-the-Sea sale, \$4.98.
Belt Specials
\$1.25 Elastic Belts, with satin backs, Special 89c.
50c Velvet Belts, 2½ inches wide, each 28c.
75c Elastic Belts, wide choice 49c
Child's 35c Buster Brown Belt, at only 25c.
75c White Wash Belts, sp'1 49c

Stirring Easter Sale of Fine, Rich Cut Glass!

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.
SPLENDID Easter price-savings on rich, sparkling Cut Glass, beautifully cut in copyrighted designs and shapes! Every piece perfect.
\$5 Sugar and Creamer, \$3.98— Surely an acceptable Easter gift—beautifully cut Sugar and Creamers in several very pretty designs. Worth \$5 the set, special today at **\$3.98**
\$5.50 Cut Glass Fern Dishes, only \$4.39
\$1.50 Cut Glass Nappies, special \$1.19
\$2.00 Cut Glass Nappies, special \$1.59
\$3.00 Cut Glass Nappies, special \$2.39
\$6 Cut Glass Bowls, \$4.79— For fruit, berries, nuts, etc., rich, deeply cut Bowls in 8-inch size. Choice of several charming designs. Sell regularly at \$6. Today at only **\$4.79**
\$3.25 Flower Holders, special at \$2.59
\$6.50 Cut Glass Flower Holders at \$5.19
\$7.50 Cut Glass Fern Dishes for \$5.98
\$11.00 Cut Glass Jardinieres, only \$8.79
\$5.50 Cut Glass Cheese Plates, special at only \$4.39
\$9.00 Cut Glass Relish Dishes, special at only \$7.19
\$5.00 Cut Glass Cologne Bottle, special at only \$3.99
\$5.50 Cut Glass Nappies, 8-inch size, special at \$4.39
\$3.50 Cut Glass Nappies, 7-inch size, special at \$2.79
\$3.00 Cut Glass Vases, 8-inch size, special at \$2.39
\$4.50 Cut Glass Vases, 10-inch size, special at \$3.59
\$6.00 Cut Glass Vases, 12-inch size, special at \$4.79
\$12.00 Cut Glass Vases, 14-inch size, special at \$10.79
\$5.00 Cut Glass Water Jugs, beautifully cut, at \$3.98
\$ 2.25 Cut Glass Olive Dishes, special, \$1.79
\$ 2.25 Cut Glass Spoon Trays, special, \$1.79
\$12.00 Cut Glass Sugar and Creamer, \$9.89
\$10.00 Cut Glass Cake Plates, special, \$7.98

\$1.25 Famous "Wearever" Aluminum Sauce Pans, Special at only 69c

BASEMENT, MAIN BUILDING. ORDER BY MAIL.
IT'S only because we bought 1000 of these Aluminum Saucepans that we are enabled to sell them at an almost 50 per cent reduction! They're the famous "Wearever" Aluminum grade you see advertised so much in the "Saturday Evening Post," "The Ladies' Home Journal" and other periodicals!
"Wearever" Aluminum Kitchenware is among the best on the market—it cannot rust, is unaffected by fire—is strong, light and durable.
The Berlin Saucepans on sale today are handy, 3-quart size, as illustrated—never sold regularly less than \$1.25! No phone or mail orders filled and only one to a customer. Extra special priced for today at only **69c**