

Store Open Tonight Until 9:30—Delicious \$1 Dinner Served, 5:30 to 8 o'Clock, 7th-Fl. Restaurant—Orchestra Music—Express Elevator—Our Modern Hair Dressing, Manicuring and Beauty Parlors, on Balcony—Sale of Easter Books, Bibles and Cards in the Basement Annex

THE MEIER & FRANK COMPANY, ESTABLISHED 1857.

WEATHER REPORT: FAIR TODAY.

THE MEIER & FRANK CO., 5th, 6th, Morrison and Alder Sts.

Our Great Semi-Annual Sale of Watches Begins Today!

\$15 Watches, \$9.89
 15-Jewel Waltham or Hampden in 20-Year Cases
 In every way the finest Watches \$15 will buy regularly! Two of America's most standard makes, Waltham or Hampden. High-grade 15-jewel movements, fitted in 20-year warranted gold-filled cases. Open-face or hunting (closed) style, with plain engine-turned, or beautifully engraved cases. Priced only **\$9.89**




\$4.89

To \$15 Watches \$8.49
 Elgin or Waltham—Men's and Women's
 Beautiful 7-jewel Elgin or Waltham Watches, one style in the women's size, exactly as illustrated.
 Movements carefully regulated and timed; fitted in 20-year guaranteed hunting (closed) or open-face cases, handsomely engraved. They're Watches sold regularly everywhere for \$12.50 and even \$15.00 Semi-Annual Sale price **\$8.49**



\$20 Watches, \$14.98
 Waltham, Elgin or Hampden—17-Jewels
 Watches of world-famed reputation! Either Elgin, Waltham or Hampden 17-jewel movements, fitted in standard 20-year warranted gold-filled cases. Come plain or beautifully engraved in men's thin model, open face or hunting cases. Also women's 7-jewel 14-carat solid gold Watches. Sell for \$20.00 America over. Special Semi-Annual Sale price, your choice **\$14.98**



1800 Guaranteed Seven-Jewel Watches
 Both Men's and Women's--\$8 Grades **\$4.89**
 PROBABLY the most important mission of our Jewelry chief's trip to the East in January and February was to provide lots of high-grade, reliable Watches at savings which would make this Semi-Annual Sale the greatest we've ever held! He secured 1800 of these guaranteed Watches for men and women which would ordinarily sell at \$8. Splendid 7-jewel movements fitted in 10-year warranted gold-filled cases.
 Men's New Thin-Model Watches. Men's Handsomely Engraved Watches. Women's Finely-Engraved Watches.
 Men's Hunting-Style Watches. Women's Hunting (closed) Watches. Women's Fancy Swiss-Style Watches.
 Men's Gold-Dial Open-Face Watches. Women's Open-Face Watches. Women's Small "O" Size Watches.
 See the 5th-street window. Sale begins promptly at 8 o'clock this morning. Extra salespeople. Be here.
 Men's and Women's \$2.00 American Watches, in nickel and gunmetal cases, on sale at low price of **\$1.59**

\$9 Watches for \$5.98
 Elgin or Waltham 7-Jewel Movements
 Think of buying a genuine Elgin or Waltham Watch in a guaranteed 10 or 20-year gold-filled case, for \$5.98! They're Watches you will find in most stores the country over at \$9. Cases either hunting (closed) or open face, with plain engine-turned or handsomely engraved cases. Both movement and case fully guaranteed by **\$5.98** us. Semi-Annual Sale.



No Better Suits in America at \$15--That We're Sure!

New Apparel for the Miss!

SECOND FLOOR, MAIN BUILDING. MAIL ORDERS FILLED.
THERE'S no place in all this city of Portland where the needs of the miss and girl can be better cared for than here in our splendid section.
The Suits—embrace a wonderfully interesting assortment of styles. Such jaunty, clever little models with all the chic and charm of a woman's garment though modified to suit the lithe lines of the younger figure. Smart plain tailored with straight cut jackets. Chic dressy styles with cutaway jackets, side fastenings and deep, long revers. All the new fabrics and shades. Sizes 14 to 20 years. Priced at **\$15 to \$50.00**.
The Coats—are splendid! Smart, practical garments for general utility wear. Of rich cloakings—diagonals, ribelines, heavy twilled serges, Scotch tweeds, etc.
 Cut on straight, narrow lines, with plain and fancy collars and revers of self and contrasting shade. In all misses' sizes. Priced from **\$10, \$12.50 to \$40**.
Peter Thompson Dresses—ideal for the school and business girl. Carefully made of rich serges and black and white shepherd's plaid. Sailor collars and chevron on sleeves, finished with a touch of white or red.
 Both one and two-piece Dresses with plain and pleated skirts. Ages 14 to 20 years. Priced **\$9.85, \$15, \$22 to \$24**.



Third Floor

IT'S a broad statement, but the Suits themselves and our over a half century of Clothing business is behind it!
 Our Clothing chief has had years of experience in the East, both manufacturing and retailing. He knows every maker of note in the country. Our \$15 line is not of any single maker—it's the "cream" of them all.
 Scores of handsome Spring and Summer patterns are here in new grays, new tans, new blue-grays, fancy blues. The smart pin and indistinct woven stripes, tweeds, unfinished worsteds, cassimeres. And unmatchable Fulton Blue Serge, of fine, soft long-fibre Australian wool, with rich, unfadable coloring. We ask you to compare them with \$18 and \$20 Suits elsewhere. It's our line priced at only **\$15**
Suits at \$20 and \$25!
 Showing equally superior value-giving are the new hand-tailored Spring Suits at **\$20 and \$25**. Widely advertised makes, such as ADLER-ROCHESTER, A. B. KIRSCHBAUM, both of which have a full-page in this week's Saturday Evening Post. Handsome patterns of every weave and color. Styles to suit the man in every walk of life—of every size and build. At **\$20, \$25 and up to \$35**.
Distinctive Clothes for Young Men—
 The famous Alfred Decker & Cohn Clothes for young men are here in the exclusive new English and Americanized models, with soft rolling lapels, shaped backs, high vests and other ultra-smart features.
 Beautiful grays, browns, tans. Wide range at **\$20, \$25 and \$30**



Women's \$1 Black Silk Hose

FIRST FLOOR, MAIN BUILDING. MAIL ORDERS FILLED.
WOMEN have been glad to purchase these splendid quality black Silk Hose at the regular price of \$1 a pair.
 Made for wear, with double lisle deep garter tops, high spliced heels and split soles. Pure thread silk in a rich, fast black. Our regular \$1 grade. Special Saturday only, pair **79c**
Silk Boot Hose—for women. They always give satisfaction. Made with lisle tops and soles. Black and colors. 45c Good quality, which will give excellent wear. Pair
Women's Silk Lisle Hose—with seamless feet and double tops. In black and tan only. Special to day, 21c 3 pairs, 60c; pair, 21c
Misses' and Girls' 25c Hose—fine ribbed light cotton for Spring wear. In black and tan. Special at 3 pairs for 50c; a 19c pair at low price
Infants' 25c Hose—of fine, soft quality silk lisle. Made with seamless feet. All light and dark colors. Three pairs only 18c 50c; the pair at



Women's to \$1.50 Gloves

FIRST FLOOR, MAIN BUILDING. MAIL ORDERS FILLED.
Two-clasp Glace Kid, Cape, Mocha and Chamois 98c
 are included in this showing at the low price of only **98c**
WOMEN will be eager indeed for these splendid quality Gloves at such a low price as this! One of the two-clasp glace kid, cape, mocha and mocha styles. Also two-clasp real French glace kid Gloves with which every woman is familiar.
 Good assortment of sizes. Colors—black, white, brown, tan, gray and the natural chamois. Choice of these \$1.25 and \$1.50 Gloves today, 98c pair.

5c Flotilla Soap, Dozen 36c

ARMOUR'S famous Soap—Flotilla—for toilet and bath! Large, pure white cakes—they float. Sold everywhere at 5c a cake. We special it Saturday at the dozen cakes, only **36c**
 25c Pears' Unscented Soap at only 11c
 5c Fairbank's Soap, the cake at 3c
 25c Dandierine Hair Tonic only 69c
 25c Celery King Tea, special, only 16c
 10c Peroxide, 7c; 15c at 10c; 25c at 19c
 Wayne Cedarwood Paper, Wardrobe Bags, for storing suits, furs, blankets, etc. They're dust, moisture and insect proof. Priced **40c to \$1.50**.
 \$1.00 Milkweed Cream, 69c; 50c at 29c
 75c Pompeian Massage Cream only 49c
 25c Kolynos Tooth Powder, 3 for 50c
 25c Tetlow's Gold Cream, special at 19c
 \$1.00 Swissco Hair Tonic, special at 69c
Parisian Ivory—See our magnificent new line of Parisian Ivory. Mirrors, brushes, picture frames, toilet articles and novelties.

50c and 75c New Spring Veilings 36c

SPRING Veilings—imported meshes, Tuxedos, shadow effects and fine French meshes. Plain and dotted styles, in black and colors.
 Over 1500 yards to sell at this low price. Saturday only, these splendid 50c and 75c Veilings, are placed on sale at **36c**
\$2.25 Auto Veils of fine, French silk chiffon, with satin striped border. All leading Spring shades. Special price for today at **\$1.59**
Pretty Maline Bows made to order. Any shade, each **20c, 25c**

Coffman's 60c Butter Milk Chocolates, 45c

DELICIOUS, freshly made Buttermilk Chocolates—that you'll enjoy over Sunday. Regularly 90c. Special them today in both 1st floor and basement depts. at **45c**
 25c Peppermint Chews, pound only 15c
 40c Fig Paste, special, pound at 25c
 40c Assorted Cream Wafers, only 25c
Our Fountain—
 Our Fountain and Dairy Luncheon in the basement is an inviting spot. Pure, wholesome Ice Cream, all hot and cold drinks and light luncheons. Quick service.

25c and 35c Ribbons

Fully 10,000 yards of rich All-Silk Ribbon, 5 and 6 ins. wide **19c**
SCORES of modish uses for pretty Ribbons for this Spring and Summer. Extra quality Taffetas, Moires, fancy Warp Prints, Dresdens, stripes, checks—every conceivable pattern. Suitable for millinery, hair bows, sashes, fancy work, etc.
LOVELY NEW SPRING NECKWEAR at 25c
 The prettiest of Neckwear for Spring and Summer included in our assortment at 25c. Round and square Plauen Lace Collars, Rabats, Jabots, Cascades and silk and ribbon novelties. To day you choose, **25c**
PURCHASE of 10c TO 20c KERCHIEFS, 5c
 Thousands of Women's Handkerchiefs in this special lot at 5c. Sheer lawn, hemstitched and with daintily embroidered corners. Bought regularly they'd sell for 10c to 20c each. To day you have your choice for **5c**



Saturday Shirt Sale at 95c

AN IMMENSE lot of crisp, fresh new Spring Soft and Negligee Shirts that men will buy by the dozens today at **95c!**
 Splendid quality madras, percales and mercerized fabrics with new French turn-back or laundered cuffs—negligee Shirts with soft collars, plain or plaited fronts. Scores of neat patterns in stripes, small checks and figures. Also plain cream, white, gray, tan and blue. Cut full and well made—all sizes and sleeve lengths. The Shirts you'd expect to pay \$1.50 for in most stores. Today only **95c**
\$1.50 Union Suits for 95c
 Men's new Spring and Summer weight Balbriggan Union Suits in white, flesh, blue and salmon. Long and short sleeves, knee and angle length. An excellent \$1.50 grade, all sizes, the suits for **95c**
Muslin Nightshirts for 45c
 New Muslin Night Shirts for Spring and Summer wear. Military, turndown or low cut collars—plain and silk-trimmed. Full cut and roomy; finished with pearl buttons. We special them today at only **45c**



Saturday Delicatessen Specials

ORDER your Over-Sunday Delicacies and Groceries here today. Delicious ready-prepared meats, salads and foods at splendid savings!
 Pinner Haddie, lb. 18c
 Kipperd Salmon, lb. 18c
 Pork Sausage, lb. at 18c
 Boiled Ham, pound, 33c
 Chipped Beef, lb. 33c
 Milwaukee Knakw'st 20c
 Milwaukee Matw't 25c
 Swiss Cheese, pound 35c
 Shrimp Salad, pound 35c
 Chicken Salad, lb. 35c
 Norway Mackerel, special each 40c, 20c; 2 for 25c

Pure Food Grocery Specials—Basement

New Walnuts, lb. at 16c
 Jellycon, a delicious dessert, 4 10c pkgs. at 25c
 English Bacon, lb. at 15c
 Sliced Beef, in glass jars, special price, 2 for 25c
 L. M. Raisins, 3 lbs. 21c
 Olives, Stuffed with Celery, large bottles, 19c



EST. 1857
MEIER & FRANK STORE
 TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101

Samson Double-Service Suits

THIRD FLOOR—NEW BUILDING. MAIL ORDERS FILLED.
THEY'RE the greatest School Suits in America at the price! Each Suit comes with two pairs of knickerbockers—that means double service—practically two Suits at the cost of one.
 "Samson" Suits are guaranteed to wear, to be all wool and to be cravenetted. Handsome browns, grays, tans and black. Ages 7 to 17 years. Best two-pant suits we know of. --at **\$5 and \$6.50!**
New "Sampeck" Suits, Priced \$5 to \$15
 Every parent should see our new "Sampeck" Suits. Handsome, elegantly made Suits, in all the new Spring shades. Coats come in double-breasted or Norfolk styles, two or three buttons. They're wonderful Suits. Priced from **\$5 to \$15**.
Wash Suits—
 New, Spring Wash Suits for the boy of 2 to 12 years. Russian and sailor blouses of madras, piques, linens, etc. Prices range from **\$1.50 to \$5**
Boys' New Felt Hats in every shape and color, at **50c to \$3.00**
New Reefers—
 The smartest little garments imaginable. New shepherd checks, red chevrons, blue serges, coverts and homespuns. Box style, 3 buttons. \$3.50 to \$12.50

