

Half Dz. Carnations Given to Every Purchaser of \$1 Worth Seeds, Basement Store Today—Send Plants and Flowers for Easter Greeting—Visit 5th Floor Talking Machine Section Today—Ask About the \$59 Outfit as Advertised in the Saturday Evening Post of This Week

THE MEIER & FRANK COMPANY, ESTABLISHED 1857.

WEATHER REPORT: FAIR TODAY.

THE MEIER & FRANK COMPANY, ESTABLISHED 1857.

# Before Easter Sales---Service and Savings Hand in Hand

## Let Your Easter Suit Be Custom Made in All But Price



Our Force Has Been Strengthened So That Any Suit Bought Saturday Will Positively Be Delivered Before 10:30 P. M.

OUR high-grade Clothing for men is the kind which is making custom tailoring harder to do each year in Portland!

Why? Because they are custom-tailored in all but price. The beautiful woolsens, the faultless tailoring, the style, the fit are in every respect up to standards you have thought could only be obtained by custom tailors' prices.

Our Suits are tailored in the most modern, up-to-date shops in the world. They are designed by men who receive even a larger salary than the average Bank President. Every Suit is hand-tailored.

Choose your Easter Suit today from hundreds of smartest models. Beautiful non-fading Blue Serges, handsome light grays, tans, browns, in every possible shade and coloring. Styles for men of every taste, every age, every walk of life, from college boy to railroad president.

And our Clothing chief believes a Clothing business can only be built on value-giving! You'll actually save from \$5 to \$10 on any Suit. Our prices range from \$10 to \$35, but we lay greatest stress on the unrivaled lines

### ---at \$15, \$20, \$25

### Silk-Lined O'coats for Easter

Fine Oxford and black unfinished worsteds, with or without silk lapels. Lined to edge or facing in silk. Prices \$25 and \$30.

ECONOMY at Meier & Frank's means as it always did—price-savings backed by best service and largest assortments in the Northwest. By merchandise of quality, by an over-a-half-century-old reputation for fairness and square dealing.

Nearly two thousand loyal helpers are doing their utmost to make shopping easy and pleasant this last day before Easter. You'll help them by coming in the morning, if you can. Open until 9:30 P. M., as usual on Saturdays.

### --And the Final 1000 Calla Lilies Given Away

Large, freshly-cut Calla Lily Blooms will be given the first 1000 shoppers this morning, if express is on time. Given out in Book Store only today.

## Last Day of 'Gotham' \$1.50 and \$2 Shirts at Only 95c!

ARE you going to let this wonderful Shirt Sale go unnoticed? Think of it—thousands of the celebrated Gotham Shirts, fresh and new, to choose from at less than ordinary wholesale cost.

Negligee and Golf styles, of fine madrasses, percales and imported fabrics, with plain or plaited fronts. Smart line stripes, neat checks and small figures of every sort. Short bosom, stiff-bosom Shirts.

We also include for Easter selling 3000 of our own special White Plaited Shirts, in all sizes. Actual \$1.50 to \$2.00 Shirts, for the last time today at **95c**

### Other Extra Specials---

#### \$1.50 Underwear at 65c

The cool athletic style Gotham Underwear that thousands of men will soon be wearing. Coat style, sleeveless shirts and knee drawers of fine mercerized cloths. A purchase of \$1 to \$1.50 grades, each 65c.

#### \$1 Silk Suspenders, 50c

Arrived only in time to advertise them for Saturday. Six hundred pairs of finest white silk web Suspenders for Easter wear, with kid ends. The regular \$1 grade, Saturday only, the pair, 50c.

#### New 50c Neckwear, 25c

See them in the Morrison-St. window. We've never seen more beautiful or smarter Neckwear at 50c. New checked effects, silk-stripes, two-tones, cross-stripes of every color. Today at only 25c.

#### Best 50c Silk Socks, 39c

Our best 50c grade of Men's pure thread Silk Socks, in black, tan, grays, browns, blues, greens—every shade imaginable. Lisle tops, reinforced heels and soles. Just for Saturday, the pair, at only 39c.

#### Men's 50c Kerchiefs 25c

Just half price, because we took every Handkerchief of this quality the manufacturer had. Fine silk-and-linen—looks like pure silk and wears better. Fancy designs of all colors, 25c.

#### Men's \$2 Gloves, \$1.39

The Gloves we sold over 30,000 pair of in a single year. Of fine cape, in overseas style—light and medium weights. Various shades of tan. An excellent \$2 grade, today, in all sizes, at the very extraordinary low price of only \$1.39.



### Steaming Into Port---

—passing the skyscrapers of New York City. In the distance soaring aloft, the great Metropolitan Tower. And looming up and steaming into port is the vessel that carries the message to the people of Portland and the Northwest. Another day and the story is yours in full!

## Special Easter Music Tonight in Tea Room!

PATRONS of our delicious \$1 Table d'Hotel Dinner Saturday night in beautiful 7th floor Restaurant will enjoy the delightful special Easter Music prepared by our orchestra.

- Dinner served from 5:30 to 8.
- MUSICAL PROGRAMME
1. March of the Priests (from Athalia) Mendelssohn
  2. I Love to Tell the Story (sacred selection) Hayes
  3. (a) The Rosary ... Nevin
  - (b) The Holy City ... Adams
  4. "Simple Aven" ... Thome
  5. Whispering Flowers ... Von Hlon
  6. See Aida ... Verdi
  7. "Credo" ...
  8. (a) The King of Love My Shepherd ... Gounod
  - (b) Nearer My God to Thee ... Gounod
  9. Einzug March ... Moskwaki

### \$8 Glasses, \$4.98

AN unusual Saturday offer on these high-grade toric lenses, specially ground for your eyes, and fitted in gold-filled frames or eye-glass mountings. Regular \$4.98 \$8 Glass for today, only \$4.98

\$4 Low Bridge Finger-Piece Glasses, fitted to your eyes, \$2.98.

## The Great Easter Sale of Gloves and Neckwear



NO DRESS accessories more essential to the perfection of the Easter costume than Gloves and Neckwear. That's why we've these timely specials for Saturday's Easter shoppers.

#### WOMEN'S \$2 REAL KID & LAMBSKIN GLOVES, \$1.39

High-grade Gloves of real kid in two-clasp, overseas style. Also pique-sewn, of Lamb-skin with two large pearl clasps. Black, tan, white and beaver. \$2 grades today only **\$1.39**

#### WOMEN'S \$3 LONG WHITE GLOVES, AT \$2.19

What a dash of chic and correctness they add to the costume! 16-button length, of white German lambskin. Perfect fitting! Actual \$3 grades today only **\$2.19**

#### \$1.50 LONG SILK GLOVES AT 98c

Always desirable for Spring and Summer wear. Heavy silk Gloves in the 16-button Mousquetaire style. All sizes. Black and white only. \$1.50 grade today at **98c**

#### \$3.50 AND \$4 IRISH CROCHET NECKWEAR, \$2.98

Perfect, for the Easter outfit! Choose from large size, beautiful hand-made Irish Crochet Coat Revers and Dutch Collars. Hand-some \$3.50, \$4 grades **\$2.98**

#### TO \$8.50 REAL IRISH CROCHET NECKWEAR, \$4.98

Beautiful hand-made Dutch Collars and Cuff Sets, Revers, Coat Collars and Fichus worn actually from \$7.50 to \$8.50. For Easter shoppers today **\$4.98**



## Have You the Easter Bonnet?

FOR those who've put off till this last day the selection of Easter Millinery, we've the same service—the same wonderful choice that those who choose early enjoyed.

Each day new creations by famous New York and Paris creators have taken the place of Hats that have found owners. New models by our own deft designers and workers have helped to keep the big Millinery Salons a bower of loveliness in the complete array of Spring and Summer Hats.

Beautiful models of every type. Tailored Hats that are smart and chic! Charming Flower Hats. Picturesque Dressy Hats. An immense showing of pretty, youthful styles for children and misses. American Hats, \$7.00 to \$45. Paris Hats, \$20 to \$85. Choose the Easter Bonnet today at The Meier & Frank Store!

### At \$5, \$7.95 and \$9.95---

we've three featured lines! Smarter, prettier, more modish Hats at the prices can't be found the city over! Tailored, semi-dress and dressy styles in splendid variety! See them today!



## Women's \$2 Silk Hosiery 98c

PURE thread Silk Hosiery at 98c—and not a pair in the entire lot worth less than \$2! An Easter special for Saturday's shoppers that won't be duplicated in many a day!

Splendidly made with double garter tops and double feet. Plain black and with colored tops. Choose the Easter Silk Hosiery today at the remarkably low price, for this sale, of **98c**

#### Children's 35c Silk Lisle Hose—For both girls and boys. Good wearing Hose—made seamless in black, white and colors. Special today, pair, **25c**

#### \$3 Out-Size Silk Hose—For women. The high-grade McCallum and other well-known makes. Black and colors. Pr. **\$1.98** today at only **75c**

#### Misses' \$1 Silk Hose—In black. Well made, with lisle heel and split sole. Special for Easter Sale, pair **75c**

#### Ajax Guaranteed Hose—for women and children. 6 pairs in a box. Guaranteed 6 months. Box at from **\$1.50** to **\$3**.

#### Our Famous Silk Hose—splendidly durable quality. Lisle tops and split soles. Black and colors. Special, 3 pairs **\$2.50**, pair **90c**.

## The Easter Delicatessen Special

ORDER the over-Easter Sunday delicacies from our Pure Food Grocery today. Telephone clerks here at 7 A. M. to take your phone orders. These special for Saturday:

- |                                    |  |  |
|------------------------------------|--|--|
| Potato Salad, pound, <b>13c</b>    | Swiss Cheese, pound, <b>35c</b>                    | Nor. Mackerel, 2 for <b>25c</b>                |
| Peanut Butter, doz., <b>24c</b>    | Chipped Beef, pound, <b>35c</b>                    | Imp. Knakwurst, lb., <b>20c</b>                |
| Ripe Olives, quart at <b>30c</b>   | Home-Made Pork Sausage, pound, today, <b>18c</b> . | Imported Sardellen, pound at only <b>50c</b> . |
| Dill Pickles, doz. only <b>13c</b> |  |  |

## Easter Ribbons! 50c Grades at 29c

SCORES of pretty, modish uses for these lovely Silk, Satin and Velvet Ribbons. Also Taffeta and Moires in rich Dresdens, pretty floral and conventional designs. Nearly all 6 inches wide. The 2-inch Velvet Ribbons in staple and new shades. 50c grades today at only **29c**

#### To 40c Fancy Bordered Ribbons, 19c

Fancy silk and satin combinations in attractive floral and conventional designs. Warp Prints, Dresdens and striped patterns—colored borders, 5 inches wide. 35c and 40c grades, at **19c**

#### Handsome 85c to \$1 Ribbons, Yard 47c

Beautiful imported Ribbons in handsome Warp Prints, Dresden and floral designs. Also rich satin brocaded Ribbons. Ideal for millinery, girdles, etc. Our 85c to \$1.25 grades, at only **47c**

—First Floor, Main Building

## Is the Boy Prepared for Easter? Let Us Help



WE can fit him out in a jiffy with the handsomest, smartest Easter Suit he ever wore.

Beautiful non-fading Blue Serges in Norfolk and double-breasted styles, with peg-top knickerbockers—\$5.00, \$6.50 to \$12.50.

Our famous "Sampson" double-service Suits, with two pairs of knickerbockers, challenge all Portland at \$5.00 and \$6.50.

Clothing prices in our Boys' Store are based on intrinsic values—the utmost for the price you pay. Instead of offering presents, we prefer to put the extra quality into the clothing itself.

This is the home of "Sampson" New York-Made Clothes for Boys—A smartness, a distinctiveness about a "Sampson" Suit which makes itself unmistakably felt. Sampson Suits, Revers, Juvenile Suits, in all styles and prices—\$5 to \$15.

—Third Floor, New Building.

## 50c Goldsmith Baseball Free!

THE famous Goldsmith Baseball Goods, officially adopted by the Pacific Coast League this season, are sold in Portland at Meier & Frank's.

To introduce the line in every part of the city, we shall give a 50c Goldsmith "Professional" Baseball with every \$1.50 purchase on Saturday **Free!** Goldsmith Official League Ball, at only **\$1.25**.

## Going Fishing?

Colorado Spinner, for trout, with fly attached, **15c**.

3-Jointed Split Bamboo Poles, with extra tip and nickel finish, with rack and case, **\$1.00**.

## Easter Coats for the Daughter! Pretty White and Wash Dresses!



THIS is a sight pleasing to mother and friends alike to see the daughter prettily arrayed in new Spring apparel. Truly here is Portland's best service—a specialized service in garments for the girl and miss.

Coats so carefully made and in so complete a range of sizes that alteration is unnecessary. Every style and fabric—new Spring woolsens, satin and pongee. Plain and fancy models. Full and three-quarter lengths. Prices range, for 2 to 8 years' sizes, **\$3.50** to **\$12.00**. 8 to 14 years, **\$6.00** to **\$16.50**.

And the smart, becoming Norfolk style, as illustrated, for the miss of 8 to 14 years at **\$12.50** and **\$16.50**. For the girl of 2 to 6 years at **\$9.00**.

A special line of natty little Reefer Coats in 2 to 6 year sizes, at only **\$3.55**.

#### PRETTY NEW WHITE DRESSES ONLY \$3.75

Pretty enough for the girl's Easter Dress. Of fine lawn and dotted Swiss, daintily trimmed with laces and embroideries. Ages 6 to 14 years. Special at **\$3.75** low price, only

#### GIRLS' \$1.50 TO \$3 WASH DRESSES, AT ONLY 98c

How can they be made to sell at 98c! Sturdy gingham, in all colorings. Checks, plaids and stripes. Ages 4 to 14 years. Worth from \$1.50 to \$3.00 regularly. On sale at low price of **98c**

## Your Easter Hat, Sir?

YOUR Winter Hat is bound to suffer by comparison with the wife's new Easter bonnet!

Quick Easter service and unsurpassed selection in the Men's Hat Store today.

A New Stetson Derby at \$4, as Light as a Feather! Other styles at \$5.

Our \$3 Hats are guaranteed for value and service! Any new Soft and Stiff shape you might ask for. If the color or shape falls within a year, come back for a new one.

Men's Soft Hats at \$2—Smart telescope, Alpine and fedora shapes in black and all new shades.

Men's Smart Caps—New English shapes, of tweeds, homespuns and West of England Cassimeres, \$1 to **\$2.50**

EST. 1857

# MEIER & FRANK

## STORE

TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101