

Our Great 3-Day Sale of Women's and Children's Hosiery Ends Tonight—Choose the Needs Now at the Greatest Possible Savings

Easter--Friend Meets Friend in Smart, New Attire!

PURCHASE FURNITURE — on our Household Club Plan of easy installments. This courtesy we extend, whether you purchase at regular or sale prices.

NURSERY—on the Fourth Floor, where infants and children may be cared for while mothers shop in the store.

WATER BILL PAY STATION—where water bills from any part of the city may be paid in the Basement.

HAVE YOUR JEWELRY REPAIRING DONE HERE — by our expert jewelers, gold and silversmiths and watch repairers. Any article of jewelry made to order. First Floor.

OUR NEW SPRING AND SUMMER CATALOG—now ready for mailing. Every out-of-town home should have one of these concise shopping guides. Write for your copy today!

The Latest Fiction Always Here First

Our "Book Readers' Economy Sale" is now in full sway, with genuine reductions and unparalleled offerings in all Standard Sets. Over 1000 titles of good Books for boys and girls, greatly reduced. Bibles and Fiction at extraordinary savings. A few of the newest Fiction titles are:

"Amateur Gentleman" — Jeffrey Farnol.
"Happy Warrior" — Hutchinson.
"Heart of the Hills" — John Fox, Junior.
"The Mischief Maker" — Oppenheim.
"Judgment House" — Gilbert Parker.
—Bookstore, Basement Annex



Who Tailored That Suit?

how moderately they're priced. There's a saving of from \$5 to \$8 to you on every Suit you purchase here in our Men's Store. The finest of tailoring, the newest fabrics of finest weave enter into the making of every garment to be found here. Thorough inspection and comparison will convince you that in the 40 styles of Men's Suits we offer at \$20—they're unequalled anywhere in the city. And our famous "Invincible" line at only \$16.50 is the equal of \$25 Suits you'll find elsewhere. For the supreme of art in tailoring and style conception, we give you choice of famous makes—

ALFRED, DECKER & COHN

THE WASHINGTON COMPANY

At \$25, \$30 and \$35—

L. ADLER BROS. & CO.

A. B. KIRSCHBAUM & CO.

Come to our Men's Store today and be fitted in that Easter Suit you've planned to have. Nowhere will you find greater choice, equal satisfaction, nor Suits so moderately priced.

—Men's Store, Third Floor—Mail Orders Filled.

Becoming Easter Apparel for the Girls



No previous season has offered mothers such variety in Coats and Dresses for their children. And, as usual, here you'll find a most comprehensive showing! Smart and attractive apparel that wins the just admiration of everyone, and the children find joy and pride in wearing.

Children's New Coats

New Coats for children we offer today are full and three-quarter length—two styles, just as illustrated. Mostly box style; some have sailor collars; others with plain-tailored velvet collars. A few Norfolk models are included; all are lined. And you've choice of navy, blue, red, gray, tan, black and white checks. And all wanted colors and mixtures. Special reductions have been made in these Coats for today only.

Coats, sizes 2 to 6 years, special, \$3.85
Coats, sizes 8 to 12 years, special, \$5.25



Girls' White Dresses

Again today we continue the wonderful special offer on the pretty White Dresses for girls, ages 8 to 14 years; beautifully finished garments of lawn and marquisette and daintily trimmed with embroideries, laces, insertions and ribbons. Round or square neck styles, with short sleeves. We've grouped these Dresses in two lots and specially priced them at \$2.45 and \$3.45.

Middy and Norfolk Blouses

The new popular Middy and Norfolk Blouses, in new styles for the coming season wear. Neatly made of white galatea. One style as illustrated. Collars and cuffs trimmed with white braid, or with blue or red collars; all sizes, 4 years to 42 bust measure, are here for you to choose from.

At \$1.50, \$1.75, \$2.75

Perrin's Real French Kid Gloves to Match the Gown

Timely for Easter needs is the arrival by express of a large assortment of the famous Perrin's real Kid Gloves! And you'll find the shades best suited to match the Suit or Gown. Included are white and light shades, pique and overseam, with plain and fancy stitched backs.

Perrin's 2-clasp Gloves at \$2.25. \$2. \$1.75 and \$1.50

Perrin's 12-button Gloves, the pair only \$3.50

Perrin's 16-button Gloves, the pair only \$4.00

\$1.25 Gloves—in one-clasp style, of pique, in white, tan and black. Special, the pair, only \$90c

\$1.50 Gloves—of real French kid. Two pearl clasps. White, tan and black. Pair \$1.33

\$3.50 Gloves—in 16-button length, with three pearl clasps at the wrist. Come in white, tan and black. Special for today, the pair, only \$2.63

Kayser Silk Gloves—in all wanted colors and white and black.

Two-clasp style, the pair, 50c, 75c, \$1, \$1.50

16-button length, pair, \$1, \$1.25, \$1.50 and \$2

—First Floor, Main Building—Mail Orders Filled.

Chic Chapeaux for Easter



Easter

Every creative thought of the most famous Millinery designers is portrayed here in our Second Floor Millinery Parlors! Charming new Hats for Easter—the crowning efforts of Burgess, Hyland, Phipps, Georgette, Louson, Marie Louise and Knox are offered to you in wondrous array. Whether your desire be for smart tailored models or elaborate Pattern Hats, you'll find them all here in most exclusive and authoritative modes.

\$8.50 Hats—a special lot for women and misses, small shapes in plain tailored styles; a few are broad-brimmed models. There's piquant beauty in every one. **\$4.95** On sale for today only, at the special price of \$4.95

\$3.50 Hats—smart untrimmed Hats in chips and Milans, with choice of black, burnt and white. For today only you have your choice of these at \$1.95

Appropriate Easter Music

Music to be heard in our Fifth Floor Talking Machine Parlors. If you've a Columbia or Victor Machine in your home, you should have these beautiful selections for tomorrow. Come today and hear them.

Beautiful Isle of Somewhere—Harold Jarvis.

Rock of Ages—Henry Burr, or Mrs. Stewart Holt.

Lead, Kindly Light—Columbia Male Quartet or with Chimes.

Silent Night—Olive Fremstad or Metropolitan Trio.

Hosanna—Frank Croxton.

With Verdure Glad—Walter Lawrence, "the boy soprano."

And scores of other appropriate numbers.

Every Man Is Hat-Particular Nowadays

and for the new Easter Hat you'll find greater representation here in our Men's Haberdashery than anywhere in the city. We are making a special showing today of our famous M. & F. Special—a high-grade Hat, for which we only ask \$3. And every Hat guaranteed. In Derby shape or soft Telescope, Fedora, Alpine, Crush styles. In pearl, smoke, tan, brown, Oxford, black and colored mixtures. The new Stetson Hats are also here, in soft and stiff styles at \$4 and \$5.

\$1.50 Knitted Ties, 98c

Fresh shipment, just received in time for Easter selling. Pure silk, accordion knitted Ties, in fancy patterns. All Four-in-Hand style. Choice of blue, gray, maroon, green, purple, golden brown, heliotrope, etc. All in the latest cross-stripe and hobble pattern. Regular \$1.50 Ties priced today at only 98c

Peau de Crepe Ties, 50c

We are exclusive sellers in Portland for the famous Peau de Crepe Silk Wash Ties. In Four-in-Hand style we are showing the new Spring patterns. In plain white and fancy stripes. Priced 50c

Your Boy's Easter Pride Is Centered in a "Brand-New" Suit!

And what parent does not take justifiable pride in seeing the son smartly dressed? For the boy's "best" Suit you could make no selection quite so satisfactory as from our famous "Sampeck" line. Extraordinary care is taken in the finish of every garment of this make. The fabrics are the finest products of the loom, and the same expert workmanship that you find in the best grades of men's clothing you will always see in the Sampeck Suits. There's an individual style to this high-grade line of clothing.

Whenever you see a Boy's Suit that has given exceptional satisfaction in wear and maintenance of shape, in the majority of instances you'll find that Suit bears the well-known "Sampeck" label. Bring the boys to our Third Floor Clothing Section today and have them outfitted in one of the new Spring models of these famous high-grade Suits. Sampeck's Clothing for boys is sold here exclusively in Portland. Ranging in price from \$7.50 to \$15.

—Third Floor, New Building—Mail Orders Filled.

Meier & Frank Co.
Fifth Street, Morrison, Alder Streets
THE QUALITY STORE OF PORTLAND 1913

You'll Want a White Shirt

with pleated front for Easter wear. And for today only, we offer one lot of fine quality Golf Shirts at great reductions. Made with pin, small, medium and large pleats. Coat style and cuffs attached. Regular \$1.50 grades. Today at only 95c

35c Ajax Socks, Pair 25c

Formerly guaranteed for 6 months were these high-grade Ajax Silk Lisle Socks. Guarantee having been withdrawn, we offer today 35c grade, in Spring weight, seamless style, in black, tan, navy and gray; the pair, only, special 25c

Gotham and Manhattan Shirts

The new Gotham and Manhattan Shirts are here in beautiful patterns and colors. Included is every style of Golf and Negligee Shirt of the newest designing. Materials are imported French madras, percales, Russian cords, pique, silk and linen, crystal cloth and pure silk. All made coat style, with soft or stiff cuffs attached. Today at \$1.50 to \$7.00.

\$4 Gotham Pajamas at \$2.98

The new Spring styles and weights of the famous Gotham Pajamas have been greatly reduced for today's selling. Of silk mercerized Oxfords, crystal cloth and silk soisette. With military collar, pearl button and frog fastening and pockets. Great variety of handsome patterns and beautiful colors. Regular \$4 Gotham Pajamas. For today only they will be sold at a suit, special \$2.98

A Fine Picture Can Be Taken

of the Easter gathering at your home with an Eastman Kodak. And you'll find them here in every style and size, from \$5 to the highest grade at \$65. And for best results always use the Eastman N. C. Films.

Specials in Kodak Accessories

25c Acid Fixing Powder, pkg. at 19c
5c Eastman M. Q. Developing Tubes, 4 for 15c
35c Victor Intensifyer Tubes for 27c
—First Floor, New Building—Mail Orders Filled.