

Store Opens at 8:30 A. M., Closes 5:30 P. M.---Saturdays From 9 A. M. to 9 P. M., Until Further Notice

Here's Where We Suit 400 Men at \$18.75 the Suit!

An Exceptional Special Purchase for Our 56th Anniversary Sale Are You Going to Number Among the Fortunate 400?

These Handsome New Suits Are Worth to \$28!

Three Days' Sale of Suits

Men, don't delay the purchase of the Spring Suit while such an opportunity as this awaits you! Our clothing chief, now in the Eastern markets, was fortunate, indeed, to purchase these 400 Suits from such famous makers as

Adler-Rochester, The Washington Company, Hickey-Freeman Company and other makers who restrict the use of their names in this sale.

Fully one-half of the Suits in this group are the popular Norfolks in styles that are sure to please the young men.

Furthermore, to insure this Anniversary Sale being the most notable Clothing event of the year, we are including at \$18.75, in addition to the 400 Suits on special purchase—

Our Entire Stock of Men's and Young Men's Suits to \$28. (Staple Blues and Blacks Alone Excepted).

The individuality and character of these Suits win them instantly to the most fastidious and fashionable men dressers. See them on display in the Morrison-street window. You'll find the following popular models—

Campus Bantam Lyric Bex Strand Oxford

The finest of fabrics are used in these Suits—tweeds, homespuns, worsteds, cassimeres, chevots.

And Every Suit We Guarantee to Be All Wool

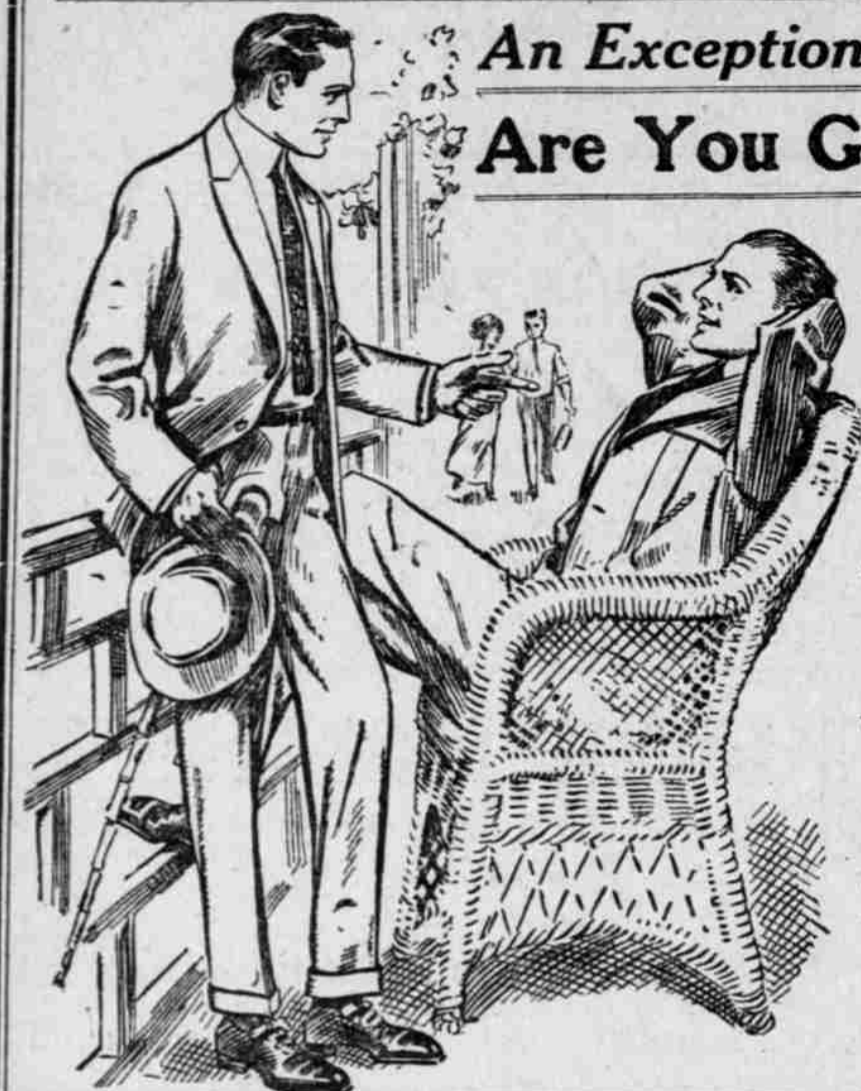
The predominating colors of these Suits are Stetson blues, solid and fancy grays, and all shades of gray. Fancy tans, black and white checks and black and white chalk stripes.

Men of every stature can be fitted from these wonderful Suits we offer at \$18.75, for we've included regular sizes and also Suits for men of tall, stout and short build.

Come today and choose your Summer Suit at this Anniversary Sale of garments worth to \$28, which we have specially priced beyond comparison at only.....

\$18.75

**HAVE YOU SEEN THEM?
THE HUDDER SPRING OVERCOATS!**
We are showing them for the first time in Portland. They're made of knitted cloth and make but 26 ounces, yet possess a wonderful wind and cold resistance. Come to the Men's Store today and see these Hudder Overcoats. —Men's Store, Third Floor—Mail Orders Filled.



56 Years Ago!

Fifty-six years ago witnessed the inception of this business—and as great oaks from little acorns grow, some idea of Portland's development is possible from the news items gleaned from that year.

Oregonian, October 10, 1857—Population of Multnomah County, O. T., for the year 1857, 2729.

Oregonian, October 24, 1857—W. S. Ladd & Co. have brought to this city a new fire engine called the "Multnomah," to be paid for by private subscription.

Oregonian, November 14, 1857—The report of the late massacre has been fully confirmed. The number of persons slaughtered by the Indians was 118. Great excitement prevails at Los Angeles.

Oregonian, August 1, 1857—Among our street improvements we notice that Morrison street is being graveled. All others are planked.

Men's Store Third Floor

Graduation Gift Books

A thoughtful and acceptable gift for graduation time is a Book that will always hold pleasant reminiscence and a few of the most suitable titles are:

- My Golden School Days
- The Girl Graduate
- School Fellow Days
- Schoolgirl Days
- My Alma Mater
- My Sorority
- My Fraternity
- My Graduation
- My School Life
- My High School Days
- School Day Memories
- A Girl of Distinction

—Bookstore, Basement.—Mail Orders Filled.

Our Make-Room Sale of Furniture Offers You Greatest Economy

Demonstration and Sale of "Wearever" Aluminum Ware Now in Progress

56th Anniversary Sale of Neckwear and Laces Means Unequaled Savings

See Morrison Street Window Display



Just Inside Morrison Street Entrance

Men's Golf Shirts Only 95c

All Have Separate Soft Collar to Match

With 1000 handsome new Golf Shirts to select from and reduced to 95c each. Every man should choose several from this splendid array we offer today!

They're all coat style and have soft detachable collar to match. Soft French cuffs so comfortable for Summer wear. You've choice of plain or fancy stripes—hairline stripes of madras and plain soisettes in tan, white, gray or blue.

These Soft Golf Shirts are ideal for Summer and it behooves you to enjoy the savings possible here today. See the Morrison-Street Window Display, then come just inside the entrance and choose from the 1000 Shirts we offer at the extraordinary low price each, at only 95c

—Just Inside Morrison-St. Entrance.—Mail Orders Filled.

Sale of Laces Continues

The women of Portland proclaim this the greatest of Lace Sales, and the unusual activity in the Lace Section convinces us that the offerings are the most extraordinary of the season. Come today and inspect these four great lots of Laces we offer at less than 1/2 price.

Lot 1—\$2.25 to \$4 Laces, yd. 98¢ | Lot 3—\$1 to \$1.50 Laces, yd. 49¢
Lot 2—\$1.50 to \$2 Laces, yd. 75¢ | Lot 4—50c to 85c Laces, yd. 25¢

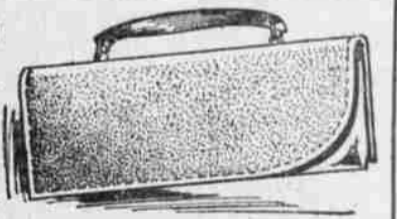
—First Floor, New Building.—Mail Orders Filled.

\$4 White Wool Blankets at \$3.10

Every home has need for these fluffy White Wool Blankets, and they're greatly reduced for this Anniversary Sale! Neatly made and have silk binding. All full sizes. Regularly \$4

—Third Floor, Main Building.—Mail Orders Filled.

Own a Sunshine Bag! Now \$1.50



We've never known such a low price to be made on these popular Sunshine Bags and swagger and fashionable they are in style. Note the illustration of these Bags. The corner edge exposed below the flap is shown in varied colors to match the dress or suit.

These Sunshine Bags are fitted with mirror and coin purse. They're on display in our window—see them today. Specially priced for this Anniversary Sale at each \$1.50.

—First Floor, New Building.—Mail Orders Filled.

Neat and New Are These Summer Dresses

For street wear, at this season, the light Summer Dresses form a very important part of every woman's wardrobe. The two Garments here illustrated were taken from a new line of beautiful Dresses just received. The materials are linen, pique, crash, chambray, gingham and cotton eponge in coated effects. Bulgarian blouses, Russian blouses and Balkins are shown, also combination Dresses with crepe waist of white lace, trimmed and striped skirts. You've choice of embroidery collars, or plain colors and cuffs of contrasting colors. Tan, natural linen, pink, light blue, gray, white, lavender and rose prevail. Sizes 16 years to 46 bust measure. These charming Dresses range in price from

\$3.75 to \$15



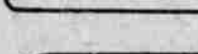
Royal Banquet Flour, Sack \$1.15

Royal Banquet Flour is milled for us by one of the largest millers on the Coast. Made from the finest of bluestem wheat, rich in gluten, and the milling is done by the most approved scientific process. Special today, the sack, \$1.15.
Graham or Whole Wheat Flour, No. 9 25c pkg. Quaker Oats, family size, at 19¢ sacks, each, at only 25¢.
Matchless Hams, fancy sugar-cured, weight 12 or 14 pounds, the pound, only 20¢
25c pkg. Quaker Oats, family size, at 19¢
Pure Cider Vinegar, in jugs, the gal. 40¢
25c Rockwood's Breakfast Cocoa, tin 19¢
—Pure Food Grocery, Basement Store.

Grass Rugs Specially Priced

An additional cheerfulness may be added to bedroom, Summer house or porch with these beautiful Imported Japanese Grass Rugs. Choose now during this three days' sale from a wide variety of shades and colors; tans, greens, blues, and browns; Rugs with plain centers and band borders; figured centers with Grecian borders—all specially reduced for Thur., Fri., Sat.

Grass Rugs, 36x72 inches, at \$1.25 | Grass Rugs, 9x12, at only \$7.85
Grass Rugs, 4'6x7'6, at only \$3.50 | Extra Heavy Rugs, 8'3x10'6, \$7.95
Grass Rugs, 6x9, at only \$5.00 | Extra Heavy Rugs, 9x12, at \$8.95
Grass Rugs, 8'3x10'6, only \$6.98
—Third Floor, Main Building.—Mail Orders Filled.



Meier & Frank Co.

1857 1913
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

MAIL
ORDERS
FILLED

Phones
Marshall
4600
A 6101

Imported Hats

1/2 Price

At one-half price these wonderful imported creations will be eagerly chosen by lovers of beautiful headgear. Only 100 of these dress and semi-dress shapes, trimmed with ostrich plumes and flowers, in most charming colors; worth \$20 to \$50 are here and for three days only you may purchase them at HALF PRICE.



Trimmed Hats at \$3.95

Unusually pretty flowers, ribbon and fancy feathers, make this lot of Hats most attractive. There are also smart tailored Hats. In all you may choose from 250 new chic models worth \$5.00 to \$8.50 for only each \$3.95