

Overwhelming! The Response of Portland's People! Indicated by the Attendance at

**MEIER & FRANK'S**

# REMOVAL SALE

Assuring Rapid Reduction of All Stocks!

**EVERY ARTICLE REDUCED**

(Excepting Groceries, Willamette Sewing Machines, "Silk Maid" Hose, Invincible and Samson Suits, and Contract Goods)

*Think of it! Entire Stocks New Spring Merchandise  
Greatly Underpriced!*

Including Dresses, Coats, Millinery, Silks and Dress Goods of Every Description, Neckwear, Ribbons, Etc.  
All New Laces, Embroideries and Dress Trimmings at Removal Prices!

Corsets! "Mme. Irene," "Frolaset," "Kabo," "Ivy," "Successo" at Removal Sale Prices  
New Wash Dress Goods, Domestic, Table and Bed Linens at Removal Prices!

Shoes! New Spring Stock of J. & T. Cousins' Shoes for Women Reduced for Removal Sale!

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## MEIER & FRANK PUT LIFE INTO REALTY

Boom Expected to Follow Announcement of \$1,250,000 Expenditure.

### MONEY LIKELY TO BE EASY

Merchants Plan to Build Structure That Will Rank With Best Department Stores of World. New Features Promised.

The announcement made Tuesday by the Meier & Frank Company that arrangements had been made to erect a 12-story half-block, class A building on its Fifth-street property, between Morrison and Alder streets, to cost more than \$1,250,000, gave the realty condition in Portland the greatest stimulus that it has received in a long time.

#### Early Activity Expected.

Now that the lull has been broken by the launching of the big Meier & Frank project and investors are beginning to see their way clear after the annual tax levy has been met, it is expected that all department of real estate activity will be nourished with a new life. Also, the apparent signs of an early Spring and its invitation to build under favorable weather conditions serve as inducement to substantial investments that is certain to bring forth before long additional proofs of inherent prosperity. The general sentiment along the real estate row is that the Meier & Frank investment in inside realty is but a curtain raiser for an improved season.

The Meier & Frank Company has leased the 12-story class A building on the southeast corner of Fifth and Alder until the old five-story main building of the company, located just across the street, can be replaced with the new projected structural steel building.

## Watch Our Window Displays Each Day!

Failing Building---Directly Across Fifth Street---to Be Temporary Annex

New 12-Story Modern Structure to Be Erected at Once!

Never before in the history of merchandising in Portland has such a stupendous event been launched—as the REMOVAL SALE of the Meier & Frank Store. Million-Dollar stocks that must be absolutely sacrificed from a profit standpoint are placed at the disposal of our thousands of Portland and Northwestern patrons. Out-of-town people will come in hundreds to purchase the needed Spring apparel and household goods at the most advantageous prices ever recorded—considering the NEWNESS of the merchandise to choose from.

Realizing the most rapid disposal of the heavy stocks now on hand, as well as out-clearing the incoming Spring merchandise, is imperative to make possible the early completion of our plans for a new building—we have made drastic reductions throughout this mammoth store! Yesterday, the first day of this unprecedented sale, convinces us that the public is keenly alive to this necessity and will take advantage of the unusual occasions for economy by making selections in every department while stocks are most complete. Nothing is reserved from this gigantic Removal Sale and, with the very few exceptions mentioned, **Every Article Is Reduced!**

This is indeed a timely event for all. Come today and choose from our vast stocks of dependable merchandise at prices unequalled elsewhere!

*It is a rare occasion that permits you to buy New Spring Merchandise at Clearance Prices--that's what Meier & Frank's Removal Sale Offers to You!*

## ALL FURNITURE

And Bedding Including Ostermoor Mattresses REDUCED

Globe-Wernicke Bookcases Excepted

Purchase Furniture on Our Club Plan of Easy Installments at Removal Sale Prices



5-Story Building to Be Torn Down and Replaced With New 12-Story Structure

Store Opens at  
9 A. M.  
Closes at 6 P. M.  
Including Saturdays

*Meier & Frank Co.*

1857

1914