

THE MEIER & FRANK STORE'S DAILY MAIL ORDER BULLETIN FOR OUT-OF-TOWN PATRONS

**Removal of Our Book Store**  
**MAKES UNDERPRICING NECESSARY!**  
 1000 Books—original editions, slightly soiled from display—including "Queed," "The Hoosier Chronicle," etc. Special, **50c.**  
 500 Children's Books—beautifully illustrated, some hurt from handling, regularly to \$1.50—reduced to **25c.**  
 To \$2.00 Gift Books—cloth and leather bound, assorted titles, **50c.**  
 To \$1.50 Copyrighted Juvenile Books—original editions, only **50c.**  
 Bibles—Suitable for Easter Gifts—reduced 1-3.  
 "New Thought" Literature—at a reduction of 10%.  
 —Meier & Frank's—Bookstore, Basement Annex.

It Is a Luxury to  
**SHOP BY MAIL**  
 When Every Detail Is Carefully Considered by an Efficient Mail Order Department  
 With Comprehensive Stocks to Select From and at Prices Deeply Reduced for Removal Sale

**New Spring Wash Fabrics**  
**ARE UNDERPRICED FOR REMOVAL!**  
 Our assortment of New Spring Wash materials is comprehensive in every detail and deeply reduced prices are in effect for Removal Sale.  
 \$2.00 38-Inch Brocaded Ratine—silk and cotton combination, in all the new and modish shades, reduced to, yard, **\$1.50.**  
 \$1.00 38-Inch Printed Crepe de Chine—in many attractive and fashionable colors—now, yard, **75c.**  
 25c Printed Dimities—dainty patterns and colors for Summer frocks, reduced to, yard, **15c.**  
 —Meier & Frank's—First Floor, New Bldg.

Personal Shoppers Gladly Furnished Out-of-Town Patrons When in Portland for Shopping. Apply to the Mail Order Department, Sixth Floor.

Make This Store Your Headquarters When in Portland for Shopping—With Its Numerous Conveniences and Comforts.

# Meier & Frank's Removal Sale

--Making Rapid Strides in the Disposal of Stocks in All Departments!

Adjusting the Quantities to Facilitate the Removal of All Merchandise From Our Present 5-Story Building

**YOUR LUNCHEON WILL BE A DELIGHT IF PARTAKEN OF AT MEIER & FRANK'S**  
**Seventh Floor Restaurant**  
 Where the most tempting luncheon in the city is served each day from 11 to 2:30—with change of menu daily—at the nominal cost of **50c.** Direct elevator service.

## Every Article Reduced!

Except Groceries, "Silk Maid" Hose, "Willamette" Sewing Machines, "Invincible" and "Samson" Suits and Contract Goods

**HEADQUARTERS MEIER & FRANK STORE**  
**"Swat the Fly" Campaign Will Open Today**  
 Wednesday, April 1, is the day set for the formal opening of the "Swat-the-Fly" Campaign, which will continue until April 16. The Portland Women's Club will have charge of the campaign on Wednesday, and the educational committee, consisting of Mrs. Merwin Frost, Dr. Leah S. Hickey and Mrs. F. Eggert, will be the representatives of the club on that day. Headquarters Third Floor.



**The Apparel You Prefer—**  
**For the Opera—For Easter Wear—**  
**For Spring**

is here—adorning our well-filled cases—exquisite creations that have been gathered together for the selection of our patrons—the women of Portland and vicinity. A Gown for the Opera? There are myriads of them! Beautiful silks made in semi-decollete style (the model the dance has made so modish), lovely crepes, laces, nets and other drapable materials, all fashioned to suit the latest caprices of the best designers in the world. And the colors are those of the imagination of artists—daring? yes—but beautiful withal.

**THE EASTER SUIT**—the absolute necessity of every woman nowadays—will be easy of selection from our immense variety. Whatever your particular taste we shall undertake to gratify—it from the hundreds that are coming to us every day, chosen by our buyers with Easter and Spring in mind. They're decidedly chic and unique—these Easter and Spring Suits—and perhaps you'll think their quaintness almost extreme—but a trial fitting will prove to you that they're practical, graceful, and decidedly becoming—Oh, the Fashion designers are clever folk!

**THE WRAP**—is an item of intense interest this Spring. Such unusual and old-fashioned looking semi-cape effects, with just yards and yards of ruffings, pleatings, and other dainty touches that are so feminine and so alluring. Silk Coats and Wraps, preferably of black, are very popular—and very practical.

**THE SEPARATE COAT**—in the attractive Balmcean, Norfolk, Sport and other novel styles will appeal to every woman. We've such a splendid assortment, in all the new materials, colors and styles.

And All This New and Modish Spring Apparel Is Marked at a Reduced Price for Removal Sale.  
 —Garment Salons—First Floor, Main Bldg.

**50c Sunfast Drapery at the Yard 35c**  
**WARRANTED NOT TO FADE BY LIGHT**  
 Sunfast Drapery Material, 36 inches wide, in pink, old rose, brown, blue and green—that is absolutely warranted not to fade by light—is offered today at a reduction from 50c to the yard **35c**  
 —Meier & Frank's—Third Floor, Main Bldg.

## A Seasonable Sale of Women's and Children's SWEATERS

**Misses' Norfolk Sweaters \$3.15**  
 The Norfolk Sweater Coat is the most attractive style Sweater for Misses, and this lot that we're pricing at only \$3.15—for Removal—are unusually pretty. They're in a heavy weave, in emerald, tan, white, Oxford and cardinal colors—just suited to the young girl. Splendidly made and handsome Norfolk Sweater Coats, priced for Removal at only **\$3.15**

**Children's Sweaters Only 98c**  
 These Sweaters for children are part wool, and come in a wide range of colors—very desirable for play and school wear. Sizes 28 to 34. Removal Sale Price on these excellent little Sweaters is only **98c**

**Women's and Misses' Worsted Sweaters**  
**REMOVAL PRICE, \$1.79.**  
 The Sweaters reduced to this very low price come in sizes for women and misses. They're full-fashioned and extra well made of worsted, and in all colors. Regularly the prices are \$2.28 to \$3.95—Removal Reduction is **\$1.79**

**Women's \$8.50 Sweaters \$4.95**  
 Handsome rope stitch Angora and flat-weave Sweaters, in Oxford, brown, cardinal and white. This is a broken line of sizes and styles, selling regularly from \$7.50 to \$8.50—**\$4.95** for the Removal Sale the reduction is deep.  
 —Meier & Frank's—Second Floor, Main Bldg.

## Easter Novelties --Removal Prices

New and Attractive Booklets, Post Cards, Dinner Favors, Place Cards, Table Decorations and Score Cards. Latest Efforts in Handsome Novelties—All Reduced for Removal.  
**STATIONERY UNDERPRICED**  
 Crane's Paper and Correspondence Cards, all newest styles, including Elizabethan plate effect and new tissue-lined envelopes in delicate shades and tints, Oxford gray and Acorn tint—at Removal Sale Reductions.  
 Crane's Lined Lawn Paper by the Ream—Newest sizes, complete assortment, at Removal Sale Prices.  
 Crane's Delft Blue Initial Paper or Correspondence Cards, sp1 box **25c.**  
 Crane's 45c Gold Initial Stationery—Special, box, **49c.**  
 Crane's 25c Lined Lawn Tablets and Highland Lined Tablets, **22c.**  
 —Meier & Frank's—First Floor, New Bldg.

## Sale of 100 Infants' Hand-Made French DRESSES

**COMMENCES TODAY**  
 Regular \$2.50 to \$20.00 Dresses Reduced to **\$1.79, \$1.94, \$2.59, \$3.39, \$6.98 and \$8.98**  
 There are just 100 Infants' Long Dresses in this lot—and they're a manufacturer's samples which our buyer was fortunate enough to purchase during her recent trip to New York. The daintiest Dresses imaginable—beautifully embroidered, and made of the best materials, and in dainty styles and designs suitable for infants' wear. Every Dress in this assortment is worth \$2.50 to \$20.00, but for our great Removal Sale we've divided them into six distinct lots—at the following deeply reduced prices:  
**\$1.79, \$1.94, \$2.59, \$3.39, \$6.98 and \$8.98**  
 —Meier & Frank's—Infants' Wear Section—Second Floor, New Bldg.



## New Silk Ties for Men

**Exclusive Designs, Worth \$1.00, Priced for Removal at 65c Each!**  
 These are Ties that Men will like to wear—the styles are so extremely new and the colors and patterns so attractive and suitable for Spring wear. They've just arrived—these handsome new Silk Ties that we've so deeply underpriced, and the variety of patterns and colors will make selection from the assortment a pleasure. Handsome greens, browns, wistaria, blues in many shades, grays and combinations of dozens of colors in Persian effects, stripes, floral patterns, dots and plaids are here. The silks are the best—and many styles will be found. The beauty of these Ties is their exclusiveness of design—they will be found nowhere else.  
 It's time to select the Easter Ties, and here are Spring's Newest Effects, reduced from \$1.00 to **65c.**  
 —Just Inside Morrison-St. Entrance

## Specials in Grocery for Wednesday

**SUGAR CURED SHOULDER HAM**s—of finest quality. Properly smoked and trimmed. Unusually lean. Special, lb. **14c**  
 Kaola—the best shortening. Large pail, **\$1.59**; medium size, **80c**  
 Victor Peas—Splendid brand. Doz., **\$1.15**; can, **10c**  
 Alaska Salmon—No. 1 cans—Pink Salmon—3 cans, **25c**  
 White or Yellow Cornmeal—Freshly ground. No. 9 sack, **29c**  
 Butterfat Butter—Popular brand. Roll, **59c**  
 Iowa Corn—Sweet and tender. Doz. ears, **\$1.10**; can, **10c**  
 Rolled Oats—Freshly milled. No. 9 sack, **35c**  
 "Quaker" Corn Flakes—Freshly toasted. Package, **7c**  
 Cream of Wheat—Ideal breakfast cereal. Package, **15c**  
 50c Victor Ceylon Tea—Pound, **39c**  
 Cabinet Coffee—Aromatic Blend. Pound, **30c**  
 —Meier & Frank's—Pure Food Grocery, Basement.

Hear the Operas on the Victrola  
 Basement Annex.

**Meier & Frank Co.**  
 1857 1914  
**THE QUALITY STORE OF PORTLAND**  
 Fifth, Sixth, Morrison, Alder Sts.

Butterick Patterns Are Best for the Designing of Easter Apparel

## Removal Specials in the Notion Dept.

**40c Worth of Assorted Notions**—selected by you on Wednesday—consisting of at least four different items—are offered **25c** to you for only  
 5c Card Safety Pins—1 dozen on card, **3c**  
 15c Director Skirt Belting—Black and white. Yard, **5c**  
 25c Acme Sanitary Belts—Each, **15c**  
 Kleinert's Sanitary Dress Protectors—Each, **25c**  
 1 Triton Garment Shields and Bust Supporters—All sizes, Pr., **79c**  
 Expert Demonstrator to explain the Merits of **KLEINERT'S FAMOUS NEW SHIELDS**. They're in suitable shapes for Evening Gowns—flesh colored—Priced, the pair, **35c and 40c**  
 —Meier & Frank's—First Floor, New Bldg.