

Store Opens Today at 9 A. M., Closes at 6 P. M.—Books at Extraordinary Reductions! Basement Annex

Meier & Frank's Mail Order Dept. Is a Practical Working Unit—Its Service Is in Specific Accord to the Needs of the Out-of-Town Shopper—Consider the Worth of the Items on This Page Carefully—Note the Splendid Reductions—Your Order Will Be Filled Promptly.



REMEMBER! EVERY ARTICLE IS REDUCED!

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

Meier & Frank's Gigantic Removal Sale---

Is a Great Economic Event for You--Participate in the Extraordinary Savings Possible Now!

"White Mountain" Refrigerators Sold by Meier & Frank Exclusively in Portland, Main Bldg. Fourth Floor, Main Bldg.

Store Your Furs for the Summer. Perfect System of Dry Cold Storage Here. Fifth Floor, Main Building.

For Golfers

65c SPALDING GOLF BALLS, 50c—Complete line of Slazinger and Harry C. Lee (Imported) Golf Clubs.—Fifth Floor, New Building.

J. & T. Coplan's Shoes for Women Give Complete Satisfaction. This Store Only. Third Floor, New Building.

Have Luncheon Saturday in Our Seventh-Floor Restaurant. Served From 11 to 2:30. Direct Elevator Service.

Men Who Select Easter Suits and Haberdashery Here

The Opera "Aida" This Afternoon

The story of Verdi's well-known opera, "Aida," is a fascinating one. Aida, the daughter of Amunaro, King of Ethiopia, has been captured by the Egyptians, and is a slave at the court of Memphis, where she and the young soldier Rhadamès have fallen in love with each other. Rhadamès goes to the Egyptian war and the King's daughter, Amneris, discovers the attachment and is furious, as she loves Rhadamès. Returning from the war covered with glory, he brings many prisoners, among them Aida's father. The King releases all the prisoners except Amunaro—the father, and bestows his daughter upon the unwilling Rhadamès. Amunaro forces Aida to persuade Rhadamès to become a traitor, and his love for Aida and distaste for the union with Amneris lead him to consent. Amneris, who overhears the plot, denounces him as a traitor, after vainly trying to induce Rhadamès to abandon Aida—and he is condemned to be buried alive. When the vault is sealed he discovers Aida, who had concealed herself that she might die with him, and the lovers slowly suffocate in each other's arms.

Men! Here's a New \$3 Hat Special at \$2.00

Here's the best Hat special offered this Spring—these high-grade, right-up-to-the-minute style Hats that sell in exclusive shops at \$3—that we've priced at only \$2.00. All the latest colors, shapes and modes— Plain or Puggery bands Bows at back or side Or three-quarter-way bows New plain bands High or low crowns Wide or narrow brims Light or dark colors Blues, grays, greens and browns Flat or rolled brims. These Hats may be worn in fedora or telescope shape. Priced for Removal Sale at only \$2.00.

Silk Chiffon Auto Veils at Only 79c

Priced Regularly at \$2 and \$2.50. Silk Chiffon and Crepe Auto Veils, two yards long, in the following desirable colors—white, black, sky blue, pink, brown, wistaria and lavender. To close out this particular lot of Veils, which are of exceptional worth, we've reduced them from \$2.00 and \$2.50 to, each, 79c.

"Swat the Fly" Campaign

Saturday, under supervision of Civic Committee, composed of Mrs. R. E. Bondurant, Dr. Lillian Baker and Mrs. A. Tilzer. Headquarters, Meier & Frank Store, Third Floor, Main Building.

Women's Light Weight Knit Underwear

Women's 35c Light Weight Summer Vests—low neck, sleeveless, with lace-trimmed yokes. Regular and outsizes. Reduced price, at only, each, 25c.

Women's 65c Light Weight Union Suits—low neck, sleeveless, with tight knees—the new three-piece cut. Regular sizes. Special, each, 48c.

Women's \$1.25 Medium Weight Union Suits—low neck, sleeveless style, and lace-trimmed umbrella knees. Regular sizes. Reduced to, the suit, 89c.

Women's and Children's HOSIERY

In Summer Weights Reduced for Removal \$2.00 McCallum's Silk Hosiery, all colors, reduced to, \$1.79 \$1.50 McCallum's Silk Hosiery, all colors, reduced to, \$1.39 75c Women's Silk-Plated Hose reduced to, the pair, 69c 50c Women's All-Silk Fiber Hose reduced to, the pair, 45c 50c Women's Silk Lisle Hose reduced to, the pair, 39c 35c Women's Plain and Silk Lisle Hose reduced to, pair, 32c 25c Women's Lisle Hose reduced to, the pair, 21c 25c Children's Lisle Hose, three pairs, 65c; pair, 22c 20c Children's Fine Cotton Hose, two pairs, 25c; pair, 15c

CANDY SPECIALS

70c Melba Chocolates, special, the pound, only, 48c 60c Buttermilk Chocolates, special, the pound, only, 43c 50c Society Chocolates, special, the pound, only, 38c 50c Bitter Sweet Chocolates, special, the pound, only, 38c 40c Creamed Almonds, special, the pound, only, 25c

Will Be 'Money-in-Pocket'

THE SUITS

The more particular men are in the selection of their clothing, the more certain they are to come to our Men's Store on the Third Floor, because here is represented the product of the leading Men's Tailoring Establishments of the country. Comprising our showing in Men's Suits and Overcoats are such famous makes as Rogers-Peel, Adler Rochester, A. B. Kirschbaum, Hickey-Freeman, Washington Company, and other equally noted lines in which the manufacturers restrict the use of names owing to the Removal Sale reductions.

Every garment typifies the ultimate in fashion, fit and fabric, and we are positive that you'll be gratified with your choice, and we know you'll be "money in pocket" if you purchase your Easter Suit here NOW!

Men's \$15.00 Fancy Suits now, \$12.00 Men's \$20.00 Fancy Suits now, \$16.00 Men's \$25.00 Fancy Suits now, \$20.00 Men's \$30.00 Fancy Suits now, \$24.00 Men's \$35.00 Fancy Suits now, \$28.00

Men's Winter Overcoats Reduced to Half Price All Blue and Black Suits at a reduction of 10% All Fancy Trousers at 10% and 20% Discount Workingmen's Clothing, 10% Discount Men's Bathrobes Reduced 20% "Invincible" Suits for Men—\$16.50

"Gotham" Shirts

\$2.00, \$2.50, \$3.00 and \$3.50 Grades \$1.29

"Gotham" Shirts, in golf and negligee style, are the Shirts we're offering our patrons at this deep reduction. Made of the new Spring wear materials, in all the new shades and patterns. When a "Gotham" Shirt is the offering men of discretion and knowledge of "what's what" in dress, are eager to take advantage of the opportunity to fill their needs, at a saving. Surely, then, this is an opportune time, Saturday, the last day these \$2.00, \$2.50, \$3.00, \$3.00 and \$3.50 "Gotham" Shirts will be on sale at, \$1.29

\$1.00 Silk Crepe Cravats, 65c

New—every one—and representative of the latest fashions in Men's Neckwear—a subject that's not to be lightly passed upon this season. And the designs are exclusive with this store. A splendid assortment of patterns, colors and combinations—stripes, plaids, checks, dots and fancy floral designs, in handsome shades of green, brown, wistaria, blues, gray and other equally as pleasing colors. Regularly \$1.00 these Ties are \$1. Removal Sale price at only, 65c

Beautiful New Ties, 25c

These Ties are of silk, in a wide variety of new Spring shades and combinations. They're the equal of any 50c Tie, in point of beauty, material used and style. This is an unusually attractive assortment of Ties, priced so low—and just in time for the Easter selection. Handsome, new Silk Ties for men at 25c.

50c "President" Suspenders, 39c

The justly popular Suspender—reduced in price for our removal sale. Purchase a pair today at 39c.



GIRLS' Novelty Initial and Color Combination MIDDIES \$2.13

They've only just arrived, these new and greatly-in-demand Middies, quite the rage with college girls and for outdoor wear. One style has handsome large initial embroidered on the pocket in self and contrasting color, and the combination Middy is made of two colors—blue and white. Jaunty and trim are these absolutely new Middies that we marked at this very low price for Removal Sale. Make your selection early at the regular Removal Sale Price—\$2.13.



Children's Hats REDUCED TO 95c

Regularly to \$2.50 Jaunty and smart little Hats are offered at this very low price. Milans, with trimmings of ribbon bands—very youthful and charming; also fancy braids, with flower and ribbon trimmings. Every Hat in this collection is worth far more than the price we've placed upon them. Suitable models for children from 2 to 12 years at Removal Sale Price—95c

\$1 Ribbons at 59c

One hundred of our newest and most desirable patterns—many imported and exclusive designs—and underpriced for Removal Sale. Beautiful combinations in plaids, stripes and flowered effects. Some very wide and suitable for bows, sashes, hat and dress trimmings. Ribbons selling regularly at 70c, 85c and \$1.00. Removal Sale price, the yard, 59c

New Spring Coats for Girls Only \$4.75

2 to 12-Year Sizes Worth \$6.00 to \$10.00 The new Balmaean, the popular Balkan, the strictly tailored and the novelty Coat is included in this assortment reduced to only \$4.75. The materials are excellent, the workmanship superior and the style and cut of the garments perfect. We're making a special reduction on these Coats for Removal—the regular pricing ranging from \$6.00 to \$10.00—the Removal Sale price, \$4.75

Girls' Norfolk Chambray Dresses \$5.40

Extremely fashionable for the girl from 6 to 14 years are these new Norfolk style Dresses, made of best grade chambray. Hand-embroidered collars and cuffs, and smart patent leather belts add distinctiveness to these Dresses, priced for Removal at \$5.40

\$40 'Oakwood' Bicycle \$29.85

These splendid Bicycles are equipped with double bar, roller chain, large rubber pedals, box handle bars, coaster brake and all the conveniences possible in a modern Bicycle. They're in black or gray—with 20 to 22-inch frames. For durability, construction and pleasing appearance, they're positively the best high-grade Bicycle on the market—and we guarantee them to give perfect satisfaction. At any other time you would pay \$40 for a famous "Oakwood" Bicycle—but for your Removal Sale we've priced them at only \$29.85.

\$7 Guaranteed Bicycle \$4.95



Made specially for the Meier & Frank Company—these high-grade Bicycle Tires are unequalled at this price. They're 28 by 1 1/2 inches in size, and are guaranteed. Usually \$7—Special for Removal, pair \$4.95

Toilet Goods

SMELLING SALTS—in a splendid assortment of 12 different styles in bottles. Any color desired. Reg. prices 50c, 75c, \$1 to \$2.50. ALL AT REMOVAL PRICES \$1 bottle Milkweed Cream, 69c 25c Santol Tooth Paste or Powder, special, 15c 25c Twentieth Century Talcum Powder, in rose, violet or carnation, the box, 15c 10c Peroxide Bath Soap, large cake, special, 7c \$1.00 Scott's Emulsion Cod Liver Oil, the bottle, 69c \$1.00 Tokalon Sarsaparilla (blood purifier), bottle, 69c 25c Sal Hepatica, bottle, 16c \$1.00 Lysol, bottle, 69c

\$2.50 Imported Long White Gloves, Pair \$1.45

These Gloves are made of extra quality fine white lambskin, are in full elbow length, with three clasps at the wrist. Sizes 6 1/2 to 7. Every pair is worth \$2.50—our Removal Sale Price, however, \$1.45

REAL FRENCH WHITE KID GLOVES \$2.49 From Grenoble, France, come these splendid White Kid Gloves, every pair made of the finest selected skins. They're full 15-button length, and come in all sizes, and are reduced for \$2.49 Removal Sale from \$2.69 to, the pair, \$2.49

FRENCH KID GLOVES, PAIR \$1.29 A special importation of real French made Glace Lambskin Gloves, all made of selected skins. Large pearl clasps at the wrist and pique sewn. Black, white, tan, mode and champagne colors, with contrasting or self-colored three-row heavy embroidered backs. Reg. \$1.50 Gloves, pr. \$1.29



Your Boy's Pride Is Centered in His New Easter Suit

Choose Today at Removal-Sale Prices

Every boy at Easter time looks forward with fond hope to a new Suit—and we've planned exceptionally well to supply the Suits that the boys admire and that give great satisfaction to the parents from the exceptional wearing qualities. No previous season has brought to us such smart apparel for the youth, and we are certain that the mothers will take just pride in outfitting the boys here—and with unusual economy owing to the deep reductions made for our Removal Sale. Every Suit in our entire stock is reduced, with the exception of the "Samson" Suits.

Bring the boys here today and outfit them for Easter! All Boys' \$ 5.00 2-Pant Suits... \$ 4.00 All Boys' \$10.00 Fancy Suits... \$ 8.00 All Boys' \$ 7.50 Fancy Suits... \$ 6.00 All Boys' \$12.00 Fancy Suits... \$10.00 All Boys' \$15.00 Fancy Suits... \$12.00

Boys' New Hats and Caps, Regular 50c to \$3.50—at 10 PER CENT OFF. "SAMSON" SUITS FOR BOYS, \$5.00 "SAMSON" SUITS, TWO PAIR KNICKERS, \$6.50

A full line of Blouses, Wash Suits and Shirts for boys—all reduced for Removal Sale—Men's Store—Third Floor, New Bldg.

Grocery Specials

LARGE "SUNKIST" ORANGES We've just received a large shipment of these fine, tree-ripened Oranges—both juicy and seedless. Special, the dozen, 29c "Sunkist" Oranges, the 1 1/2 size, dozen, 22c "Sunkist" Oranges, 200 size, the dozen, 17c Navel Oranges, 200 size, the dozen, 12c Butterat Butter, popular brand, roll, 59c Sugar-Cured Ham, freshly smoked, lb, 18c Fancy Bacon, 5 to 10-lb. strips, sold by half strip, the pound, 22c Yellow Coffee, satisfactory blend, lb, 29c Dried Beef, sliced, No. 1 jar, 25c No. 2 jar at, 15c Wisconsin Cheese, rich cream, pound, 25c Imported Sardines, No. 1 can, 19c Pastry Flour, the best for cakes, No. 9 sack at, 29c Baked Ham, sliced to order, the pound, 35c Frankfurters or Wencelburgers, pound, 17c Pure Lard, No. 10 pack, \$1.59, No. 5 pack, 89c Sliced Pineapple, latest pack, No. 2 1/2 can, 15c King of Hearts Glass Starch, six-pound wooden box for, 57c Royal Baquet Butter—Portland's best brand, the roll, 63c

Galvanized Steel Garbage Cans

Underpriced for Removal Sale Garbage Cans, made of extra heavy galvanized steel, with drop side handles and heavy close-fitting covers. Guaranteed water tight. \$2.60 15x26 Garbage Cans, two-handled, 17 1/2-gallon capacity, only, \$2.05 \$3.00 17x26 Garbage Cans, two-handled, 22 1/2-gallon capacity, only, \$2.39 \$3.25 18x26 Garbage Cans, two-handled, 25-gallon capacity, only, \$2.59 \$3.75 20x26 Garbage Cans, two-handled, 31-gallon capacity, only, \$2.99 \$2.75 14x18 Garbage Cans, wood staves, 10-gallon capacity, only, \$2.19 \$3.00 15x26 Garbage Cans, wood staves, 17 1/2-gallon capacity, only, \$2.40 \$3.25 17x26 Garbage Cans, wood staves, 22 1/2-gallon capacity, only, \$2.59