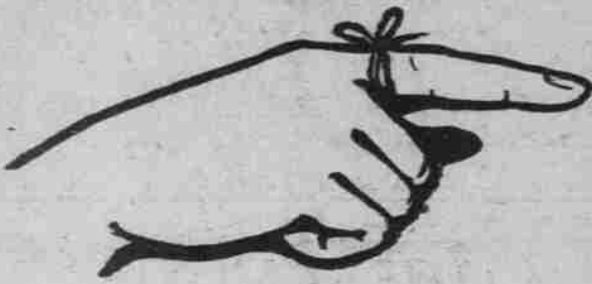


Store Opens Today at 9 A. M., Closes at 6 P. M.—Books at Extraordinary Reductions! Basement Annex

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!

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. Coyne'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...

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—

'Swat the Fly' Campaign

Saturday, under supervision of Civic Committee, composed of Mrs. R. E. Bondurant, Dr. Lillian Baker and Mrs. A. Tilzer.

Women's Light Weight Knit Underwear at Reduced Prices

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

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.

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.



'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.

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.

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.



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.

\$1 Ribbons at 59c

One hundred of our newest and most desirable patterns—many imported and exclusive designs—underpriced for Removal Sale.

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.

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.

\$7 Guaranteed Bicycle \$4.95



Made specially for the Meier & Frank Company—these high-grade Bicycles 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.

\$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.



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.

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.

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.