

# Out-of-Town Patrons Shop Through Our Mail Order Department

## Write Now for Our New Spring and Summer Mail Order Catalog, It's Free!

### Men! Here's News for You That Behooves Attention!

Note the Radical Reductions---Make Selections Early!

### New and Charming Easter Millinery

With Prices Radically Reduced for Our Removal Sale!



—makes choosing the new Easter Hat in our Millinery Parlors a positive joy. The individuality and distinctiveness of our assortment, and the vastness of the stocks from which you may choose makes it easy to secure "just what you are looking for." If your taste inclines to the tailored—we have just heaps of the smartest and jauntiest Hats, from French and English designers. "Dressy" Imported Hats and models that we've fashioned in our own workrooms, in which every style note has been considered and carried out—with many touches of splendid originality.

And All This New and Fashionable Millinery for Easter and Spring Wear Has Been Reduced in Price for

## Removal Sale!

EXCEPT A FEW CONTRACT LINES

Modish Trimmed Hats Are Reduced Untrimmed Shapes in All the Favored  
Flowers and Feathers Are Reduced Styles and Shapes Are Reduced

—Meier & Frank's—Millinery Parlors—Second Floor, New Bldg.

## ALL \$35 TAILORED SUITS

# \$28.00

The Tailored Suits for women that we are reducing from \$35.00 to \$28.00, are certainly the smartest, most up-to-date and handsome models ever offered at so low a price. Two-piece Suits in strictly tailored styles, fancy or semi-fancy effects, fashioned of wool poplins, crepes, serges and novelty materials, in hosts of exquisite colors and combinations. The new kimono sleeves, the "dressy" vest effects, wide girdles, ruffled skirts and overskirt effects, tassels, hand-made motifs and dozens of equally as distinctive touches make these Suits as a whole, and individually, unsurpassed in excellence. The sizes range from 16 years to 51 bust measure—and the assortment is so comprehensive—and so immense—that all may be served with satisfaction. Suits for Easter, regularly \$35—Reduced to \$28.00



## Handsome One-Piece Dresses

Priced for Removal at \$11.45!

Lingerie Dresses—dainty little frocks of combination of crepe de chine and shadow lace, with overskirt effects; serviceable Summer Dresses, trimmed with laces, embroideries and flouncing, with low necks, finished with soft folds of plaited lace edging and wide girdles, are some of the models offered in this sale of One-Piece Dresses at this very special price for Removal. White, pink, blue and maise colors afford a varied selection. These Dresses are suitable for Summer street wear, evening or afternoon occasions, and are deeply underpriced for the Removal Sale at \$11.45.

—Meier & Frank's—Garment Salons—Second Floor, Main Bldg.



### Fancy Clocks Less

Removal of the Department Makes Reduction of Stock Imperative and Deep Underpricing Possible.

Our Removal Sale of Clocks promises to be one of the most important ever held in Portland. Not one line, or one style is reduced but

#### ALL FANCY CLOCKS NOW IN STOCK

We simply MUST get our stocks down to the lowest possible number, in order to facilitate the moving of departments to new quarters, and make room for incoming merchandise. This is possible only by a deep reducing of prices.

#### REDUCTIONS ON FANCY CLOCKS

\$ 3.75 Fancy Clocks are reduced to \$ 2.67  
\$ 5.00 Fancy Clock are reduced to \$ 3.57  
\$ 7.50 Fancy Clocks are reduced to \$ 5.17  
\$10.00 Fancy Clocks are reduced to \$ 7.57  
\$15.00 Fancy Clocks are reduced to \$11.17  
\$17.50 Fancy Clocks are reduced to \$12.37  
\$20.00 Fancy Clocks are reduced to \$15.87  
Higher Priced Fancy Clocks Reduced in Proportion.

—Meier & Frank's—First Floor, New Bldg.

## Today's Grocery Specials

25c CALIFORNIA ASPARAGUS, Can. 15c  
Latest pack, No. 2 1/2 cans. Either white or green.  
Dozen cans \$1.75  
Victor Flour, sold with our guarantee, sack \$1.29  
Fancy Apricots—No. 1 cans, dozen \$1.35; can 12c  
Peaches or Apricots—No. 2 1/2 cans, dozen \$1.40; can 12c  
Tomato Catsup—25c size 15c; 15c size 10c  
Prepared Mustard—California Home Brand, jar 10c  
Fine Salmon—No. 1 Flat Cans, Winner brand, 15c  
Blue Ribbon Butter—established brand, roll 59c  
Karo Syrup—No. 5 blue cans 29c  
50c Japan Tea—Victor grade, lb. 39c  
Pure Vanilla—4-ounce bottle 45c; 2-ounce bottle 25c  
White Figs—California Mission, 3 pounds 25c  
—Pure Food Grocery, Basement.

### \$1.25 White Scrim Curtains

Pair 89c

FOR REMOVAL SALE

Don't neglect to supply your Curtain needs while this deep reduction is in force—

\$1.25 Hemstitched and Lace-Trimmed White Scrim Curtains, 89c

—Third Floor, Main Bldg.

### "SWAT THE FLY"

Campaign.  
Headquarters Meier & Frank's.  
Hostesses Tuesday, Mrs. Mark Levy and Mrs. Sol Hart.

—Third Floor, Main Bldg.

May advance Butterick Patterns and Fashion Sheets.  
"Butterick Fashions," Summer number, copy 25c, including any 10c or 15c Butterick Pattern free.

### 50c Lunche'n Served Daily

In Our Spotless SEVENTH-FLOOR RESTAURANT  
11 to 2:30 P. M.  
Direct Elevators.

In just eleven days the Men's Haberdashery and Men's Clothing Sections will be moved to the new Temporary Annex, Failing Building, directly across Fifth St., where each Department will occupy an entire floor.

To facilitate the removal of these two important departments we must reduce stocks to the minimum—and this is possible only by reducing prices to the lowest possible notch. And this we are doing, as the items and prices listed below will inform you. Every article in these two departments, except a few contract lines, is radically reduced in price. We invite the men of Portland to share in these wonderful economies and purchase their needs for Spring and Summer during

## Haberdashery Specials!

#### NEW 50c WASH TIES—SPECIAL, 21c

Lisle Mercerized Fancy Wash Ties—in Oxford and specially woven Mercerized fabrics. Splendid variety of the new panel and cross stripe effects.

#### NEW 25c WASH TIES—SPECIAL, 15c

Mercerized Tubular Wash Ties in great variety of new and desirable colors and patterns for Spring.

#### NEW \$1 SILK CRAVATS—EACH, 65c

Vast assortment Silk and Silk Crepe Cravats—in a variety of exclusive designs—both striped and figured—and all the new shades. Made with wide flowing ends.

#### \$1.50 SILK KNITTED TIES—SPECIAL, 95c

Silk Knitted Ties in popular Accordian weave—splendid variety of the wanted colors and designs.

#### 50c SILK FOUR-IN-HANDS—REMOVAL PRICE, 22c

Fancy Silk Four-in-Hands, with reversible French fold and wide, flowing ends. In endless variety of colors and designs.

#### 50c "PRESIDENT" SUSPENDERS—PAIR, 39c

These famous Suspenders are unsurpassed for durability and pleasing appearance.

#### FANCY ELASTIC WEB SUSPENDERS—PAIR, 23c

Well made with strong leather ends. In light, medium and dark patterns.

#### \$1 FANCY GOLF SHIRTS—REMOVAL PRICE, 73c

Fancy Golf Shirts in New Spring styles—made of madras, percale and chambray—in a pleasing assortment of colors and designs—coat style; also Negligee Shirts made with attached military collars, are included in this group.

#### \$1.50 GOLF AND NEGLIGEE SHIRTS—EACH, 93c

They're in all the new Spring styles—made of madras, percale, chambray, soisette and soft silk mercerized fabrics—with soft French cuffs, attached or military collars—or stiff-cuff style with plain and pleated bosoms.

#### \$2, \$2.50, \$3 AND \$3.50 SHIRTS—SPECIAL, \$1.29

Shirts of silk and linen, silk and madras, crystal cloth, soft, silky mercerized fabrics, madras, percale, Oxfords and chambrays—made with plain or pleated bosom, stiff cuffs attached—or soft negligee bosom, soft French cuffs attached and attached or separate military collars.

#### 50c CHAMOIS SKIN KHAKI WORK SHIRTS, 35c—3 FOR \$1

In sizes 14, 14 1/2, 15 and 15 1/2 only. In a variety of colors and patterns. We guarantee a new shirt free—if these Shirts rip or tear.

#### 75c MUSLIN NIGHT SHIRTS—REMOVAL PRICE, 49c

Full fashioned and well made—plain or trimmed—with V-shaped neck, or turn-down collar.

#### \$1 MUSLIN NIGHT SHIRTS—SPECIAL, 69c

Of medium, light or heavy weight—well made and nicely finished—plain or trimmed—cut low at the neck or with turn-down collar.

#### \$1.50 NEW SPRING PAJAMAS—SUIT, 95c

Fashioned of soft mercerized fabrics in cream, blue, tan and gray; also of percales in fancy striped and figured patterns. All sizes.

#### \$2.50, \$3, \$3.50 AND \$4 "GOTHAM" PAJAMAS—SUIT, \$1.98

Special purchase of Pajamas—in silk and linen—silk and madras—silk mercerized fabrics—silk soisette and specially woven fabrics—with military collars or V-shaped necks—finished with silk frogs, pearl buttons, and pockets—in a variety of colors and patterns.

#### \$5 TO \$6 "GOTHAM" PAJAMAS—SPECIAL, \$2.98

New "Gotham" Pajamas of silk and silk and linen—in a variety of handsome patterns and colors. High-grade garments, guaranteed not to fade. All sizes.

#### 15c PURE LINEN KEROCHIEFS—REMOVAL PRICE, 10c

Plain white Kerchiefs of pure linen—with quarter-inch hemstitched borders—regular size.

#### 25c PURE LINEN KEROCHIEFS—3 FOR 50c—EA., 17c

Full size Kerchiefs of pure linen—hemstitched borders—1/4 and 1/2-inch hem—plain white.

#### 12 1/2c COLORED BORDER KEROCHIEFS—REMOVAL PRICE, 8c

Colored border Kerchiefs in an endless variety of neat patterns and colors—with plain white centers—appropriate for work.

#### "OYNX" SILK LISLE SOCKS—3 PRS., 50c—PR., 17c

Famous "Oynx" Socks for Spring—in black, tan, gray, navy, blue, purple, heliotrope, Burgundy and taupe.

#### 50c BLACK SILK THREAD SOCKS—FOR REMOVAL, PR., 25c

Splendid quality black silk thread Socks—with lisle thread tops, heels and toes.

#### LISLE FINISHED SOCKS—REMOVAL PRICE, PR., 12 1/2c

In black, tan, gray and navy. Fine durable Socks—lisle finished.

#### 50c FANCY SILK SOCKS—REMOVAL PRICE, PR., 25c

Fancy silk Socks—in broken lines and sizes. In Accordian and two-toned effects.

#### 50c IMPORTED SILK LISLE THREAD SOCKS—3 PAIRS FOR \$1—PAIR, 35c

In black, tan, gray, green, Burgundy, purple, slate, heliotrope, etc. Fine quality.

#### \$5.00 TO \$6.00 JUMBO SWEATER COATS, \$3.98

Splendid all-wool Sweater Coats—in Oxford, cardinal and white. Jumbo stitch—ruff-neck style. In all sizes. Suitable for women's wear also.

#### \$6 AND \$7 SWEATER COATS—REMOVAL PRICE, \$2.98

Ruff-neck heavy shaker knit Sweater Coats—also Byron collar style—made with separate knit-in pockets, in maroon, crimson and navy—others in Norfolk style, gray and white, in small sizes. For men or women.

#### \$3.50 SWEATER COATS—REMOVAL PRICE, \$2.39

medium-weight, ruff-neck Sweater Coats in Oxford, cardinal, maroon, navy and white—finished with pockets and pearl buttons.

Sizes from 34 to 46. Suitable for women as well as men.

#### BOYS' AND GIRLS' \$3 SWEATER COATS—SPECIAL, \$2.24

Shaker-knit, ruff-neck Sweater Coats—in cardinal and Oxford—with separate knitted-in pockets—sizes 4 to 14 years.

—Just Inside Morrison-St. Entrance



## Men! Easter Is at Hand

And Removal Sale Prices on Men's Apparel Are Operative at Meier & Frank's

EVERY ARTICLE REDUCED EXCEPT "INVINCIBLE" SUITS, SO SELECT YOUR EASTER APPAREL

Where Immense Savings Are an Added Attraction—In Five Days It Will Be Easter, and in Eleven Days Men's Store Will Be Moved to New Temporary Annex—So Stocks Must Be Reduced.

The increasing number of men who look to us for the newest and best in Clothing verify our claim that we are underselling all others—and without the sacrifice of quality.

#### AUTHENTIC FASHIONS—SUPERIOR WORKMANSHIP

ALL-WOOL FABRICS—IN ALL OUR MEN'S SUITS

are the foundations upon which we base our claims to superiority. Men, think what it means to know that you are garbed in the correct fashions, and in garments that possess a pleasing individuality. Our Men's Suits are the product of manufacturers of National reputation, names we are asked to withhold on account of the deeply reduced prices now in effect for OUR GIGANTIC REMOVAL SALE.

In Eleven Days the Men's Store will be moved to the New Temporary Annex in the Failing Building, directly across Fifth street, and stocks absolutely MUST be reduced to the minimum to facilitate removal.

Men's \$15.00 Fancy Suits Reduced to \$12.00

Men's \$20.00 Fancy Suits Reduced to \$16.00

Men's \$25.00 Fancy Suits Reduced to \$20.00

Men's \$30.00 Fancy Suits Reduced to \$24.00

Men's \$35.00 Fancy Suits Reduced to \$28.00

Men's Blue and Black Suits—Now at Discount of 10%

Men's Winter Overcoats—Now Half Price

Men's Fancy Trousers—10% and 20% Discount

Workingmen's Clothing—Reduced 10%

Men's Bathrobes—Reduced 20%

"Invincible" Suits for Men—made to our specifications—all-wool fabrics—the equal of \$25 suits sold in exclusive shops—\$16.50

—Meier & Frank's—Men's Store—Third Floor, New Bldg.

## "Porosknit" Underwear for Men!

\$1 Genuine Porosknit Union Suits, in white and ecru, suit. 79c  
50c Genuine Porosknit Shirts and Drawers, in white, garment. 39c  
Boys' 50c Porosknit Union Suits, in white and ecru, suit. 43c  
\$2.00 "Gotham" Athletic Union Suits, sleeveless, in knee length, ideal for Summer wear, the suit. \$1.29  
\$1 "Gotham" Athletic Shirts and Knee Drawers, garment. 63c  
\$1 Egyptian Cotton Union Suits, in ecru, fine texture, suit. 79c  
50c Balbriggan Shirts and Drawers, garment. 39c  
Porosmesh Union Suits, the suit. 59c  
Cooper's \$3 Mercerized Lisle Union Suits, suit. \$2.15  
Cooper's \$2 Mercerized Cotton Union Suits, suit. \$1.35  
Cooper's \$1 Cotton Shirts and Drawers, garment. 79c  
Cooper's \$1.50 Mercerized Lisle Shirts and Drawers, garment. \$1.09  
75c Fancy Balbriggan Shirts and Drawers, medium weight; blue and flesh colors, the garment. 59c  
Egyptian Cotton Union Suits, medium weight, fine derby ribbed, ecru color. 98c

## Perrin's \$1.50 Men's Gloves the Pair 98c

Perrin's Imported French Kid Gloves. P. K. and P. X. M. styles. In shades of tan for street wear. Regular and cadet sizes. These are the regular \$1.50 grades. Reduced to pair, 98c.

#### DENT'S \$1.50 MEN'S GLOVES, PAIR, \$1.15

Don't Imported Cape and P. K. Tan Street Gloves, in various desirable shades, including the newest effects for Spring wear. Come in regular and cadet sizes. Dent's famous Gloves, always \$1.50. Removal Sale, \$1.15

#### \$1.50 "M. & F." SPECIAL, PAIR, 98c

Regular \$1.50 Gloves—the well-known "M. & F. Special"—Cape Tan Street Gloves, in new shades of tan for Spring wear. Reduced from \$1.50 to, the pair, 98c.

## Sale of Sweater Coats

#### Canvas Gloves 5c Pair

Boys' and Girls' \$2.00 Sweater Coats—Special, \$1.29—Wool Plaited Ruffneck Sweater Coats—in medium weight for Spring wear. In Oxford, Cardinal and Navy. Sizes 4 to 13 years. Finished with pearl buttons and pockets.

Boys' and Girls' \$1.50 Sweater Coats—Removal Price, 49c—in Oxford, with green or navy blue trimmings—"V" neck style—made with pockets. Good serviceable Sweater Coats. Canvas Gloves, specially priced, the pair, 5c

**Meier & Frank Co.**  
1917 1914  
THE QUALITY STORE OF PORTLAND  
Fifth, Sixth, Morrison, Alder Sts.

\$2.00 ALUMINICO Gold-Filled Bridge SPECTACLES Tuesday \$1.00 —First Floor, New Bldg.