

The "Pulling" Feature of Meier & Frank's Mail Order Dept. Is Its Practicability Every Article Reduced for Our Stupendous Removal Sale!

The Only Exceptions Are Groceries, "Silk-Maid" Hose, "Invincible" and "Samson" Suits, "Willamette" Sewing Machines and Contract Goods

Choose Your Easter Hat Today



From Meier & Frank's Unequaled Aggregation of **Imported and Original Models**

At Prices That Cannot Be Duplicated. All Millinery (except contract lines) Reduced for Removal.

This is the last day for selecting the Easter Hat. And we've prepared for it with every possible forethought. Our knowledge of what the women of Portland desire is wide—and, bearing their particular needs in mind, we've filled our Millinery Parlors with Hats that are the acme of elegance and good taste. The scale of styles, effects and prices runs the entire gamut. There are "dressy" hats for those who desire them in the newest and most up-to-date styles—imported and domestic pattern hats, as well as those that have been fashioned in our own workrooms. There are the always-in-demand and always-desirable tailored and semi-tailored hats—beautiful models, no two alike that appeal always. Then there are the practical and the inexpensively priced hats that show every evidence of the smartness and dash required nowadays, even in the most moderately priced hat, marked to sell at prices within the reach of all.

LOWERED PRICES ON MILLINERY FOR REMOVAL SALE WILL ALLOW YOU TO PURCHASE YOUR EASTER HAT AT A VAST SAVING.

All Trimmed Hats (except contract goods) are radically reduced. The models include every conceivable style, color and effect that have received the recommendation of the fashion critics of the Spring, 1914, season.

All Untrimmed Shapes (except contract lines) Underpriced. Hundreds of shapes—expensive, medium and low priced, in myriads of straws, braids, colors and styles—every one at a reduced price for Removal Sale.

Fancy Feathers, Flowers, Stickups and Fancies Reduced. The woman who possesses the "knack" of trimming her own hat may profit greatly by the underpricing in effect on trimmings. All the latest fancies—and all reduced in price for Removal Sale.

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

Men Will Greet This Easter Apparel News

With Hearty and Early Response! **Suits at Removal Prices**

FAMOUS MAKERS REPRESENTED IN THIS SALE

Our long experience in catering to the apparel needs of the men of Portland has taught us the demands of careful dressers. We are equipped to clothe a man, not only physically, but temperamentally. We are prepared to serve young men with the garments they demand—the men of more settled taste with the Suits and accessories they consider correct. The regularly built, the tall, the short, the thin or the stout man may be satisfactorily fitted in our Men's Store. Our Men's Suits and Coats are the product of tailors celebrated for the perfection of their output—names that we have been asked to withhold on account of the extreme price reductions now in force for Removal Sale.

WHEREIN EVERY GARMENT IS REDUCED IN PRICE! (EXCEPT "INVINCIBLE" SUITS)

Our Men's Suits are made of dependable, all-wool fabrics, embodying all that is new and desirable in weave, colors and designs—the workmanship is of the best, and the styles adhere strictly to the fashions of the day.

FOR REMOVAL SALE THESE REDUCTIONS OBTAIN!

Men's \$15.00 Fancy Suits at... \$12.00	Men's \$35.00 Fancy Suits at... \$28.00
Men's \$20.00 Fancy Suits at... \$16.00	Men's Blue and Black Suits, 10% OFF
Men's \$25.00 Fancy Suits at... \$20.00	Men's Winter Overcoats at HALF PRICE
Men's \$30.00 Fancy Suits at... \$24.00	Men's Fancy Trousers, 10% and 20% OFF

"INVINCIBLE" SUITS FOR MEN—made to our own specifications, of all-wool fabrics—equal of \$25.00 Suits sold in exclusive shops—**\$16.50.**

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



Wear a New White Coat on Easter

Purchase It Here Today at Decided Removal Reductions!

Stunning Coats of Chinchilla—in white, with stripes or checks of light blue, rose, maize or green—are offered for this great Removal Sale at unusual reductions.

These smart Coats are extremely new in style—many in the popular Balmacaan style—others in semi-belt effect with large patch pockets. All sizes. One model illustrated.

\$30.00 Coats—Removal Price.....	\$24.00
\$25.00 Coats—Removal Price.....	\$20.00
\$20.00 Coats—Removal Price.....	\$16.00
\$18.50 Coats—Removal Price.....	\$14.80

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



Easter Dress Accessories for Men AT REMOVAL SALE REDUCTIONS

NEW WHITE SOFT PLEATED BOSOM SHIRTS, \$1.29—Made of white self-figured material, with fine soft pleated bosoms, and stiff cuffs attached. In coat style.

\$1.50 NEW SPRING GOLF AND NEGLIGEE SHIRTS, 93¢—Desirable materials and newest color effects. Made with plain or pleated bosoms, stiff cuffs attached, or negligee bosom with military attached or detached collars.

PERRIN'S \$1.50 TAN KID GLOVES, PAIR, 98¢—Imported French Kid Gloves in shades of tan, for street wear. In P. K. and P. X. M. style and in regular and cadet sizes.

DENT'S \$1.50 TAN STREET GLOVES, PAIR, \$1.15—Imported Cape and P. K. Tan Street Gloves, in several desirable shades. All Spring colors. Regular and cadet sizes.

\$1.50 "M. & F. SPECIAL" TAN GLOVES, PAIR, 98¢—Regular \$1.50 grades Cape Tan Street Gloves, in new shades for Spring. All sizes.

\$1.00 SILK CRAVATS REDUCED TO 65¢—Exclusive designs—silk and crepe silks, in a wide variety of handsome patterns, colors and with wide flowing ends.

\$1.50 SILK KNITTED CRAVATS, 95¢—Wide variety of effects, including accordion weave. Hosts of colors and combinations.

25¢ FIBER SILK SOCKS, THREE PAIRS FOR 50¢, PAIR 17¢—Fiber Silk "seconds" in black, tan and some colors in some sizes. Wear splendidly. Some have slight imperfections in weave.

50¢ "PRESIDENT" SUSPENDERS, PAIR 39¢—"President" Suspenders are favorites with all men—here they are reduced from 50¢ to 39¢

MEN'S 15¢ PURE LINEN HANDKERCHIEFS, 10¢—Pure Linen Handkerchiefs in all white. Hemstitched quarter-inch borders and regulation size.

—Meier & Frank's—Just Inside Morrison-St. Entrance

Children's Lingerie Dresses, \$3.38

IN THREE DISTINCT MODELS 6 TO 14-YEAR-OLD SIZES

Exceptional in every respect are these dainty Lingerie Dresses offered at this very low price for Removal Sale. One of the three models is illustrated—pretty straight style with fine embroidered panel front, satin ribbon semi-sash and Val. trimmed. A second style has deep flounce of fine embroidery at the bottom, and a third is of sheer Persian lawn, trimmed with Valenciennes lace. All Dresses have the ribbon belts and are made in the newest and most girlish styles. Sizes from 6 to 14 years. A far greater price should be asked for these Dresses, but for Removal Sale we've marked them at a tremendously low figure. **\$3.38**

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



Children's \$7.95 Swagger Coats \$6.75

Most desirable are these Swagger Coats for children—one model is of all-wool fine navy blue serge and another of black and white checked material with contrasting moire silk collars and cuffs. They're the popular loose modeled coats with drop shoulders, a style that's especially attractive for children. 2 to 14-year sizes. The **\$6.75** usual price for these coats is **\$7.95**—Removal Reduction is **\$6.75**

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



Misses' & Children's Princess Slips Priced at 59c to \$4.50

They're "just like mother wears," and are the correct undergarment for children and misses, taking the place of waist and skirt and doing away with bands and buttons. Simple, dainty and practical. Made of fine, soft nainsook, and trimmed with dainty laces and fine hand loom embroideries. Sizes range from 4 years to 16. Some are simple in style and trimming, others quite elaborate, and suitable for wear under fancy dresses. Removal Sale prices have been placed upon these garments—and you may select a Princess Slip at **59c, 75c, 98c, \$1.25, \$1.59, \$1.75, \$1.98, \$2.50** up to **\$4.50**

—Second Floor, New Bldg.

Easter Candy Specials

70c Melba Chocolates, pound, **48¢**
60c Buttermilk Chocolates, **43¢**
50c Society Chocolates, lb., **38¢**
50c Bitter Sweet Chocolates, **35¢**
40c Assorted Buttermilk, lb., **28¢**
40c Society Marshmallows, **23¢**

—Candy Store, Basement

La Vallieres For Easter Gifts

Importers' Sample Line at Removal Sale Reductions

We have an importer's entire sample line of Lavallieres—the handsomest collection imaginable—including every style that is now in greatest demand. Scarcely two alike. These Lavallieres were specially priced in the first place, but for Removal Sale they're still more deeply reduced.

\$5.00 Lavallieres for only **\$3.67**
\$4.50 Lavallieres for only **\$2.87**
\$4.00 Lavallieres for only **\$2.67**
\$3.50 Lavallieres for only **\$2.27**
\$3.00 Lavallieres for only **\$2.17**
\$2.50 Lavallieres for only **\$1.57**
\$1.50 Lavallieres for only **\$1.07**
\$1.00 Lavallieres for only **67¢**

Higher Priced Lavallieres Reduced in Proportion
—Meier & Frank's—First Floor, New Bldg.

Of Interest to Golfers

65c Spalding Golf Balls, **50¢**
—Fifth Floor, New Bldg.

Boys' Suits Reduced

Except "Samson" Only

Every boy wants a new Suit for Easter—and today is the last opportunity you'll have to select one for wear on that day. Think of it, mothers!—here at this store you have the most complete stocks, the most authentic styles and the lowest possible prices as an added inducement for apparel-choice. Our Boys' Suits are dependable, serviceable—many with two pairs of pants. The fabrics are all-wool, the workmanship is above criticism and the styles are the latest.

Just in! A new line of the splendid Oliver Twist Middy and Russian Wash Suits—yes, everything new will be found in the Boys' Section on the third floor.

All Boys' Apparel at Removal

Sale Prices

Boys' \$ 5.00 Fancy Two-Pants Suits reduced to..... **\$ 4.00**
Boys' \$ 7.50 Fancy Two-Pants Suits reduced to..... **\$ 6.00**
Boys' \$10.00 Fancy Two-Pants Suits reduced to..... **\$ 8.00**
Boys' \$12.00 Fancy Two-Pants Suits reduced to..... **\$10.00**
Boys' \$15.00 Fancy Two-Pants Suits reduced to..... **\$12.00**
Boys' Blue and Black Suits at a discount of..... **10 PER CENT**
Boys' New Hats and Caps, regular 50c to \$3.50, **10 PER CENT OFF**
"Samson" Suits for Boys..... **\$5.00**
"Samson" Suits, two pairs knickers..... **\$6.50**

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

Kodaking

is a healthful, educational and delightful pastime. We've all the newest model Kodaks—priced from \$6.00 to \$60.00. Developing and printing done by an expert, who was formerly with the Eastman Company.
SATURDAY'S "SPECIAL" —\$1.75 7x10 Loose-Leaf Leather Albums, 50 leaves, \$1.39.—Meier & Frank's—First Floor, New Bldg.

\$2 Serving Trays Reduced to \$1.29

FOR OUR REMOVAL SALE

Oval in shape, in polished mahogany finished frames, with neat etronne glass-covered centers. Several attractive etronne designs to select from. Useful and ornamental to a degree are these Serving Trays, selling regularly at \$2.00. Reduced for Removal to **\$1.29**

85c Serving Trays—in smaller size—reduced to **57¢**

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



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

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

Easter Gloves Specially Priced for Removal Sale

\$1.00 Double-Tipped Silk Gloves—16-button length, all colors, pair..... **89¢**
\$1.25 Double-Tipped Silk Gloves—16-button length, all colors, pair..... **\$1.15**
50c Double-Tipped Short Silk Gloves—in all colors, the pair, **45¢**
75c Double-Tipped Short Silk Gloves—in all colors, the pair, **65¢**
\$1.50 French Kid Gloves—all sizes and colors, the pair, **\$1.00**
\$2.00 French Kid Gloves—all sizes and colors, fancy backs, pearl clasps, pair..... **\$1.57**
\$2.50 Long Glace White Lamb Skin Gloves—16-button length, imported, pair..... **\$1.45**
\$3.00 Dent's 16-button White Kid Gloves—white only, all sizes, pair..... **\$1.98**
\$3.50 Finest French White Kid Gloves—16-button length, all sizes, fine quality, pair..... **\$2.49**
\$4.00 20-button White Real Kid Gloves—finest French kid, white only, all sizes, pair..... **\$2.85**

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