



It's The Day Before Easter!



We Are Wonderfully Prepared for Last Minute Easter Needs!

Come Here Today for Boys' Easter Suits

Where qualities are best and quantities largest and prices lowest.



Blue Serge Suits \$5.00-\$7.50

All-wool blue serge Norfolk Suits, cut on mannish lines, full-cut pants lined throughout, all seams taped, suits in various new models, guaranteed for service—5 to 18-year sizes.

2-Pant Suits at \$5.00

Fancy all-wool materials, Norfolk coats, pants lined throughout. Splendid assortment of materials, patterns and colors, 5 to 18-year sizes.

"Samson" Suits at \$6.50

Two pairs pants with every suit. New styles, fabrics and patterns, 6 to 18 years, always priced at \$6.50. —Temporary Annex, Second Floor.

It Has Been the Talk of the Town for Weeks About Our Smart Easter Hats

And today we are prepared more than ever to demonstrate our wonderful superiority in style, quality, variety and economical prices.

Hats for \$5-\$7.50

They are exact copies or clever adaptations of the best that Paris and New York have shown. Most attractive Tailored Hats, the most artistic Dress Hats, every color imaginable; large Hats, small Hats, medium Hats.



Hats for \$10 Up

We believe they are the best yet at anywhere near the prices. Many are adapted from the French. All are ultra smart. There is every sort of Hat that a woman will want to wear with her Easter costume.

Second Floor, Sixth-St. Bldg.

100 Girls' New Lingerie Dresses \$3.49

A special purchase that numbers exactly 100 frocks—we wish we had 1000!

Made of fine Persian lawn, beautifully trimmed with laces, embroidery flounces and insets, with sashes or ribbon-run belt. Made with the new set-in sleeves, some high-waisted, others low-belted French style. Sizes 6, 8, 10 years.

Wool Dresses for \$6.95

Imported white serge and wool crepe dresses for girls 6 to 14 years, slightly stock soiled, worth double what we're asking for them—15 in the lot.

Covert Coats for \$10.95

Several splendid models in the lot, one particularly attractive style made of finest imported covert cloth, with belt pockets at belt line and trimmed with ball buttons. Also Moire Coats. Sizes 6 to 14.

Voile Dresses for \$6.95

13 and 15-year sizes, beautiful fine models, some with new Elton coat, others hand embroidered with wide satin girdle, also lingerie frocks. —Fifth Floor, Sixth-St. Bldg.



Knox Hats FOR MEN

May be selected from our immense stocks of up-to-date styles—



Hats to suit all men, whatever their taste may be. Men who like the latest fancies will find their headgear here in our celebrated Knox line.

WE AIM TO CATER TO ALL MEN!

Knox-Beacon Hats priced \$3.00
Knox-Roxford Hats priced \$4.00
Knox Hats priced at \$5 and \$6
Knox Silk Hats priced \$10, \$12
See the Fifth and Alder-St. Window display.

M. & F. Special \$2.00 Hat

Has countless wearers in Portland who believe its equal is not to be found elsewhere at the money. Newest blocks and colors. —Temporary Annex, First Floor.



200 New Suits

Just Arrived by Express Have Been Priced at Only

Women's and Misses' **\$25** Plain or Fancy Models

The New "Prince Chap" Suits

A very popular model—and absolutely new! The jaunty boxy coat is edged with flat silk braid, with large ball buttons for trimming and fastening, handsome faille silk collar. This suit is shown in sand color, and is a very graceful and fashionable model, and it's

Only 1 of Dozens in This Lot of 200 that includes all the season's desirable colors, materials and styles. All women's regular and odd sizes, misses' and small women's models. Two styles are illustrated—come in and see the others. They're all marked at \$25. —Garment Salons, 4th Floor, 6th-St. Bldg.



Dresses \$1.59

for children 2 to 5 years old. NEW BLOOMER STYLE. Made of fine, soft-finished chambray, pink, blue and tan shades. Separate bloomers to match attached to waist.

Children's 59c Rompers, your choice of seersucker crepe, light or dark-colored gingham in plaid colors, stripes or checks. Square neck, kimono sleeves, trimmed styles or high neck, gathered knee, trimmed or plain. Sizes 5 and 6 years — Saturday **25c** on sale at only.....

Boys' and Girls' Wash Hats and Caps, sizes 1 to 5 years. Caps of white duck and pique, with rolled brim and button-on crowns are priced **98c to \$1.98.**

Girls' Hats and Bonnets, plain or fancy lace effects, all white, colored embroidery trimmed, in various new styles, priced **\$5.98 down to 59c.**



—Second Floor, Sixth-St. Bldg.

Men's 50c Ties At 29c

A Positive Sensation in Value-Giving!

The richest and handsomest lot of Scarfs you ever set your eyes upon for 29c. They are beauties! Made of a fine quality silk in a great assortment of patterns, self-figured, solid colors, plaids, bias stripes, checks and large squares in all new color combinations; choice **29c.**



Men's Pleated White Shirts 95c

Fine and medium sized tucks, made with cuffs attached. Sizes 14 to 17 1/2 —priced at 95c.

Men's Easter Dress Gloves \$1.50

Dress Gloves for Easter, cape, Mocha, suede and buckskin, new shades, new styles.

Men's Clocked Silk Socks 75c

Pure thread silk with double lisle heels and toes. Black, white, tans, navy, burgundy and heliotrope, sizes 9 1/2 to 12—3 pairs **\$2.00, pair 75c** —Temporary Annex, First Floor.

Suits for Men

Stocks Are Aglow With the Newest and Best of the Spring Styles for Easter

The keen, alert, well-posted men and young men of Portland are requested to see and compare with any garments at similar prices the three grand divisions that form the backbone of our great clothing business.

M. & F. Invincible Suits at \$16.50

Snappy English models for young men or plainer models for men who dislike extremes. Tailored from good, substantial woolsens. Sizes for young men 32 to 38 and men 36 to 42. Stouts to 48. Exceptional at **\$16.50.**

M. & F. Special Suits for \$20

Better-than-usual Suits. Styles are for business and general wear. The tailoring in these Suits is exceptionally well done and the lining and fine points of finish indicate the careful workmanship all the way through.

M. & F. Hand Tailored Suits \$25

These clothes are in a class by themselves at the price. Built of the finest materials, mohair lined, hand-tailored throughout, equalling in style, fit and wearing qualities any \$30 Suit you ever owned in your life. —Temporary Annex, Second Floor.



Toilet Goods

- 50c AND 35c TOOTH BRUSHES FOR... 19c
- 75c HAIR BRUSHES, PURE BRISTLES... 49c
- 45c CUSHION BACK HAIR BRUSHES... 98c
- 51.00 HENCKELS SCISSORS, GUARANTEED, SIX-INCH SIZE... 69c
- 25c SALVE, MEDICATED COFFIN, FULL POUND FOR... 29c
- 25c SALVE... 19c
- 25c PROSPERITY... 18c
- 25c KONDON'S CATARRH JELLY... 16c
- 25c M'LAUREN'S MUSTARD CERATE... 16c
- 50c BISMUTHATED MAGNE... 40c
- 50c FLORENTINE ORRIS ROOT FOR DRY SHAMPOO... 28c
- 50c RIKERS TOOTH POWDER FOR... 10c
- 50c STILLMAN'S FRECKLE CREAM... 29c
- 50c VEDA ROSE ROUGE FOR... 25c

—First Floor, Sixth-St. Bldg.

Women's New Easter Gloves

Selections from largest stocks of Women's and Children's Gloves in entire Northwest!

- \$1.00 Pair** "Lorraine," French make, black, white, colors, 2 clasps.
- \$1.25 Pair** "Thistle," imported, black, white, colors, 1-clasp style. Pique sewn.
- \$1.50 Pair** Perrin's "LaMure" or "Touraine," black, white, colors, also Ireland Bros' mochas.
- \$1.75 Pair** Perrin's "Eglantine," black, white, colors, fancy embroidered.
- \$2.00 Pair** Perrin's, Dent's, Vallier makes, several styles, all colors, including washable.
- \$2.25 Pair** Perrin's and Trefousse, fancy embroidered, all colors. Pique sewn.

All Long Gloves Reduced

\$3.50 Grades now, pair **\$2.69** \$5.50 Grades now, pair **\$4.49**
\$5.00 Grades now, pair **\$3.98** \$3.00 Grades now, pair **\$2.19**
\$2.50 Grades now, pair **\$1.85**

—First Floor, Sixth-St. Bldg.

Out-of-Town Mail Orders

Filled From This And All Our Ads

If Received Within 3 Days of Date of Publication

We give our out-of-town customers the same privilege of buying from our daily advertisements as those who live in the city. Moreover, our method is not a "mail-order system," it is, rather, a systematized shopping service which gives the personal attention of a trained shopper to the filling of every mail order. Your order is studied and promptly filled with as much "intelligent interest" as if you were here yourself. Should you come in person we will be glad, upon request, to have one of our experienced shoppers assist and conduct you to as many of the 75 different departments as you choose. There is no charge.

Women's New Easter Neckw'r

'Pickwick' Collars, Vestees 85c

Fine white organdie and linen with fancy colored edgings. Also at this price new military and pleated effects.

Transparent Neckwear 50c

Voile, lace and nets, organdie and batiste, made into collars, sets, vestees, guimpes and novelties, also hand-embroidered "Dovelet" and pique collars.

Pineapple Cloth Neckw'r \$1.25

Lovely new "Pickwick," Co-Ed and "Dovelet" styles, in collars, sets and vestees. Exclusive styles that you'll find nowhere else.

Beautiful New Neckw'r \$1.75

Organdie, chiffon cloth, fine voile and Georgette crepe neckwear, white or colored novelties in guimpes, sets and vests. All absolutely new and original designs.

—First Floor, Sixth-St. Bldg.

Hosiery

Women's Fiber Silk Boot Hose, black, white, colors, with lisle tops and soles, priced pair... **29c**

Fiber Silk Hose for Women, in black, white and tan shades, priced, **50c** the pair, only.....

"Silk Maid," most famous Silk Hosiery for women sold at so low a price. Black, white, tans and all the new Spring shades, always sold **\$1.00** at the pair.....

Children's Wayne all-fiber, silk-ribbed Hose in black and white. Made with fashioned feet, sizes 6 to 10, pair..... **50c**

Children's Fiber Plated Silk Hose, ribbed tops, seamless feet. Black, white and tans, three pairs **\$1.00, pair..... 35c**

Infants' Fiber Silk Hose, black, white, tans, sky and pink, sizes 4 to 6 1/2, pair..... **25c**

—First Floor, Sixth-St. Bldg.

That Great Bedding Sale of Beds, Sheets, Blankets, Etc., Ends Today!