

BRING IN YOUR UMBRELLA TO BE RE-COVERED THIS WEEK ONLY 15% Off

—Now is the time to have your umbrella re-covered. A new stock of green, purple, taupe, red, changeable and plain color re-covers to choose from. Colored silk re-covers, \$4.25 to \$5.50; men's or women's black re-covers, \$1 to \$6.50—at 15% discount balance of this week only. Expert workmanship. —Umbrella Shop, Main Floor.



Lawn Mowers Sharpened for \$1

—We have an expert lawn mower sharpener and we will call for, sharpen and deliver your lawn mower all for \$1. Have your lawn mower put in readiness for Spring—do it now and have it in shape when needed. Phone us and our auto will call for your mower. —Basement, Fifth Street

Getting-Ready-for-Easter Days Throughout the Store

High Time Now to Look to Your Easter Table Linens

—All Portland housewives who take pride in their linen chests should take advantage of these beautiful linens offered at such moderate prices. Buy your linens now—have them for your Easter table.

LUSTROUS AUSTRIAN LINENS

—These Austrian linens are of extra heavy weight and soft finish, assuring not only beauty of texture but durability of quality. These linens were purchased some time ago and are still marked at the "old" prices, which are full 1/3 less than they would have to be sold for if purchased today.

Cloths, 2x2 yds., \$9.00; 2x2 1/2 yds., \$11.00; 2x3 yds., \$13.00; 2x3 1/2 yds., \$16.00; 2x4 yds., \$19.00. Napkins to match, 26x26 inches, dozen, \$13.00.

BEAUTIFUL IRISH LINENS

—"Shamrock" Irish table linens are sought by connoisseurs of linens because of their beautiful finish and the fact that they launder so well. We can offer you an exceptionally good line of medium-priced Irish linens now:

Cloths: 2x2 yds., \$5, \$6, \$7.50, \$8; 2x2 1/2 yds., \$6, \$7.50, \$9, \$10; 2x3 yds., \$7.50, \$9, \$10, \$12. Napkins to match, dozen, \$5.50 to \$12.00.

HEMSTITCHED LUNCH CLOTHS

—Dainty little lunch cloths nicely hemstitched, with pretty damask figures in floral, conventional and striped designs. All good quality and nice sizes for afternoon tea, evening lunches and as breakfast cloths. 45x45 inches. Priced \$2.25, \$2.75, \$3.00, \$4.50, \$5.00 and \$7.00.

\$6 CLOTHS \$4

Pure linen table cloths with full border on four sides. Extra heavy weight, size 68x86 inches. Special at \$4. No napkins to match.

TURKISH TOWELS 25c

Good firm quality of Turkish bath towels. Plain hemmed styles. Pure white, made of absorbent yarns. Extra special quality at 25c.

—Linen Shop, Second Floor.

All Charge Purchases Today Go on April Accounts and Are Made Payable May First

The Spring Showing 1917 Fashions has brought home to the women of Portland with renewed emphasis the fact that Meier & Frank's is pre-eminently the Northwest's Fashion Center. From the best sources of fashions have come authentic modes to compose our elaborate Spring displays of new Millinery, Frocks, Gowns, Blouses Suits, Coats and Sports Apparel and the many requisites of dress, interpreting the trend of the fashions in a way which we believe has been delightful to our patrons. —From the enthusiasm and interest displayed by all who have viewed this showing, we feel more than confident that our judgment has been sustained. Our exquisitely beautiful windows give a hint of what awaits you within. If you have not yet seen our great Spring Showing 1917 Fashions—plan to come today. —Apparel Shop, Fourth Floor.

25c Filet Laces, Yard 15c

Filet lace edges and insertions, 3/4 to 1 1/4 inches wide, in white only. An excellent imitation of the real filet lace and very dainty for blouses and neckwear. On sale Wednesday at, yard, 15c.

10c-12c CLUNY LACE, 5c

Cotton Cluny laces, imitation Irish edges and insertions for undermuslins—the kind of laces that wear and launder well. Best 10c and 12c values. Wednesday at, yard, 5c.

CAMISOLE EMBROIDERIES 1/2 PRICE

Novelty camisole embroideries—flesh colored batiste with embroidery heading at top—that require but little work to convert into dainty covers and camisoles. 50c values, yard, 25c; 60c values, yard, 33c. —Lace and Embroidery Shop, Main Floor.

Wednesday Is Notion Day

—A special display of new wash trimmings and braids especially desired at this time of year and various small wares much in demand.

- Romper and Wash Dress Braids, wide variety of beautiful patterns, 4-yard pieces, each 15c
Featherstitch Braid, dainty new designs, prettily finished, white only, 4-yard pieces, each 10c
Stickerie Edging, mercerized, wide range of dainty colors, 3-yard pieces, 2 for 15c; each 10c
Edge Braids, scalloped, white, red, lavender and light blue, 4-yard pieces, each 10c
Miss Muffet Trimmings, silk designed, variety of pretty combinations, 2 for 25c, each 15c
Queen City Spool Silk, black, white and variety of staple shades, four 50-yard spools, 15c; spool 5c
All 10c Collar and Ruching Supports, wide variety in all sizes, black and white, card 8c
Kleinert's New Waterproof Household Aprons, many pretty color combinations, each 50c
10c Hump Hair Pins, assorted 2 pkgs. 15c
Crimped Celluloid Hair Pins, shell and amber, pkg. of six 5c
10c Damascus Tempered Steel Safety Pins, protected head, nickel-plated and jet, all sizes, 2 cards 15c
The "Heather" Tempered Brass Needle-Pointed Pins, all sizes, 180 count paper 5c
Warren's Negligee Girdles, especially designed for athletic wear, all sizes, each \$1.10
Columbia Child's Waist and Hose Supporter in white only, sizes 2 to 10 years, pair 25c

\$4 Irish Point Curtains at \$2.95

—Spring is here and with it comes the time to freshen up your windows. Here is an ideal way to do this at an exceptionally low price. These splendid Irish Point curtains are suitable for either living or dining-rooms. Extra strong nets with beautiful borders. Regular \$4.00 curtains, pair Wednesday \$2.95.

New Cretonnes for Living Room Draperies

—The advance of Spring creates the demand for the gaiety of flowered draperies. Our artistic new patterns in Spring cretonnes are satisfying this demand. We have for your selection Wednesday a whole table full of excellent cretonnes at yard, 45c. —Curtain Shop, Seventh Floor.

Women's and Children's Spring Underwear at "Old" Prices

—Good knit underwear in Spring weight and of good quality—purchased under "old" market conditions and sold on the same basis.

Women's Union Suits 50c-65c

—Fine light-weight Lisle Union Suits in Nushape styles, with V-neck. Made with crocheted edge. In knee length style. Regular sizes, 50c; extra sizes, 65c.

Women's Union Suits 50c-60c

Light weight, band-top Union Suits, with reinforced crotch. In low neck, no sleeve, knee-length style. A fine weave, comfortable for Spring and Summer.

Women's Swiss Ribbed Vests 40c

—Extra quality Swiss Ribbed Vests in tailored finish. Low neck, sleeveless style; made from the best quality fine, durable cotton. Regular sizes, 40c.

Children's Good Knit Waists 19c

"Kiddies' Friend" Knit Waists for supporting undergarments. All have strongly taped buttons. Sure to give the best satisfaction. Sizes 2 to 12 years.

Women's Union Suits \$1.35-\$1.60

"Harvard Mills" Union Suits in the standard tuck stitch; a light weight, glove-fitting garment, in all the Spring and Summer styles. Regular sizes, \$1.35. Extra sizes, \$1.60.

Children's Vests And Pants 35c

Finely-woven, lightweight Vests and Pants for children, 2 to 12 years old. The vests in all styles; the pants in knee and ankle lengths. 3 for \$1.00. —Knit Underwear Shop, Main Floor.

Our Great Sale of Rugs

—There was enthusiastic buying in the Rug Section all day yesterday and no wonder—with the present conditions of the market to consider, our prices are wonderfully low! Come in today and see what exceptional offerings await you here. We can list but a few of them:

ROOM-SIZE RUGS

Seamless Wilton Velvet Rugs, 9x12ft. \$32.50
\$55 Wilton Rugs in new shades, \$49.50
\$18 Tapestry Brussels Seamless Rugs, \$15.85
\$22.50 Velvet Rugs, heavy seamless, \$17.85
Axminster Rugs, 9x12 size, \$22.50-\$30

RAG RUGS

"Hit and Miss" Fireside Rugs

40c size, 18 x 36 inches, 29c
65c size, 24 x 36 inches, 53c
85c size, 25 x 50 inches, 68c
\$1.00 size, 27 x 54 inches, 79c
\$1.25 size, 30 x 60 inches, 98c
\$1.65 size, 36x72 inches, \$1.28

COLONIAL RAG RUGS

90c size, 24 x 36 inches, 73c
\$1.35 size, 27 x 54 inches, \$1.19
\$1.75 size, 30 x 60 inches, \$1.33
\$2.25 size, 36 x 72 inches, \$1.89
\$4.00 size, 48 x 84 inches, \$3.15

SALE LINOLEUM

—Inlaid linoleum in many good designs, including an effective new pattern in light gray and blue tile, special, square yard 93c

CONGOLEUM RUGS

—We have the largest assortment in Portland of the new Congoleum Rugs in all sizes and patterns.

65c size, 3 x 3, only 49c
\$1.00 size, 3 x 4 1/2, only 73c
\$1.30 size, 3 x 6, only 98c
\$1.55 size, 4 1/2 x 4 1/2, only \$1.15
\$1.95 size, 4 1/2 x 6, only \$1.47
\$3.90 size, 6 x 9, only \$2.95

CONGOLEUM ART RUGS

\$10.00 size, 9 x 10 1/2, only \$8.95
\$11.00 size, 9 x 12, only \$9.95

DELTOX GRASS RUGS

—Portland's finest showing of these artistic yet inexpensive rugs. A good selection of patterns in all desirable colors.

18 x 36 Delttox Rugs for 38c
21 x 45 Delttox Rugs for 55c
27 x 54 Delttox Rugs for 95c
30 x 60 Delttox Rugs for \$1.13
3 x 6 ft. Delttox Rugs, \$1.45
4 1/2 x 7 1/2 ft. Delttox Rugs \$2.75
6 x 9 ft. Delttox Rugs for \$4.50
8 x 10 ft. Delttox Rugs for \$7.50
9 x 12 ft. Delttox Rugs for \$9.50

—Rug Shop, Seventh Floor.

OUR GREAT SALE OF Furniture

—continues today. A few items and prices selected at random from among hundreds of worthy articles reduced in this sale.

- \$347 Ivory-decorated Bedroom Suite, consisting of bed, dresser, chiffonier, dressing table, desk, two \$169 chairs and rocker.
\$94.50 Queen Anne Dining Table in solid mahogany; 54-inch top \$74.50
\$100 Adam Dining Table in solid mahogany, made by Berkey & Gay; 54-inch top \$79.85
\$16.75 Simmons Brass Bed in full size; reduced to \$8.98
\$8.00 Solid Oak Wash Stand \$2.75
\$12.50 Double Deck Steel Spring, woven-wire top, for 1/2-size wooden bed, only \$6.25
\$98 Davenport, made in our own shops. Finest workmanship and materials. Upholstered in fine quality tap-stry, priced at \$79
\$54 Mahogany Davenport Table, Adam design; top 66 inches long, at \$43 only
\$1.50 Golden Maple Dining Chair imitation leather seat 95c
\$5.50 Solid Oak Bedroom \$4.40
Rocker in wax finish, only \$4.40
Easy Payments if Desired. —Furniture Shop, Eighth Floor.

About Our State Fruit-Packing Industry

OREGON packed last year but 500,000 cases of fruits and vegetables. Washington packed 350,000 cases. In the same period California packed about 2,000,000 cases. Oregon alone could easily pack 10,000,000 cases.

—We have in this state the best grade of Cuthbert red raspberries, Evergreen blackberries, strawberries, cherries and peaches to be found for the packing trade anywhere in the world. We also produce one of the best stringless beans to be found anywhere in the world, and many varieties of vegetables that are par excellence for the packing industry. To expand this industry properly the cost of packing must be held to the minimum and every possible encouragement given to the men who engage in the business, as well as the producers of fruit.

—At the present time the greatest market the world has ever seen exists for dried and canned fruits, and very rapid progress is being made in establishing new plants and expanding those already in existence.

—The moist climate and equable temperatures west of the Cascade Mountains are ideal for the production of many varieties of fruits and vegetables that make the packing business a success. Packing or drying these fruits is the only method of preparing them for the broadest possible shipment to the consumers of the world, for which reason all elements of the state must join in the most vigorous support of the packing and drying industry.



Grocery Specials

- Cream of Rice, something new, can be used in many different ways, makes delicious muffins, cookies, pancakes and puddings, doz. \$1.60, pkg. 14c
Macaroni or Spaghetti, Porter's, one of the best, made in Portland, doz. \$1.05, pkg. 9c
Cream of Barley, special demonstration and free sample, 20c
American Barley Pancake Flour, special demonstration and free sample, pkg. 15c
Chow Chow, Cross & Blackwell's, qt. jar 65c, pt. jar 35c
Apricots, good California fruit in light sugar syrup, doz. for \$1.70, large can 15c
Spaghetti, Heinz', medium, dozen, \$1.90, can 17c; small, dz. \$1.25, can 11c

- Ripe Olives, Curtis, individual size tins, 15 to 20 olives in tin, 3 for 25c, tin 9c
Pickled Onions or Walnuts, Cross & Blackwell's genuine imported, doz. \$2.35, jar 20c
Teas, latest crop, choice of Gunpowder, Ceylon or uncolored Japan, 75c grade 60c
Coffee, Mocha & Java type, freshly roasted, 2 lbs. 75c; 1 lb. 38c
Purity Cross Chicken a la King, delicious, inexpensive charging dish, can 50c, and 25c
Catsup, Heinz', one of the purest and best, dozen \$2.90, 25c large size
Pure Virgin Olive Oil, Old Monk, gal. \$3.25, 1/2 gal. \$1.75, 90c quart can

—Ninth Floor, Fifth Street.

BOYS' New Spring Juvenile Suits \$5

Just received a new shipment of juvenile suits for boys 2 1/2 to 8 years old. All the clever new models, including Junior Norfolk and Billie Boy middy. All have detachable pique collar. Fabrics are worsteds, cassimeres and serges. Colors are gray and tan mixtures, blues, and black and white checks. Sizes 2 1/2 to 8 years. Priced at \$5. —Boys' Clothing Shop, Third Floor.

Four Good Robe Specials

- \$5.00 and \$5.50 Robes at \$4.12
Excellent \$10.00 Robes at \$7.88
A limited number of plaid steamer or auto robes. Good warm, durable Robes. Special at \$7.88.
Our Best \$15.00 Robes at \$11.95
Fine quality closely woven steamer and auto robes in plaids. Large size, 64x78. Good \$15 robes \$11.95.
\$10 Oregon City Robes at \$7.89
Our best grade Oregon City Indian robes in beautiful patterns; fast colors, large sizes. Special at \$7.89. —Luggage Shop, Sixth Floor.

Headquarters for All Kinds Garden Tools

- We carry complete lines of high-grade garden implements of every description. Buy now while these specially reduced prices are in effect:
Garden Hoe, riveted, special 27c
Lady's small Garden Hoe, 41c
Single-prong Weeding Hoe, 54c
Floral Shovel, special at only 45c
Hall's Dandelion Puller each 46c
Hall's 3-prong Cultivator at 68c
Hall's 5-prong Cultivator at 90c
Long-handle Spading Fork, 90c
Long or short-handle Shovels and Spades, 79c
Potato Hooks, special, each 77c
Warren Hoe, special at each 77c

—Basement Fifth Street.