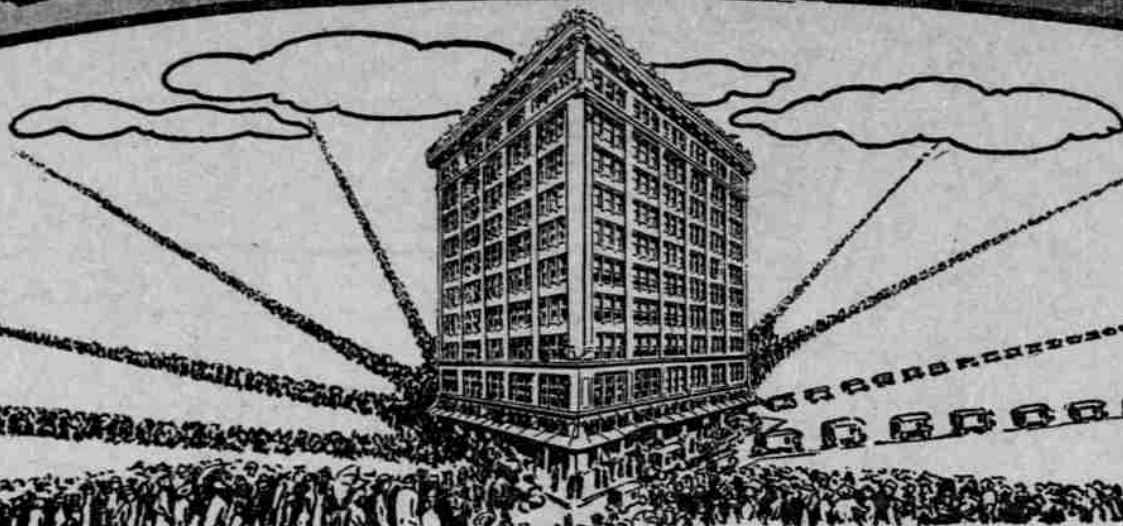


All Purchases Charged to Your Account Tomorrow Go on April Statement and Are Payable May First

# EVERYBODY'S OPPORTUNITY SALE

1857

1913



Mothers Find It a Comfort to Shop Here, owing to our Fourth-Floor Nursery, where infants and children are cared for by a trained nurse.

It's a community event and of great importance to everybody, this great 6 Days' Sale with its unprecedented offerings in new merchandise—together with unparalleled reductions on all broken lines! Needs for the home—for every man, woman and child—for EVERYBODY, will be supplied this week from The Big Store at prices that set a new record for economy! Every section of this store enters this extraordinary sale with greatest enthusiasm—

determined to place even higher the mark of The Meier & Frank Company's supremacy in merchandising. For incomparable savings read carefully these specials we offer for Monday only! And each day of this week we'll detail one-day offerings that will mean everybody's opportunity for greatest possible economy. It behooves you to come early each day for best selection of the articles you need or want, as the reductions will be in force one day only.

Out-of-Town Patrons, who have not already received our new Spring and Summer Mail Order Catalogue, should write for their copy today. It's a shopping guide of inestimable worth.

## Heed This! You Energetic Boys

We're going to give \$100 in Cash Prizes to boys for building Boats. Start the designing and construction of your model tomorrow! Only boys 16 years and younger will be eligible to enter this contest, and the models must be of their own handiwork throughout. Three classes of Boats will be permitted to enter this contest—(1) Steamships, passenger type, (2) Sailboats, and (3) Motor Boats. First and second Cash Prizes will be awarded to each class. Names of judges and other details will appear daily in our advertisements. Watch closely for daily information!

## Women's and Men's \$3-\$5 Umbrellas, \$1.98

Men's and Women's Umbrellas, 26 and 28-inch size. Of best taped edge American taffeta, fast black and rainproof. Made on 8-ribbed crucible steel frames, and new era runners. Handles are 8 and 10-inch gold, silver and pearl; also green ebony trimmed, sterling silver and gold plate. Regular \$3 to \$5 Umbrellas, tomorrow only \$1.98.

## Women's, Men's \$1.25-\$1.75 Umbrellas, 89c

Umbrellas of good quality Italian cloth, with tape edge, 8-rib frame; case and tassels included. Large assortment of plain and trimmed handles. Regular \$1.25 to \$1.75 Umbrellas, tomorrow only, 89c.

## \$15 to \$25 Beaded Tunics at Only \$10.75

Included for this Opportunity Sale is a handsome lot of rich and beautiful beaded Tunics, with choice of full and medium lengths in pointed and round effects. Black and white, black, white, light blue, lavender and pink, gold and white. Regular \$15.00 to \$25.00 Tunics, tomorrow only, \$10.75.

## 650 Pairs Women's \$3.50-\$5 Shoes, \$2.39

Timely, indeed, is this sale of Low Shoes! And included are styles for dress or street wear. Oxfords of patent colt, tan Russia or gunmetal calf. In blucher or button style. Black buckskin in button Oxfords; 2-hole Ties and Pumps in patent kid, tan calf and gunmetal leather. Both turn and Good-year welt soles; Cuban heels, plain or tipped toes. Regular \$3.50, \$4.00 and \$5.00 Low Shoes, tomorrow only, pair, \$2.39.

## Cheney Brothers' \$1.00 Foulards, Yard 79c

### The Famous Showerproof Silk

Cheney Brothers' well-known Showerproof Foulard Silks, in navy, tan, gray, brown, greens and Gobelins, with this season's most approved designs. Regular \$1.00 Silks, tomorrow only, the yard, 79c.

Cheney Brothers' \$2.50 Bordered Foulards, for tomorrow, yard, \$1.19

\$1.50 Striped and Bordered Messaline, for tomorrow only, the yard, 98c

## 35c-\$1 Embroidery Flounces, Etc., Yd. 25c

Tomorrow women have an opportunity to choose from thousands of yards of dainty Embroidery, Bands, 2 to 4 inches, worth 35c to 75c; Edges, 3 to 12 inches; regularly 40c to 85c. Flounces, 15 to 18 inches, ordinarily 45c to \$1, for only 25c the yard. Choice of English, Eyelet and Floral designs for undermuslins, corset covers and Spring lingerie dresses.

## \$1.00 to \$2.00 Neckwear 63c

Hand-embroidered Collars, Stocks, Jabots, Coat Collars and Neckwear Novelties, in great variety. A sample line of Platen Lace Collars, \$1 to \$2 grades, tomorrow only 63c.

## Women's 50c Hose, Pair 33c

Women's Silk Boot Hose, made seamless, with double heels and toes; lisle tops. Regularly 50c, tomorrow only, pair, 33c.

## Women's 50c Hose, Pair 37c

Women's lisle Hose, in black only, made in cut sizes, with double welt and elastic rib tops. Regularly 50c, tomorrow only, three pairs for \$1; the pair, 37c.

## Women's 50c Ajax Hose, 35c

Women's Ajax Hose, formerly guaranteed for six months, made of mercerized lisle and seamless; have split mace soles. Regular 50c grade, tomorrow only, three pairs for \$1.00; the pair, at only 35c.

## Differently Smart Are These New Model Suits

We have grouped in splendid showing an exceptional number of smart, handsome, new Spring Suits, which we moderately price at \$20.

Jackets are regulation length, plain tailored with silk collar and plain gored or draped skirt; novelty button trimming. Of tweeds, checks, serges, worsteds and mannish mixtures. In gray, tan, navy, black and white checks, fancy mixtures and stripes. You'll wonder that Suits of such fine fabrics and skillful workmanship could be offered for only \$20!



## Washable Waists at \$3.85

Neat attractive Waists of plain and fancy washable silks, voiles and marquisettes. In draped effects over fancy linings, have dainty lace collars and yokes, short and long sleeve styles. Some made in short models with soft collars and cuffs or the popular Robespierre collars. Regular \$5 Waists, tomorrow only, \$3.85.

## Beautiful Dresses, \$12.50

### ALL SIZES TO 42 BUST MEASURE

One of the Dresses in this lot of beautiful models is just as illustrated. They're one-piece styles and wonderfully suited to street wear. In black and white checks, tan stripes, navy serges and brown poplins. Also Copenhagen, leather, tan and light gray. A few models are Combination Dresses, with navy blue jacket effect and checked skirt. You're sure to find a pleasing Dress in this lot we offer at \$12.50.



## ATTENTION! Tomorrow You Can Choose \$12 to \$15 Coats at \$6.25

Certain we are there'll be a depleted stock of these Norfolk Coats by tomorrow evening! They're the popular Norfolk style, in short and full lengths; either lined or unlined. Have the much desired raglan shoulder or loose back with belt. Of serges, tweeds and worsteds. In gray, brown and fancy mixtures. Sizes 14, 16, and 18 years and 34 and 36 bust measure. Regular \$12 to \$15 Coats. Owing to broken range of sizes, price tomorrow only for \$6.25.

## \$2.50 Croch'd Spreads \$1.98

Extra large size crocheted Bed Spreads with fringed and cut corners. Regularly \$2.50, tomorrow only at the low price, each \$1.98.

## Marseilles Spreads at 1/2-Price

Included for this great Opportunity Sale tomorrow is a sample line of Marseilles Spreads with plain hem, 72x99 size. Ordinarily selling at \$5 and \$6. Your choice tomorrow only, at Half Price.

## 15c Pillow Cases at Only 11c

Muslin Pillow Cases, of good heavy quality; 42x36 size. Regularly selling at 15c, tomorrow only, each 11c.

## \$10.00 Hair Switches, \$6.98

German Wavy Hair Switches, 30 inches long, on three separate stems. Regularly \$10, tomorrow at \$6.98. \$2.50 Ger. Wavy Switches \$1.19

## Important

Our great Semi-Annual Watch Sale begins tomorrow. Come to our Jewelry Section and inspect these high-grade Watches that we offer at seldom heard of reductions. You'll find 10 and 20-year guaranteed gold-filled cases, with Elgin and Waltham movements. And every Watch in this great event priced at less than \$10. Every wanted style of case is included. And we'll engrave these Watches for you without charge.

## Neat House Dresses, Choice Tomorrow \$1.48

Neat and attractive Houses Dresses of percales and ginghams, round, square or V-shaped neck, large square or round collars. Trimmed with plain chambray or embroidery. Materials are stripes, checks or figured patterns. Choice, tomorrow only, \$1.48.

## Famous Make High-Grade Corsets at \$5.95

The manufacturers of this high-grade make of Corsets, which we offer at such great reductions for tomorrow only, restricts the use of his name, but every woman who sees them will be quick to appreciate the exceptional offer this is. Of plain French coutil or fancy brocade, every model the latest style for Spring wear. Special, tomorrow only, \$5.95.

## Pillow Cases to Embroider

Fine quality Pillow Cases, stamped in beautiful patterns to be embroidered, 45x35-inch size, regularly \$1 the pair, special tomorrow only, pair, 63c.

## \$1.50 Cotton Blankets, \$1.21

Extra size white Cotton Blankets, soft and warm, have attractive colored borders. Regularly \$1.50, tomorrow only, \$1.21.

## \$1.75 Comforters at \$1.31

Extra large size Comforter, covered with best grade silkolene and filled with pure white batting. Regularly \$1.75, tomorrow only \$1.31.

## \$4 Feather Pillows at \$3.25

Bed Pillows of best grade goose down; covered with fancy striped German linen ticking; regulation size. Regularly \$4, tomorrow at \$3.25.

**SPECIAL DEMONSTRATION**—Learn how to dress your baby without pins or buttons! We will show you this secret of safe, comfortable dressing for baby. Our obstetrical nurse, in charge of this special demonstration, will explain to you how this new twistless tucks makes a practical, secure, yet simple and easy fastening which you can tie and untie with just a touch of the fingers.

## \$38 to \$50 Wilton Rugs at Only \$29.50

Handsome Wilton Rugs, in small figured patterns with attractive medallion centers; wonderful variety of tans, browns and green. The Rug needs should be chosen for the home tomorrow. Ordinarily you'd pay \$38.50 to \$50 for these Wilton Rugs we offer for tomorrow only at \$29.50.

## \$20 to \$25 Seamless Velvet Rugs, \$17.50

In many homes preference is shown for beautiful seamless Velvet Rugs, and here you'll find an exceptional choice. These Rugs in solid plain colors—brown with figured border, and also small figured patterns. Tomorrow these \$20 to \$25 Rugs specially priced at \$17.50.

## Assuredly Everybody's Opportunity to Choose Furniture at Most Pronounced Savings



\$4.50 Reed Rockers—Just as illustrated; Baronial finish. Special tomorrow only and limited 1 to a customer, only \$2.79

\$25 Extension Tables—Of quartered oak, just as illustrated, 45-inch top; extending to six feet; wax golden finish. \$16.50 Special tomorrow, at \$11.50

\$30 Extension Tables—Just as illustrated; 45-inch top; extending to six feet; finish golden. Special tomorrow's sale, at \$19.98 the very low price of \$14.98

In addition to the one-day reductions made on the high-grade pieces of Furniture, illustrated and described here, where only sample of any Dining Table remains in our stock tomorrow we offer such Tables at one-third reduction. In every need of Furniture you'll find here greatest choice and always at lowest prices. We also announce a comprehensive showing of attractive new Grass Furniture for Summer homes, verandas and seaside cottages.

You may purchase Furniture, even at Sale Prices, on Our Household Club Plan of Easy Installments



\$14 Desk Tables—Just as illustrated; of solid oak; 26x42 size; wax golden or fumed finish. Only 46 tables enter this event. For tomorrow only, priced at \$7.49

\$20 Library Tables—Just as illustrated. This handsome Table we offer in mahogany, wax golden, early English or fumed finish. Special for \$12.25 tomorrow only at \$8.25



\$2.75 Chairs of solid oak, just as illustrated. Wax golden or fumed finish. Special for tomorrow, \$1.98



Regular \$2.25 Casseroles, \$1.19 See them in the Sixth-street vestibule window. It's an immense special purchase of nickel-plated Casseroles and they're just as illustrated. Two-pint size, with neat nickel-plated frame. Inner lining of brown and white fireproof wire. Regular \$2.25 Casseroles, tomorrow only, \$1.19. —First Floor, Main Building.



**Headquarters for Relief Work** have been established in our Sixth-Floor Lobby by the Portland branch of the Needle Work Guild of America. These good women are making a SPECIAL APPEAL for assistance in behalf of the Ohio Flood Sufferers. New garments of every description are asked for by the Guild. Bring them to the Sixth-Floor Headquarters, where they will be packed and labeled for immediate express shipment.