

SWEETHEART SOAP COUPONS WILL BE REDEEMED IN OUR TOILET GOODS DEPARTMENT, MAIN FLOOR.

Sale 2400 Guimpes Choice at Only 33c

WE BOUGHT THEM AT 1-3 OFF—THAT'S WHY WE CAN SELL THEM AT 33c. White, cream, ecru and black, high-neck and low-neck styles. Plain nets, shadow laces and organdie. —First Floor, Sixth St. Bldg.

Now In! The May 1915 "Delineator" for Subscribers Ready to be called for. May advance "Butterick" Fashions, Summer Butterick Patterns are now in. —Third Floor, 6th-St. Bldg.

They're Sold Here Only J.&T. Cousins' Women's Shoes High shoes, low shoes, pumps and dancing shoes. Newest styles always in stock. Priced \$5 to \$8. —Third Floor, 6th-St. Bldg.

It's Guaranteed for 5 Years "Indestructo" Luggage Against loss, fire, damage of any kind. In addition it's the best luggage made. Priced \$15 to \$85. —Temp. Annex, 5th Flr.

Pyralin Ivory Toilet Articles "Du Barry" Novelty First time in Portland. A most artistic pattern. 17-piece sets. Prices are moderate. —First Floor, Sixth St. Bldg.

For Comfort in Warm Weather "Acorn" Gas Ranges Sold only in Portland at this store. Come in and let us show you their advantages. \$13.50 to \$85. —Temp. Annex, 5th Flr.

200 Yards of Silk Nets, at Yard 98c

PURCHASED AT A VERY SPECIAL PRICE. OTHERWISE THE PRICE WOULD BE \$1.50. 40 inches wide. All the popular shades in diamond, filet and La Tosca meshes. See window display. —First Floor, Sixth St. Bldg.



Timely Helps for the Cotton Ball

Seed Voile—All colors, floral patterns and stripes, 38 inches wide, the yard..... 39c

Crepe Voile—Black and white stripes, colored stripes, floral designs, 38-inch..... 39c

Woven Tissue—All colors, checks, stripes, figures, 27 inches wide, priced at, the yard..... 25c

Embroidered Crepe Voile—White grounds, orange, pink, white, etc., figures, 38-inch..... 75c —Third Floor, Sixth-St. Bldg.



Three Great Specials in Gloves

You Know the Prices for Which These Gloves Sell



600 Pairs Reynier French Suede 89c Browns, tans, blue, navy and gray. Both pique and overseam sewn. Good assortment of sizes. Usually \$1.50 and \$1.75 pair.

500 Pairs of Perrin's Suede \$1.25 Extra quality Chevretonne Gloves, pique sewn, also cape suedes, in grays, tans, black. Also included Reynier's finest quality real French suede, black and many colors. Nearly complete line sizes in all colors. Usually \$2 and \$2.25 pair.

250 Pairs Reynier French Suede \$1.98 Finest quality French suede, 16 and 20-button lengths. Black, white and tan shades. All sizes. Usually selling \$3.50, \$4 and \$4.25. —First Floor, Sixth St. Bldg.



Sailor Effects in Black and White For General and Semi-Dress Wear

Come tomorrow and see these new Hats, there's an abundance of just-created styles, all out of the ordinary, and all individual in treatment. Favorites are the new large sailors, in chic black and white and all black, distinctively trimmed. There are new bow effects, jaunty white wings, French flowers, odd wings and made novelties used in trimming.

Moderately Priced, \$7.50 to \$10 —Second Floor, Sixth-St. Bldg.

Out-of-Town Mail Orders

Filled From This and All Our Ads If Received Within Three 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.

Nemo Corset Demonstration

Mrs. A. L. Craig, Instructor from the Nemo Hygienic-Fashion Institute, N. Y. Commencing tomorrow, April 12 to April 24, we cordially invite you to attend.



Nemo Corsets, when properly selected, mean perfection in corsetry. Your model is here—but how to choose it is sometimes the question. That's why we have arranged for Mrs. Craig's presence for two weeks—to help you select the Correct Corset for Your Need. Nemo Corsets in all the newest styles and materials. Models to fit all figures, priced \$2.00 to \$5.00. —Fifth Floor, Sixth-St. Bldg.

Men's, Women's Waterp'f Umbrellas 85c A Special Purchase, for Two Days Only

Fast black, waterproof umbrellas, full-size spread, 8 ribs, steel rod and frame. Great variety of designs to choose from. Women's equipped with silk carrying cord, men's mostly with crooked handles. —First Floor, Sixth St. Bldg.

French, Shruiner & Urner Men's Shoes \$4.85

Discontinued Lines of \$6, \$6.50, \$7 Grades Good models, all styles from narrow English to broad foot-form style. Patent leathers, button or Blucher style. Gunmetals in lace or button models. Tan Russia leathers, button or lace styles. —Third Floor, Sixth-St. Bldg.

Men's Genuine 'Porosknit' Union Suits In A Sale!



The "Seconds" of the Regular \$1.00 Garments Special for This Sale at 75c

White "Porosknit" garments for Summer wear—now's the time to buy them during this sale of factory seconds. Short sleeved, Ankle Length Suits You know they always sell at, garment, \$1.00. Purchase them tomorrow at 75c. —Temporary Annex, First Floor.

New Tailored Blouses at \$5.00

Severely tailored white linen blouses are again extremely modish. You may choose an all white, or a white linen beautifully striped or polka dotted in rose, lavender, blue, Nile and browns. Collars made in the new three-in-one style, to be worn high or low, all long sleeves with pointed cuffs. —Fifth Floor, Sixth-St. Bldg.

Tomorrow and Tuesday 150 Suits \$30



Copies of higher-priced models. Dozens of different styles, four of which we illustrate.

Picture One Sand color gabardine, jacket stitched-down back pleats, flared skirt, bell-shaped sleeves, button trimmed.

Picture Three Fine navy serge, trimmings of magenta and blue silk, pleated skirt stitched down at hips, novelty Norfolk belted coat.

Picture Two Shepherds check, black silk collars, cuffs, trimmed with motifs, silk tassels, buttons. Flared skirt, semi-fitted coat.

Picture Four Black gabardine, white corded silk collars and cuffs, jaunty black and white suede belt, splendidly tailored coat and skirt.

New Dresses With That Truly Old-Fashioned Air, \$15, \$20, Up to \$85

The old-fashioned girl—everybody loved her. And she's back again, with added graces and airs! For Fashion has decreed a return to the days of yore and the designers have been busy rummaging in the annals of the past. Result: Quaintly-sprigged and flowered materials, yards and yards of filmy laces, bows, buckles, nosegays for trimming purposes, wide, voluminous, yet gracefully-sweeping skirts, semi-basque waists, velvet sashes and girdles, Empire waists—and even pantalettes are promised. But the touch of the present adds to the style of the past and afternoon and evening gowns, house and street frocks have a dash combined with their old-fashioned lines that's really irresistible. Handsome taffetas, prettily veiled in chiffons, lovely lace and net creations, all in beautiful color combinations, await your pleasure in our Garment Salons. —Fourth Floor, Sixth-St. Bldg.



Lovely Silk Poplins at 49c

The Grade That Usually Sells for One Dollar Silk Poplin's wearing qualities are too well known to need comment. All our dollar grades, 36 inches wide, in such lovely colors as heliotrope, Havana, greens, rose, copper, Belgian, artillery and navy blues, neat figured designs. —Third Floor, Sixth-St. Bldg.

Children's White Lawn Dresses

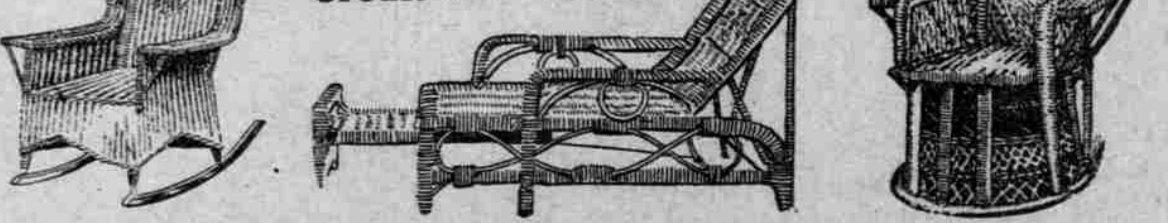
If we had bought these dresses in a regular way they would have sold at \$2 and \$2.50—but a special price concession allows us to sell them at \$1.29. Fine quality white lawn, trimmed with laces and embroideries, made in French and Empire styles. Long and three-quarter sleeves, square neck. Sizes 2 to 6 years—only \$1.29. —Second Floor, Sixth-St. Bldg.

Winners in the Contest For Ten Free Trips to the World's Greatest Exposition

The Meier & Frank Co. wishes to announce the following 10 names as winners in the contest, which closed last evening at 6 o'clock:

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|-------------------------------|-------------------------------|----------------------------|
| Clive M. Saiz.....18,618 | Miss Marion Richey.....12,761 | Lillian Gribble.....10,151 |
| Helen Pearce.....16,559 | Lena Craddock.....12,066 | Joe Weinstein.....9,537 |
| Clarence M. Hickok.....13,055 | Mrs. E. E. Radding.....11,951 | Anna Lindsay.....8,782 |
| | Mrs. Paul Dueber.....10,943 | |

Our Club Plan of Installment Payments Affords Liberal Credit When Desired



Reed and Willow Furniture for City and Country Homes!

Chinese Imported Reed Furniture, "Made-in-Oregon" Reed and Willow Furniture—all at astonishingly low prices. All reed and willow is in natural shades, may be stained or enameled in any color. Chinese Reed Rocker, closely woven, design exact copy of best English and American patterns, as illustrated above, special at only..... \$6.75 Chair to match priced at..... \$6.30 Chinese Reed Rocker, closely woven from fine reeds, up-to-date, comfortable style, specially priced tomorrow at only..... \$7.45 Chair to match specially priced tomorrow..... \$7.00 Chinese Reed Steamer Chair, very latest importation, closely woven from fine reeds, as illustrated above, special at only..... \$8.10 Quaint "Hourglass" Chair, as illustrated..... \$4.50 Willow Rocker, handsome, graceful pattern, comfortable and perfectly constructed, natural shade, specially priced tomorrow..... \$9.50 Chair to match..... \$9.00 —Temporary Annex, Tenth Floor.

Women's New Envelope Chemise

They Usually Sell for \$1.50 Made of finest nainsook. Yoke of lovely fish-eye lace combined with Swiss embroidery. New circular drawer effect, finished with two rows of the lace. Exactly like illustration. An extraordinary value 98c. —Second Floor, Sixth-St. Bldg.

We Are Sole Portland Agents for Athena Knit Underwear

14 Shapes—22 Fabrics—for Women The Underwear that is tailored to fit; the shoulders are stayed, the elastic cuffs hug, the gusset eases all thigh strain, the "seat pockets" stay closed and the curved armholes fit. Union Suits—Regular sizes, moderately priced at \$2.00 Extra sizes..... \$2.25 Union Suits—Regular sizes, moderately priced at \$1.50 Extra Sizes..... \$1.75 Union Suits—Regular sizes, moderately priced at \$1.25 Extra sizes..... \$1.50 Pants and Vests—Regular sizes, each..... 65c Extra sizes, each..... 75c Children's Union Suits—12 to 14-year sizes..... 75c 2 to 10-year sizes..... 65c —Second Floor, Sixth-St. Bldg.



"Kansas" Spoons for 10c By Mail 3c Extra Sold exclusively in Portland by Meier & Frank Co. Made by the famed R. Wallace & Sons Mfg. Co. Their guarantee is wrapped around each of these teaspoons. Still on sale—Souvenir Spoons of the following states: Oregon, California, Washington, Idaho, Minnesota and Missouri at 10 cents each. —First Floor, Sixth St. Bldg.

Royal Banquet Flour \$1.69

Highest grade Oregon flour, a favorite with housewives. Pure Cane Berry Sugar, \$6.29 a Sack, \$3.15 a Half Sack An opportune time to lay in a supply at this reasonable price. Half sacks weigh 48 pounds—will go by parcel post. We reserve the right to limit quantities—at these under-market prices. —Pure Food Grocery, Basement, Sixth-St. Bldg.