

Store Remains Open Saturday Night, as Usual, Until 9:30—All Credit Purchases Tomorrow Go on April Account, Payable May 1  
Additional Saturday Store-News in Tomorrow Morning's Paper—Special Auxetophone Concert, Talking-Machine Dept., Tomorrow

THE MEIER & FRANK COMPANY, ESTABLISHED 1857

WEATHER—Fair tonight, with light frost; Saturday fair, warmer.

THE MEIER & FRANK CO., 5TH, 6TH, MORRISON, ALDER

# The Men's Store Is Brimming With New Apparel for Easter!



THOUSANDS of new Spring Shirts—the famous Gotham make ("The Shirts of a Gentleman"), the Manhattan, E. & W., Star Brand, and our own special M. & F. make, all in the latest Spring shades and patterns.

New Ties, Kaiser Cravats, Gloves, Hosiery, Underwear, Handkerchiefs — in fact, every article in Haberdashery for Easter wear ready tomorrow in our Men's Section, first floor. See our special showing Saturday.

## 100 Doz. Men's \$1 Silk Knit Ties 65c

Really the best values we ever offered! Heavy, silk-knitted Four-in-Hands, closely woven, bound to keep their shape. And they're exclusive patterns—never before shown. Smart cross-stripes in every color. See our big display in Morrison-street window. Regular \$1 Ties, Saturday



First Floor—Main Building

- \$6.50 "Ruff Necks" \$4.98** Men's and women's fine quality, shaker weave, Ruff-Neck Sweater Coats. Full fashioned, with extra size roll collar. Oxford, gray, cardinal, tan and white; \$4.98 best \$6.50 grades, at only
- Men's \$1.50 Shirts Only 95c** White, plaited Golf Shirts, cut coat style, with cuffs separate or attached. Box, pin and wide plaits. Regular \$1.50 Shirts. All sizes. Special tomorrow at only, each 95c
- \$1.50 Union Suits on Sale 95c** Spring weight, Egyptian and Balbriggan Union Suits of the best \$1.50 grade. Long and short sleeves, knee and ankle lengths, in white, flesh and blue colors, with pearl but-tons, priced for tomorrow at 95c
- Men's 25c Socks, a Pair 19c** Mercerized Lisle Thread Socks, with spliced soles, heels and toes. In tan, oxford, blue, maroon, green, etc. Our best 25c grades, special tomorrow at, pair 19c

### Eastman Postcard Kodaks, \$20

A KODAK that'll give no end of enjoyment! Famous Eastman postal-card size, with latest improved ball-bearing shutter and rapid rectilinear lens. Our kodak expert is glad to thoroughly demonstrate and give any information regarding Kodaks or amateur photography. We carry the complete Eastman line. This special style only **\$20**

- \$2 No. 2 Extension Tripods, at only \$1.69.**
- 75c Dark Room Lamps 59¢**
- 50c Seed's 26X Dry Plates, 4x5 inch, tomorrow 49¢.**
- \$2.50 Leather Kodak Albums, postal size, tomorrow \$1.89.**
- 25c Photo Print Rollers 19¢**

### Phonograph Needles, 1000 at 20c

AN IMMENSE factory purchase of 100,000 best Steel Talking Machine Needles — equal to those which sell regularly as high as 60c per 1000. Can be used on any make of machine. While the lot lasts Saturday they're priced at **20c**

### New Phonograph Record Albums

You'll never let Records lie about loose, once you see these new Albums. Cloth covered, with heavy paper compartments, arranged for quick reference. The 10-inch, with place for 16 records; \$1.50 size **\$1.25**. The 12-inch, holding 17 records, \$2 size, **\$1.43**.

## Mr. Man, \$3 Buys a Guaranteed Hat!



A HAT that you'll be proud to own! Guaranteed for a whole year against losing its shape or fading. If it does, bring it back and we will give you a new one without question or argument.

They're in all the new styles, English or the more conservative Derbies, imported English Scratch Hats, and the famous Mallory Craven-netted. On sale at only **\$3**

### New Stetson Derbies at \$4.00

The "Featherweight," an extremely light, extra quality Derby, of the celebrated Stetson make. They're handsome, stylish hats of rich, jet black color. Price **\$4**.

### Complete Line of New Caps

The new English, Scotch Tweeds, West of England, Cassimeres, etc., in the smartest of Spring colors and patterns. Plaids, checks, etc. Priced at **\$1, \$1.25, \$1.50 and \$2.50**.

## The Easter Clothes Show--

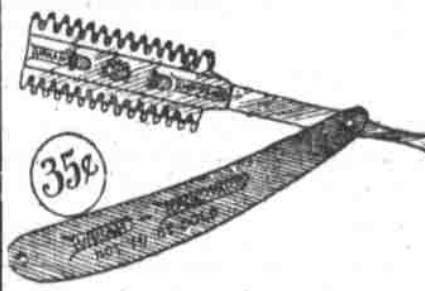
NEVER has such a comprehensive showing of high-grade, well-tailored clothes been within the reach of Portland men at Easter time! You want to look your best Easter Sunday. But don't wait until the last minute—take a half hour tomorrow and give us an opportunity to show you why business in the men's clothing store at Meier & Frank's is increasing by leaps and bounds.

Consider a minute! Gathered here is the best Clothing in America, irrespective of maker. Instead of taking any one line all the way through, we select the CREAM of all. That's why every pattern is rich and distinctive. That's why the splendid all-wool fabrics, the tailoring, the little things which others so often omit, are apparent to men at first glance.

Hundreds of new Spring patterns—the distinctive hairline, pencil and woven stripes—the handsome browns, grays, tans, fancy blues. Every model, from the ultra-extreme for the college boy to most conservative for men of every age and in every walk of life. Our Clothing prices range from **\$10 to \$35**, but we feature three unrivaled lines

---at **\$15, \$20 and \$25!**

## Durham-Duplex Safety Razors Tomorrow for Only 35c!



DEMONSTRATION Razors—the famous Durham-Duplex make. Same as in \$5 outfit, with exception of paper-double-edged blade. **35c**

- 25c "4711" Glycerine Soap, at 10¢
- 10c Jergen's Violet Glyc. Soap 7¢
- 50c Jergen's 9 cakes asst. Soaps 21¢
- 25c Jergen's Oatmeal or Witch Hazel Soap, 3 in box 10c
- 25c Woodbury's Facial Soap 12¢
- 25c Lyon's Tooth Powder, at 10¢
- 25c Pasteurine Tooth Paste 15¢
- 25c Kolynos To'th Paste, 3 for 50¢
- 50c Sutherland Sisters' Hair Grow-er, at 39¢.
- \$1 Mrs. Potter's Walnut Stain 69¢
- 50c La Blache Face Powder 27¢
- 25c Swansdown Face Powder 5¢
- \$1 Bliss Native Herbs, at only 73¢
- 50c De Witt Kidney Pills, at 33¢
- 25c Samural Moth Destroyer 19¢
- 35c Castoria (Fletcher's), only 19¢
- 50c Syrup of Figs, priced at 29¢

## Last Day of Semi-Annual Sale of Watches!

IT'LL be another half year, at least, before you are offered such astonishing Watch values! We planned months ahead to secure the lots for this great Semi-Annual Sale, which ends tomorrow night! Over 1000 splendid guaranteed 7-jewel Watches for men and women, worth \$8 and more. New thin models for men, the "0" size for women, in warranted 10-year gold filled cases. Open face or hunting (closed) style. Sale positively ends Saturday night. Special price **\$4.89**



**\$9 Elgin Watches at \$5.98**  
Either Elgin or Waltham standard 7-jewel movements in warranted 10 or 20-year gold-filled cases! Open face or Hunting styles, for both men and women; regular \$9 Watches, on sale at **\$5.98**

**\$15 Watches at Only \$9.89**  
Choose either the famous Waltham or Hampden 15-jewel movements in a 20-year warranted gold-filled case! Open face or Hunting styles, plain or beautiful-ly engraved; \$15 Watches **\$9.89**

## Select the Boy's Confirmation Suit Here Tomorrow!



OUR stocks are filled to overflowing with new Spring Clothing for boys. Handsome, well made Suits, Coats, Knickerbockers and Reefers in the richest of patterns.

Come in and see this matchless line. Bring the boy along, let us show you how he'd look in a few of our many Suits. You'll be surprised at the beauty and quality of the materials and the exceedingly low prices.

### Handsome Blue Serges!

All-wool, unfadable Blue Serges in the smart little Junior Norfolk, double breasted Knickerbocker and Norfolk Suits. Well-tailored and finished in every particular. All sizes and prices—**\$5, \$6.50, \$7.50 to \$15**.

### "Samson" 2-Pant Suits

They're the best two-pant School Suits in America. Guaranteed all-wool, craven-netted, the knickerbockers double-stitched throughout, with full lining and taped seams. Sizes 6 to 17, the suit, **\$5 and \$6.50**.

Other 2-pant Suits at **\$5**.

### New "Sampeck" Suits

Smart New York styles, with 2 and 3-button coats, double-breasted or Norfolk. Beautiful light grays, shepherd checks, fancy blues, tans, etc. They're exquisitely finished. Priced **\$6 to \$15**.

### New Spring Reefers

The nattiest little garments imaginable. New shepherd checks, red chevrons, blue serges, covers and homespuns. Box style, with three large buttons. Silk emblems on sleeves. Prices **\$3.50 to \$7.50**.

## Our Knox Shoes for Men!



3rd Floor, New Bldg.

THE "Knox" trademark on Men's Shoes signifies higher quality than you've learned to expect in recent years for \$4, \$4.50 and \$5.

It would have been much easier for us to select some line which was already on the market, but we preferred to work out our own ideas—go to the best makers and specify exactly what we wanted—to add better leathers—better finish—more style.

Amongst the new Knox Oxfords for Spring and Summer are English walking lasts, with low heels and toes. Also nobby high toes and military heels. And the "freak" last, with broad, comfortable toes. Tan Russia calf and gunmetal leathers in blucher, button or plain lace styles. See that the "Knox" trademark is on your Easter Oxfords. Priced—

—**\$4, \$4.50 and \$5!**

### SALE OF MISSES' AND CHILDREN'S SHOES AND PUMPS

Neat, dressy styles in patent colt with cloth or mat kid tops. Also glazed kid and gunmetal calf in button and blucher styles, spring and low heels. The pumps are pretty two instep-strap style of patent or dull calf leathers. Plain toes—light extension soles—low and spring heels.

- \$1.75 Grades, sizes 8½ to 11, priced for tomorrow at, the pair **\$1.49**
- \$2.00 Grades, sizes 11½ to 2, priced for tomorrow at, the pair **\$1.69**



TELEPHONES—PACIFIC, PRIVATE EX. 4; HOME, A-6101

## Goldsmith Official League Ball!

Just Adopted by Pacific Coast League



GUARANTEED for 18 innings against softening, ripping, losing its shape or elasticity—that's the quality of the Goldsmith \$1.25 Official League Ball. It has withstood the severest tests, has proven its worth and has been adopted as the official ball of the Pacific Coast and other leagues. We're Portland agents for the Goldsmith line of Sporting Goods, and in position to equip teams, clubs, or supply individual needs. Come in and see us.

Official Bats, made of selected, second growth ash, **\$1**.  
Official League Balls, on sale at **\$1.25**

Professional Fielder's Gloves at **\$4.00**  
Pigskin Gloves, for hard service, **\$2.50**  
Boys' Gloves, on sale at **25¢ to \$1**

## Trout Season Opens Monday!

GET out your fishing tackle—look over your lines and flies, for the season opens Monday and you'll soon be after trout. Make a list of whatever you need, then come in and look over our supplies. We've a complete stock of fishing equipment at very low prices.



- \$2.50 Fish Baskets, No. 2, nickel fastening, slightly tarnished 98¢.**
- 50c Canvas Straps, for baskets, at 39¢**
- \$1.50 Split Bamboo Fish Poles, 3 joints, heel reel seat, for \$1.29.**
- 50c Kennebec Braided Silk Line, tested to 12 lbs., at 29¢.**

**75c Leather Straps, for baskets, at 63¢**  
We've a large stock of new Flies, Lines, Leaders, Reels, etc.  
Full Extension Ball-Bearing Roller Skates, in plain finish, boys' or girls' patterns, pr. **\$2**—nickle finish **\$2.25**

FIFTH FLOOR—NEW BUILDING  
FISHING LICENSES MAY BE SECURED AT THIS STORE