

Turn to Center of This Section for Two Important Full-Page Announcements Telling of Monthly Grocery Sale & Monthly Drug Sale

**OUR PATTERN SECTION**—First Floor, where you may purchase "Butterick Designs for Embroidery," 25c. Including Stamped Pattern for embroidering; "Irish Crochet," 25c; "Spring Fashions," 25c; including any 10c or 15c Pattern.

**J. & T. COUSIN'S SHOES**—for women. In the new stylish, neat and dressy lasts are now shown in our Third Floor Shoe Section. New Bldg.



**MAIL-ORDER PACKAGES DELIVERED FREE** if weighing 4 ounces and less and amounting to \$1 or more; packages 1 to 11 pounds amounting to \$5 or over, delivered free within 150 miles of Portland.

**Home Owners and Rental Agents**—who have desirable apartment-houses, hotels or lodging-houses to rent are placed, without charge, in direct communication with prospective tenants when lists are submitted to our Free Rental Bureau.

# Portland's Quality Store Is Rapidly Putting on the Brightness of Spring And Worthy of Special Mention Is Our Showing of Women's Lovely New Apparel



## Fetching New Spring MILLINERY

is here in wonderful array—and deviating in styles to a marked degree from every previous season. So variegated are the colorings, yet so skillfully handled in the trimming and designing of shapes as to make them both chic and stunning. Tiny flowers and buds used in great profusion. Startling arrangements of small stick-ups and the question-mark feathers. Hemp predominating in many famous makes. Oriental silks used in mystifying creation of startling effects. See them in our Second Floor Millinery Salons tomorrow, these new Hats that seem to exude a breath of Spring-like freshness. Two as shown typify the new ideas. Prices—\$5 to \$30.

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## Charming Afternoon Suits

Rich in splendor and lavish in beauty are the Fancy Dress Suits for women that have just been received! One and two-button cut-away styles, with plain or Empire back and blouse or tuxedo front. Skirts made in draped and overskirt effects. Some coats have fancy silk vests. Others silk cord trimming. Prices \$45 to \$85.

**Suits of the Tailored Type** The new Spring Suits for women and misses are of the most dashing types, and superb in smart effects. Of serges, poplins, eponge, tweeds and fancy worsteds. Fancy cutaway and plain mannish tailored models are here. In every size from 15 years to 55 bust measure. At prices from \$16.50 to \$85. See, Too, the Dainty New Lingerie Waists for Spring.

### Attractive Dresses

Unusually attractive and beautiful are the new Spring Dresses for women and misses for street wear. Made in one-piece styles. Of serges, eponges and fine worsteds. Either plain-tailored or with overskirt and draped effect skirts. Some have high waists, others in the new blouse style. Sizes 16 years to 44 bust measure. Prices \$12.50 to \$35

### Smart Coats

Even daring in their striking contrast of stunning cloaking fabrics and bright linings are the new Spring Coats. And there's an unusual variety of models. Short box styles, semi-fitting and cutaway. With notch or tuxedo collars. Of self material or satin. Materials are bedford cords, serges, covers, eponge and tweeds. In striking black and white effects. Also plain or mixed tans and gray, navy and Copenhagen; \$12.50 to \$40

## New Lingerie of Exquisite Daintiness

has just been received in our Second Floor Undermuslin Section, and assuredly no previous season has afforded women and misses such pleasing and beautiful selection in lingerie garments.

### The Combinations

of corset cover and drawers or skirts, in the new straight or Princess style, or with waistline. Of fine quality long cloth, nainsook or cambric. Beautifully trimmed in dainty laces, insertion or embroideries and ribbon; \$1 to \$12

### The Gowns

Are of the pretty slip-over style, or with high neck and long sleeves. Of fine texture long cloth, nainsook, muslin or cambric. They're daintily trimmed in laces or embroidery; \$1 to \$15

Princess Slips of fine longcloth, nainsook or cambric. Made to conform to present narrow lines in dress. Beautifully trimmed in exquisite laces and embroideries, with or without underlays; \$1 to \$12

### The Skirts

cut on the new narrow silhouette lines. Of fine long cloth, nainsook, muslin or cambric. Beautifully trimmed with flounces of dainty laces or embroidery. Optional choice of dust ruffles; \$1 to \$15

Corset Covers in all the latest styles. Of long cloth or nainsook. Daintily trimmed in laces and embroideries; 59c to \$2.50

—Second Floor, New Building. —Mail Orders Filled.

## New Suitings--Special at \$1

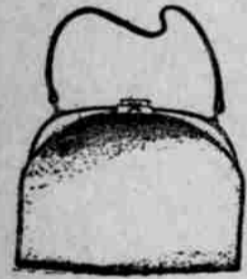
Thousands of yards of the newest and most handsome weaves in beautiful Spring Suitings are offered tomorrow for only \$1 the yard. And to appreciate the exceptional value which this offer carries you must see the fabrics for yourself. Light and medium shades there are. In neat tailor mixtures, tweeds and two-toned diagonals. Also Scotch Burettes, 50 to 56 inches wide. Choose for the making of the new Spring Suit tomorrow at \$1 the yard.

**NEW CLOAKINGS** of white wool, chevots, Persians and reversibles. Also a splendid showing of heavy wool corduroys. Yard, \$2 to \$5

—First Floor, Main Building.—Mail Orders Filled.

## Deitch Leather Bags

### Samples--at 1/3 Less



A fortunate purchase of a sample line of the famous imported Deitch Leather Hand Bags enables us to offer them tomorrow at one-third off. They're swaggy in style and of the finest pin-seal, imported saffron, genuine walrus, veachette and natural seal. Richest of silk linings. Some fitted with mirror, card case and engagement pad. A few Limousine Dressing Cases are also included.

Regular \$6 to \$35 Deitch Leather Bags, 1/3 Off

—First Floor, New Building.—Mail Orders Filled.

## Demonstration La Camille Front-Lace Corsets

First the corset—then the new Spring apparel—so timely indeed is this special demonstration of our superb La Camille Front-Lace Corsets. Interesting and instructive are the talks given by the expert corsetiere, Mrs. Bell, who is here from the New York factory. Visit our second-floor section tomorrow and let her tell you the distinctive merits of this high-grade make. La Camille Corsets are sold here only in Portland. Special showing in fifth-street window.

## Wonderful Sale Oriental Rugs



### Superb Specimens at Seldom Heard of Reductions.

Connoisseurs and lovers of Oriental Rugs will be quick to realize that this unprecedented sale is of the greatest import! Assured of the greatest reliability, the savings possible are such as Portland people have seldom ever had the opportunity to

share in. Assuredly one of the most important events in our great February Homefurnishing Sale.

**\$20 to \$25 Beloochistan and Shervan Rugs**  
In handsome designs and rich colorings. And for this event one group of \$20.00 to \$25.00 Oriental Rugs; special tomorrow only, \$11.75

**Sehna-Khilims and Kiz-Khilims Rugs \$30 to \$40**  
Which include rich and handsome antique specimens, suited to floor-coverings, draping or couch covers. Sizes ranging from 3x5 to 6x9. Regularly selling at \$30.00 to \$40.00. Special at \$19.75

**Iran Rugs-Three Big Groups**  
Grouped into three great lots according to sizes are these beautiful Iran Rugs. In most pleasing colors and artistic designs. With textures the finest. Regularly \$30 to \$65. Reduced to \$17.59, \$27.50 and \$37.50

Entire Stock Large Size Rugs Selling to \$750.00, Reduced 25 PER CENT

## Unprecedented Sale Over-Stuffed and Framed Upholstered Furniture And Upholstery Fabrics—Thousands of Yards—Hundreds of Pieces to Choose From

Never before has Portland witnessed a sale so unusual and unprecedented as this of nearly 300 pieces of over-stuffed and framed Upholstery Furniture, and thousands of yards of Tapestry, Velours, Damasks and other Upholstery Fabrics. Included is Furniture made by the most famous factories in the land—Ketcham & Rothchild, C. H. Medicus and the Grand Rapids Upholstery Company. Aside from pieces of our manufacture here in our splendidly equipped workshops. Every piece backed by the Meier & Frank Company's staunch guarantee. Choose rich and high-grade pieces now at these phenomenal reductions. Purchase Upholstery Fabrics for the covering of new or old Furniture. Entire section in front of the elevators, Third Floor, given up to the event. All other pieces of Upholstered Furniture on the Fourth Floor are reduced.



**\$125 Davenport**—just as illustrated, with solid mahogany frame, upholstered in striped denim. Special \$92.50.  
Six Yards Required to Cover.

**\$100 Davenport**—loose-cushion style as illustrated. Of our own make. Workmanship and construction guaranteed. Special, \$62.50.  
10 1/2 Yards Required to Cover.

**\$52 Rocker**—As illustrated; mahogany frame, covered in Puritan striped denim. Special, \$35.  
1 2-3 Yards Required to Cover.

**\$85 Over-Stuffed Chair**—As illustrated; comfort style, covered in figured Denim. Special at \$67.75.  
6 1/2 Yards Required to Cover.

**\$42.50 Over-Stuffed Rockers**—Just as illustrated. Covered in striped denim. Special at \$29.75.  
3 1-3 Yards Required to Cover.

## 3000 Yards of Cotton and Wool Tapestry--Lengths 3 to 20 Yds.

**Lot No. 1**  
20 Pieces Striped Floral and Verdure Tapestry—On light or dark grounds. Rich and beautiful designs, suited for every room in the home. Regularly \$2 to \$2.50 per yard, special, the yard  
**\$1.45**

**Lot No. 2**  
30 Pieces Floral and Verdure Tapestry—In early period designs, on damask and armures. Also included are handsome colors in plain velours. Regularly \$2.75 to \$3.50. Special, the yd.  
**\$1.95**

**Lot No. 3**  
25 Pieces Imported Cotton Tapestry—Cotton and wool mixtures and silk damask. From daintiest colorings for the drawing-room to rich, deep shades for library and living-room coverings. Regularly \$4 to \$5.25. Special, the yard  
**\$2.95**

**Beautiful Tapestry Reduced**  
Included in this sale is a most comprehensive line of wool Tapestries—the largest stock on the Pacific Coast, and at decided reductions.  
\$6 Tapestries, yd. \$3.95  
\$7.50 Tapestries, yd. \$4.85  
\$8.50 Tapestries, yd. \$5.65  
\$10 Tapestries, yd. \$7.85  
\$12.50 Tapestries, yd. \$8.35  
\$15 Tapestries, yd. \$9.85  
\$17.50 Tapestries, \$11.65  
\$20 Tapestries, yd. \$15.35  
—Third Floor, Main Building.—Mail Orders Filled.



## Cotton & Woolnap Blankets, One-Fourth Less

They're manufacturers' samples of cotton and woolnap Blankets reduced to sell at prices from 55c to \$3.50. It's an offer that means savings of at least one-quarter. For sleeping porch and camping use they are most suited. Choice of gray, tan and white, with colored borders.  
—Third Floor, Main Building.—Mail Orders Filled.