

Lunch Today in the 7th Floor Tea Room—Excellent Menu—Express Elevator Service From 11:30 to 2 P. M. Daily—Dairy Lunch in Basement Our Free Long Distance Mail Order Telephone Service Now Extends to all Parts of Oregon and Washington—Call Mail Order Department

### Entries in Girls' Aviation Story Contest Close at 6 o'Clock

YOU HAVE until 6 o'clock tonight to enter our Girls' Aviation Story Contest. These stories are supposed to tell of an imaginary aeroplane trip from the writer's home to The Meier & Frank Store—details of trip, what you buy, etc. They are limited to girls of 17 years and under and should not be over 1000 words in length. Leave your story at the office, 6th floor.



### New Spring Butterick Patterns and Style Books Now on Sale

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL. THIS is the principal Portland agency for Butterick Patterns and Publications. All the new Spring Patterns are now on sale. If by mail, 2c extra. Price 10c and 15c. New Butterick Spring Style Book, with 10c or 15c pattern free. Price only 25c. New March Delineator, now on sale at the Pattern Department, 15c. New March Free Butterick Style Sheets ready. Ask for one today.

## Our Great Annual February Sale of Separate Skirts!

### The Last Week of Food Fair Grand Concert 2 P. M. Today By the Celebrated De Caprio Band

DON'T fail to visit our Great 6th Annual Pure Food Fair before it's too late. De Caprio's famous band will render the following programme at 2 o'clock this afternoon. Everyone welcome. Admission free of charge.

Mrs. M. E. Hawley will feature cake baking at the Cooking School, held for the rest of this week at the Portland Railway, Light & Power Company's booth.

#### The Band Programme

1. March—Under One Flag ..... Von Blon
2. (a) The Yamma Yamma Man ..... Hoschna
- (b) Cuddle Up a Little Closer ..... Hoschna
3. Selection from "The Gypsy Baron" ..... Strauss
4. A Garden Matinee ..... Frine
5. Description—The Mill ..... Eilenbery
6. Overture—Concert ..... S. St. John
7. Medley of Popular Songs ..... Remick
8. March—Pride of the Navy ..... Diehl

### New Spring Ribbons Here!

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

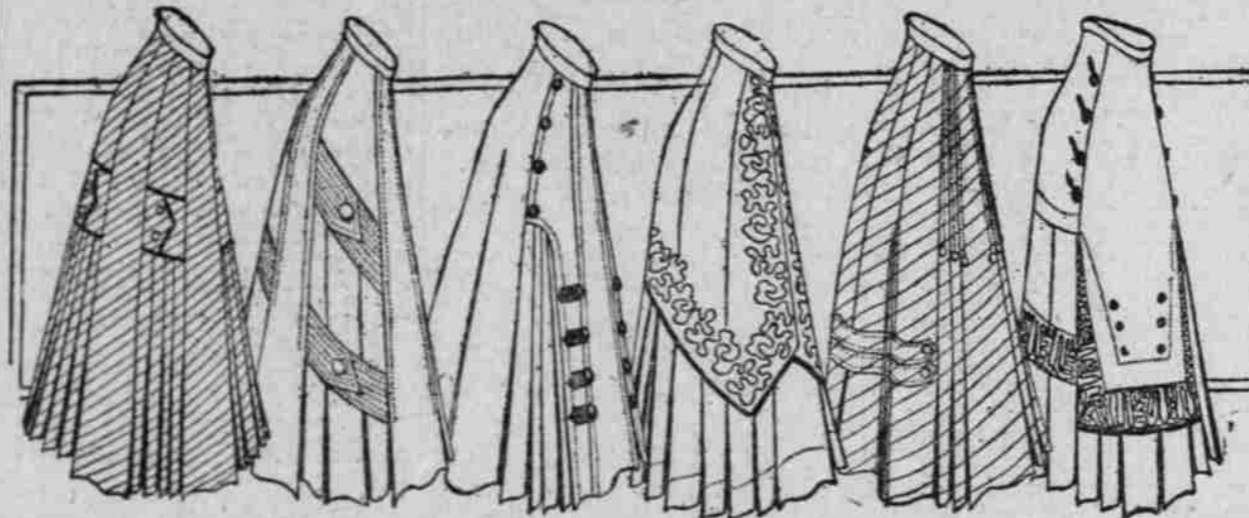
IT'S to be another Spring and Summer of Ribbons, so every fashion authority has it!

Beautiful new Spring Ribbons are ready in every wanted weave, color and width!

New French Faile Velvet Ribbons—For bows, millinery trimmings, neck pieces, etc. Yd **\$1.50**

New Persian Ribbons—5 to 12-inch widths in distinctly new Spring patterns, Yard 85c to **\$2.50**

Other New Ribbons—Checks and stripes and Dresden designs in all the staple colorings. Now on sale at only, the yard, 25c, 35c and **50c**



### \$7.50 to \$18 Skirts \$4.98

SECOND FLOOR, MAIN BUILDING. ORDER BY MAIL.

THIS is the annual sale of Separate Skirts which women have learned to expect every February at the Meier & Frank Store!

It begins this morning with nearly 3000 Skirts, most of them in latest Spring models, splendidly undervalued. At \$4.98 over 600 Skirts to choose from, worth \$7.50 to \$18. Made of fine all-wool Serges, Panamas, Velvets, Tweeds, Fancy Worsteds, etc., in black, navy, gray, brown, tan and smart mixtures. Dozens of handsome models, similar to those pictured above. Come early today for first choice. The price on these Skirts is only **\$4.98**

To \$22 Skirts, \$8.85 To \$8 Skirts at \$3.45

In this lot hundreds of smart Walking and Dress Skirts of fine black Voile, wiry and dust-shedding. Plain gored and plaited models in the latest Spring effects. Trimmed in fancy braids, satin bands and folds, stitched tailor bands, fancy buttons. Similar to ones pictured above. Regular \$12.50 to \$22.00 Skirts, today at only **\$8.85**

The third Annual Sale lot contains over 500 Women's and Misses' Walking Skirts, of light and medium gray Worsteds and Chiffon Panamas in black, navy and brown. Late models, showing plain plaited and plaited flounce effects, trimmed in self-covered buttons. Regular \$5.50 to \$8 Skirts, Annual February Sale price, today at **\$3.45**

### Oriental Rug Sale Cont'd!

THIRD FLOOR, MAIN BUILDING. ORDER BY MAIL.

RICH, elegant Oriental Rugs at a fourth, a third and in several instances practically half regular price—it's a sale that has set the whole city talking!

While we've sold scores already this week, there are still hundreds of beautiful, rare specimens to select from. Come in and let us show you over the stock today.

- \$60 to \$75 Iran Oriental Rugs, 4-6x6-6 ft. **\$39.85**
- \$28 to \$30 Mossoul Or'ni' Rugs, 3-6x6-6 **\$19.75**
- \$25 Beloochistan Oriental Rugs, 3-3x6 ft. **\$16.75**
- \$760 Tabriz Oriental Rugs, 11-0x13-7 ft. **\$415**
- \$950 Tabriz Oriental Rug, 11-1x15-2 ft. **\$560**
- \$480 Tabriz Oriental Rug, 8-5x13-4 ft., at **\$310**
- \$500 Kerman Oriental Rug, 8-6x12-9 ft., at **\$310**
- \$350 Mahal Oriental Rug, 11-0x14-0 ft., at **\$235**
- \$300 Mahal Oriental Rug, 10-5x3-5 ft., at **\$175**
- \$350 India Oriental Rug, 9-7x15-1 ft., for **\$235**
- \$225 Mahal Oriental Rug, 8-0x12-3 ft., for **\$145**
- \$250 Mahal Oriental Rug, 9-5x12-8 ft., for **\$155**

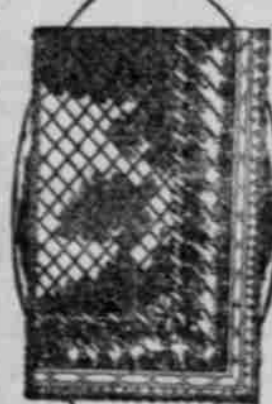
### \$1.50 Lace Curtains at 98c

THIRD FLOOR.

ROUSING new Drapery Specials for the second week of the immensely popular February Homefurnishing Sales—specials that cannot be duplicated elsewhere in the city!

Note this timely reduction on Lace Curtains, just when Spring house-cleaning demands are looming up:

Our best staple \$1.50 Nottingham, Fish Nets and Bungalow Net Curtain at, the pair **98c** Full 46 inches wide and 2½ to 3 yards long, in both white and ecru. Special **98c**



\$2 Couch Covers, \$1.18 Extremely neat and practical Couch Covers of double-faced Tapestry, finished with a knotted fringe. Neat Oriental designs, also striped and figured effects in dark red, blue, green, etc. Best \$2 grades **\$1.18**

\$1.75 Door Panels, 95c Included are Panels to fit any ordinary sized door. Neat Renaissance Motifs in center, mounted on fine net, in Arabian shade only. Unusual price \$1.75. For February Homefurnishing Sales **95c**

See the Window Display on 6th Street



### Men's \$15 Genuine Priestley Cravanette Raincoats \$9.95

THIRD FLOOR, NEW BUILDING. ORDER BY MAIL.

WHEN we say genuine Priestley Cravanetted Raincoats, you know they are absolutely rain-proof, and at today's price a bargain extraordinary!

Made of splendid Worsteds and Cheviots in dark grays and gray invisible stripes, also plain black Tibets. Every Coat is full length with ever-popular regular collars. Just what you need for early Spring wear. Positive \$15 Raincoats today **\$9.65**

Our Boys' and Youths' \$12.50 Coats now **\$9.85**

Boys' and Young Men's Slip-on Raincoats, made of good quality imported rubberized cloth in dark tans. Cut in raglan shoulder style. Our best \$12.50 rain-coats, today at **\$9.85**

Our Boys' Raincoats and Capes today, only **\$1.98**

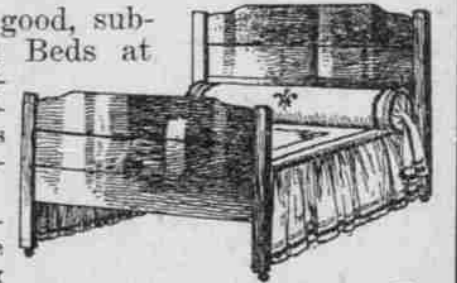
Special sale today of Boys' Rubber Raincoats, strictly waterproof. Made in full-length style in black only, sizes 8 to 16 years. Also Boys' Rubber Capes, 4 to 16 years, at **\$1.98**

Men's Spring Overcoats, \$30 Up

Men, ask to see these handsome new Chesterfield models in Spring Overcoats. Beautiful new grays, browns and nobby mixtures—silk serge lined, with or without silk-faced lapels, priced from **\$30.00 to \$40.00**

### Beds Just Like Cut, \$1.39

THINK of buying good, substantial Wooden Beds at \$1.39! Under usual conditions it would not be possible to purchase Beds wholesale at this ridiculously low price!



We were fortunate in securing just 100 for the February Homefurnishing Sales. Made exactly like cut, in golden finish. Size 3-6x4-6 feet, fitted with slats and castors. Be here early today. They may not last till noon, at **\$1.39**

#### SMOKERS' TABLES REDUCED

Special February sale prices today on our entire stock Smokers' Tables. Finished in mahogany or weathered oak. Reductions:

- \$2.75 Tables for this sale at **\$1.40**
- \$3.00 Tables for this sale at **\$1.70**
- \$3.75 Tables for this sale at **\$1.80**
- \$4.00 Tables for this sale at **\$2.30**
- \$5.00 Tables for this sale at **\$2.90**
- \$5.75 Tables for this sale at **\$3.20**
- \$9.50 Tables for this sale at **\$5.35**
- \$16.00 Tables for this sale at **\$9.60**



### \$4.50 Gas Heating Stoves, \$3.69

FIFTH FLOOR, MAIN BUILDING.

ONE or two of these splendid Copper Backwall Gas Heaters will do away with expensive cost of a furnace during Spring weather.

Today we place on sale 500 Polished Steel Copper Backwall Gas Stoves, 12-inch size, which sell regularly around the city at \$5, although our marked price is \$4.50. Priced specially for this sale today at the low price of **\$3.69**

\$5.00 Copper Backwall Gas Heaters now only **\$4.19**

Special lot of 300 Polished Steel Copper Backwall Gas Heaters, 15-inch size, which we sell regularly at \$5. Gives splendid heat. On special sale today only at **\$4.19**

### On the Basement Bargain Square

Men's 15c "Iron" Hose, Special Today at Only **9c**

A great special lot of 500 dozen Men's Socks in solid shades of black and tan only. Guaranteed fast colors. Made with double spliced heels and toes—the best wearing socks we know of at 15c; special today, the pair **9c**

Women's \$1.00 Umbrellas, Special Price Today **47c**

Less than half price on women's cotton Umbrellas, just when most needed. Made with 26-inch paragon frames covered with fast black cotton taffeta. Good assortment of handles. Regular price \$1.00. Special, each **47c**

Women's to \$1.75 Kid Gloves, Today, Pair **69c**

A broken line of colors and sizes in women's fine Kid Gloves. Included are glace, kid, suede, mocha and chamois Gloves in one and two clasp styles. Slightly soiled and mused. Regular \$1.50 to \$1.75 grades, special today **69c**

### Our February Sale of Cutlery

FIRST FLOOR, MAIN BUILDING. ORDER BY MAIL.

WORTHWHILE reductions on dependable cutlery are offered for the February Homefurnishing Sales. Note the reductions:

- Carving Sets made by one of the best makers in America, every set fully guaranteed. Of fine forged steel, fitted with handsome stag handles. Regular \$5 grade **\$3.19**
- 35c Butcher Knives, 6-in. **27c**
- 45c Butcher Knives, 7-in. **34c**
- 60c Butcher Knives, 8-in. **48c**
- 35c Bread Knives, special **27c**
- 25c Bread Knives, special **18c**
- 50c Paring Knives only **39c**
- 10c Sets Table Spoons at **8c**
- 20c Sets Table Spoons at **16c**
- \$3.50 Wm. Roger's Knives and Forks, set of 6, special **\$2.99**