

For Men—The Tremendous Sale of Kirschbaum Clothing and Our Regular Stock of Suits and Overcoats—\$20 to \$35 Grades, \$14.75 New Spring Veilings Here in Pretty, Becoming Weaves—Headquarters for 3d Amateur Aviation Meet on 5th Floor, An Expert in Charge

MEIER & FRANK CO., 5th, 6th, Morrison and Alder Sts.

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The Store Is Quickly Turning to New Spring Merchandise

150 Women's \$25 Tailored Suits in \$9.98 Staple Styles



SECOND FLOOR—MAIN BUILDING
DON'T infer from the sale price that they are undesirable garments, for there's not a suit in the lot of 150 that didn't sell at \$25!

Good staple styles for present and Spring wear—modish Suits every one!

Odd lots of our own regular stocks—that's the reason for the big reduction. Slightly soiled White Serge Suits included in the group. Others in blues, grays, tans, browns and blacks. Plain and Shepherd checks. Choose \$25 Suits today at only **\$9.98**

And New Suits for Spring

are here in new variety each day. Rare chic and charm—perfect grace of line are displayed in the plain tailored and dressier models. Rich Spring fabrics and new shades. Priced from \$16.50 to \$65.

\$7.50 Silk Waists \$3.85

The smart, clever plain tailored Shirts with soft collars and cuffs. In rich crepes, messalines, crepe meters—both plain and striped. Position \$7.50 Waists, special today at only **\$3.85**
\$5 Marquissettes, Crepe and Mull Waists, odds and ends, specialized for today's selling at only **\$2.52**

BEFORE us is a letter from our Paris office, bearing a postmark hardly two weeks old, telling of the first, new fashions as they are being brought out in that fountain-head of style!

Our big organization in the East is sending by every express and freight a constant stream of the new Spring merchandise. The whole store is rapidly taking on the appearance of newness—here and there in every section the new garments, the new fabrics, the new novelties are in prominence.

Come and see them now, while they're so fresh and new, even if not ready to purchase.

Perfection in Gossard Corsets

SECOND FLOOR NEW BUILDING.



THE original Front Lace **Gossard** Corsets—wonderful for their rare perfection of line, the graceful carriage they insure and the delightful comfort and ease to the wearer.

An expert Corsetiere is here and her only duty is to point out to you the distinctive features of the Gossard Front Lace Corsets.

No matter what your particular requirements may be—we've the model exactly suited to your needs. Every natural line of beauty enhanced and at the same time the fashionable supple figure of the day is acquired. Recommended by physicians to delicate women and by masters of music to their pupils, for absolute freedom of the diaphragm is enjoyed without sacrificing beauty of line. **\$3.50 to \$15.**

Men's and Women's \$1.50 India Umbrellas, 87c

DON'T wait till the day it rains—buy the Umbrella today in this extraordinary sale. They are the popular India Umbrella, that open out wide and when closed are conveniently short. The 22 and 24-inch sizes for men and women. Guaranteed fast black and rain-proof coverings of fine mercerized serge and Italian cloth. Regular \$1.50 grades **87c**
\$2.50 India Umbrellas priced only **\$1.29**
\$2.75 India Umbrellas priced only **\$1.63**
\$3.00 India Umbrellas priced only **\$1.98**

The Day of St. Valentine--

MEIER & FRANK'S—BASEMENT. ORDER BY MAIL.

HAS ever been dear to the hearts of old and young. Never such a wondrous array of quaint conceits—love verses for the lady fair—fond greetings to the friends. Every style—every price—1c to \$5.

THE VALENTINES—Description is impossible so wonderfully varied is the assortment. Pretty post cards for mailing. Arrows, Cupids, hearts, attractive calendars, hangers, and handsome boxed valentines—with greetings for lovers and friends. **VALENTINE GIFT BOOKS**—A greeting that always remains. "An Old Sweetheart of Mine," by James Whitcomb Riley, illustrated by Harrison Fisher, \$1.60; "She Loves Me," \$1.50; "The Value of Love," \$2.25; "Love Lyrics," Riley, \$1.50.

Sensational Mill Purchase and Sale of "Munsing" Underwear Is Continued!

For two days this great sale of Munsing Underwear has kept the main aisle and our regular department thronged! Though we had over 5000 garments in the original purchase, they're fast disappearing under the eager buying. Every garment bears the famous Munsing label—it's the factory's accumulation of samples and garments with slight imperfections, in weights for present, Spring and Summer wear. Don't pass such an opportunity to provide underwear for the coming season.

Women's and Children's Vests and Pants, with high or low neck; long, short or no sleeves; knee or ankle length. Regular 50c to 75c grades, in all sizes, priced for this sale at only **39c**

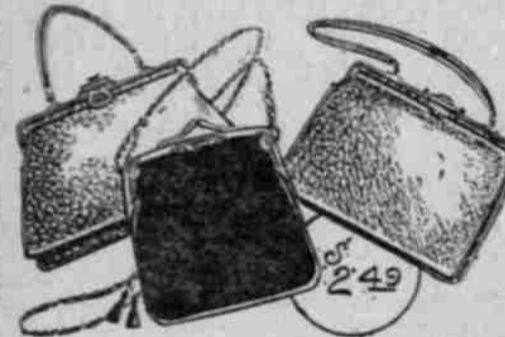
This lot includes Women's and Children's Munsing Union Suits in high or low neck, long or short sleeves, knee or ankle length. Regular \$1, \$1.25 and \$1.50 grades, in all sizes, the garment **67c**

Splendid, high-grade lisle, silk-and-lisle and medium weight wool Munsing Union Suits, for women and children. High or low neck, long or short sleeves. Finest \$1.50 to \$2 grades today only **98c**

Beautiful, hand-trimmed Munsing Union Suits of extra fine mercerized lisle and fine ribbed wool. Medium weights; all styles. \$2.50 to \$4 grades **\$1.47**

\$3.50 Velvet-Leather Handbags \$2.49

FIRST FLOOR—NEW BUILDING



IT'S little to pay for a smart, new Handbag to replace the one that's showing signs of wear! They are remainders of our regular \$3.50 line in

Three modish styles, exactly as pictured, two of seal grain leather and the third of velvet with long cordeliere handle.

The Velvet Bags are in modish flat style, with beautifully embossed bright German silver frames. The Leather Bags are well lined in genuine leather, plain or fitted with convenient coin compartments. All are splendid \$3.50 Handbags, priced today only **\$2.49**

New Wash Goods--They Are Beautiful

FIRST FLOOR—NEW BUILDING

THIS is a consummation devoutly to be wished—this combination of the pretty and practical in Wash Goods. Never have they been lovelier than this season and never have they been more favored for dresses and gowns for ordinary and evening wear.

Sheer, beautiful weaves of wondrous fineness and pretty draping qualities. Other weaves fine—though firm. Just a hint here:

Bordered Voiles—they're beautiful! Lovely new shades. Plain, with rich borders of medium and wide stripe. For afternoon and evening dresses; 44 in. wide, **\$1.00**

Striped Voiles—pin and medium stripes, with and without borders. Finely woven in all the new Spring colorings. Full 40 inches wide. Priced at, the yard **75c**

Silk Tussahs—in plain, light and dark colors and silk embroidered in self-made. Rich lustrous quality, 27 inches wide. Of silk and **35c**

Orash Linens—Smart and new for Spring and Summer. In white and cream with pin stripes of blue and black. Also solid colors in **60c**

Silk Embroidered Voiles—exceedingly dainty for evening gowns; sheer and fine in the daintiest of new shades. Tiny designs embroidered in like color; 40 in. wide. Special at, yard **\$1.25**

Silk Stripe Marquissettes—In pale blue, white, old rose, gray, Copenhagen and navy, with silk stripe of like shade; 40 ins. wide, yd. **\$1**

Watch Repairing Now at "Cut" Prices

WE'VE added new Watch-makers to our splendidly organized and equipped Repair Department and must keep them busy!

All work done in our own shop and fully guaranteed. These special prices for one week only, on repairing of average American watches:

Best Main Spring at only **69c**
Watch Cleaning for only **98c**
Balance Staffs at only **\$1.49**
New Jewels, special only **98c**

New Thermos School Sets at \$3!



FIRST FLOOR—MAIN BUILDING. NO longer will the school child, the workman or those who carry their meals away from home, dread to think of eating a cold lunch!

Here's a new, special Thermos Lunch Kit, exactly as illustrated, which includes a one-pint genuine Thermos bottle with drinking cup top, a japanned lunch box, both in durable leatherette carrying case. Thermos will keep liquids hot 24 hours and cold 72 hours. A limited number of the splendid Thermos Lunch Kits at **\$3.00**

A Big Sale of Canned Goods!

Of vital interest to every housewife, boarding-house and hotelkeeper.
Red Ribbon E. J. Peas, the can, **15c**
Red Ribbon E. J. Peas, dozen, **\$1.70**
Maine Corn, 2 cans 25c; dozen, **\$1.35**
Standard Corn, 3 cans 25c; dozen **95c**
East Succotash, 2 cans 25c; doz., **\$1.30**
Solid Pack Tomatoes, 2 Cans for **25c**
Solid Pack Tomatoes, the dozen, **\$1.35**
Apex Peas, 2 cans 25c; dozen, **\$1.30**
Sinclair Lima Beans, 2 Cans for **25c**
Sinclair Lima Beans, the dozen, **\$1.30**
Cut Stringless Beans, 2 cans for **25c**
Cut Stringless Beans, dozen cans **\$1.25**
Singapore Sliced Pineapple, can, **15c**
Singapore Sliced Pineapple, doz., **\$1.75**
Monopole Fancy Asparagus, can, **25c**
Monopole Fcy. Asparagus, doz., **\$2.70**



TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101

February Homefurnishing Sale

Today's Addition to the Furniture Event

FOURTH FLOOR—NEW BUILDING.

REFER to our announcements of Sunday, Tuesday, yesterday—scores of matchless values in this wonderful Furniture event which we can't attempt to repeat! We never sold good, well-built Furniture so low! It's your opportunity to supply odd pieces, to furnish up a room, an entire home—or a hotel!

\$17.50 Enamel Dressers at \$9.98

We've just about 30 of these dainty little White Enamel Dressers left to sell at \$9.98. Finished in four coats; large French plate mirror. Worth \$17.50, at **\$9.98**

\$1.50 Solid Oak Plate Racks in golden or waxed finish, priced today at only 98c

\$1.15 Golden Coat Racks, as illustrated above, priced for today's selling at 69c

\$4.25 Tables \$2.98

Just an even 90 of these solid oak Center Tables, as illustrated, 24x24-inch top, with waxed or polished finish. Regularly \$4.25. Today, **\$2.98**

\$8.50 to \$12.50 New Scrim Curtains \$4.85

THIRD FLOOR—MAIN BUILDING ORDER BY MAIL.

SCRIMS—the ideal Curtains for Spring and Summer! We bought an importer's accumulation at half and less. Light, airy Curtains of dainty Serims and Marquissettes with linen, cluny, filet and Arabian insertions. Beautiful \$8.50 to \$12.50 grades, today in the February Homefurnishing Sale at **\$4.85**
15c Colored Swisses—over 50 patterns of these dainty Swisses. White backgrounds with floral designs, colored borders, etc. Especially suitable for bedrooms. **11c**
To \$1.00 Cretonnes—beautiful foreign and domestic Cretonnes in new, artistic designs and colorings. Sells regularly at 50c, 65c and \$1 yard. Today **29c**
35c to 50c Printed Etamines, 6 to 12-yard lengths, solid colors with borders, at remarkably low price, yd. **19c**

\$18 Axminster Rugs \$13.95

THIRD FLOOR—MAIN BUILDING ORDER BY MAIL.

WE BOUGHT over 500 of these excellent Axminster Rugs for the February Homefurnishing Sale! A grade that sells everywhere for \$18. Heavy, long-wearing, full 8.3x10.6-foot size, in scores of beautiful new floral, Oriental and small figure designs. Today **\$13.95**
\$27 Brussels Rugs, \$19.85
Handsome, long-wearing Body Brussels Rugs, in rich designs and colorings, suitable for most any room. Full 9x12 size. Special, only **\$19.85**
\$1.62 Brussels Carpets, \$1.29
Heavy Body Brussels Carpets, in beautiful hints patterns of brown and tan. Our best \$1.62 grades, sewed, laid, lined, at **\$1.29**
\$2 and \$2.50 Rugs at \$1.49
There's always a use for small Rugs. These are 27x54-in. Axminster Rugs, good heavy weaves in neat designs and colorings. Special at only **\$1.49**
70c and 75c Printed Linoleums, 6 feet wide, new patterns for Spring. Choose from them today at the remarkably low price, square yard **45c**

Kiser Pictures Framed Free

FIFTH FLOOR—NEW BUILDING. ORDER BY MAIL.
CHOOSE any of the famous Kiser Hand-Colored Photos—known the country over for their vivid, natural coloring—and we will frame it absolutely free, even if cost of framing is equal to price of picture.
Kiser Photos embrace the Northwest's grandest scenes. Crater Lake, Mt. Hood, Columbia River, Willamette River, Mt. Jefferson, and hundreds of others, ranging in price from 25c to \$25. Visit our 5th floor Picture Dept. today, select Photo and have it framed **Free**