

An Express Elevator Will Whisk You up to Our Seventh-Floor Tea Room for Lunch Today—Orchestra Music—A la Carte Service
 Trial Flights and Tests in Boys' Aviation Contest Saturday, Weather Permitting—Novelties for Washington's Birthday, 1st and 5th Fls.

THE MEIER & FRANK STORE, ESTABLISHED 1857.

MEIER & FRANK'S.

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

Everywhere--New Styles, Weaves, Colors for Spring!

The Object of This Page!

THE purposes, the advantages of store advertising are strikingly outlined in a recent statement printed by John Wanamaker, New York.

So closely do they pursue the policy of this store, which numbers five more years of business life than Wanamaker's, that we take the liberty of quoting it intact:

- 1.—To offer a business service of absolute fairness, founded and maintained upon fixed principles and improved by an experience of more than fifty years.
- 2.—To disseminate news of fashions, fabrics, art and articles of every kind from all parts of the world, giving accurate information thereof to outworn advertising vagaries and erroneous imaginations.
- 3.—To establish a means of communication and cooperation with thousands in sympathy with the real purpose of building a business always approaching commercial perfection, a not presuming infallibility.
- 4.—To remind the public of the opportunity to do business under the long-standing Warrantee of worthiness and values of all goods and services, sold only upon condition that either party is at liberty to annul the sale within a reasonable time by return of goods or money, relying wholly upon the mutuality of honor and justice.
- 5.—To promote in every possible way confidence between buyer and seller, to the end that they may be equally indispensable—one to the other.

Meier & Frank Co.

Short L'gths to 50c Ribbons 15c

FIRST FLOOR—MAIN BUILDING.
 FAR less than half price for these beautiful Ribbons that sold from 25c to 50c in regular stock.
 Short lengths of from 3/4 to 2 yards long and 4 to 7 inches wide. Both plain and fancy Ribbons in the lot. Worth 25c to 50c a yard. Today the length at only **15c**

Women's 10c Handkerchiefs—of soft linen with neat, narrow hemstitched hems. Splendid for ordinary and school use. Dozen at 60c; each at only **6c**

15c to 35c Neckwear—complete assortment of styles—rabats, jabots, collars and stocks. Some slightly soiled from handling. **5c** for 25c; each at only **5c**

Women's 50c Rubber Gloves—worn while performing the household duties. Protects and whitens the hands. An excellent quality rubber, pair **33c**

Scotch Zephyr Ginghams, 15c

FIRST FLOOR—NEW BUILDING ORDER BY MAIL.
 WITH Spring just ahead, there are dozens of uses for these splendid Scotch Zephyr Ginghams—children's school dresses, house dresses, etc.
 Over 4000 yards in this lot for today's sale. Full 32 inches wide, in an excellent assortment of stripes, checks and plaids, of all colors. Regular 20c grades. We special them today at the remarkably-low price **15c**

15c Fine White Cambric, 8 1/3c

\$5 All-Linen Napkins \$3.50

35c Damask Towels at 21c

For today, 2000 yards of fine pure white Bleached Cambric, 36 inches wide, of a splendid, firm grade. The kind which sells for 15c regularly. While it lasts, yard at only **8 1/3c**

Beautiful, pure linen Napkins, extra large—25x25-inch—for dinner service. Hotels and restaurants should supply their wants for a year to come. Regularly **\$3.50** \$5 a dozen, only **\$3.50**

Just 1000 of these splendid 35c Hemstitched Damask Towels, large 22x38-inch size, in plain white. Assorted self-floral designs. While the lot lasts to day, buy **21c** them at only, each **21c**

To \$1.25 Stamped Pillow Cases, 73c

THIRD FLOOR—MAIN BUILDING.
 THE woman who prides herself on the quality and attractiveness of bed linens will appreciate this special.
 45x36 Pillow Cases of excellent quality pillow case muslin, stamped for embroidering in a splendid variety of designs. Regularly \$1 and \$1.25 a pair. Priced today only **73c**

Stamped Corset Covers—fine nainsook. Both ready-made and in patterns stamped for embroidering in a wide variety of pretty designs. 75c grades selling today at the low price **37c**

To 10c Silk Braids—Silk novelty Braids, used for fancy work. In white, cream and ecru. Many pretty designs. Regularly 7c to 10c a yard. Today 12 yds, 25c; yard **3c**

Boston Cooking-School Book, Here

MEIER & FRANK'S—BASEMENT.
 THE Boston Cooking School Cook Book—by Fannie Merritt Farmer—the acknowledged authority on cooking, baking, etc. Used by the Y. W. C. A. in their class of Domestic Science and other cooking schools. For sale in Basement Book Store **\$1.60**

"Polysoly," by Edgar Jepson **\$1.25**

"The Girl of the Limberlost" **\$1.20**

New Wash Dresses at \$1.39



IT doesn't pay to have Wash Dresses made when you can purchase them at such a low price as this. Not the carelessly-made Frocks that you might expect to find at this price—but remarkably neat and practical. You'll like them doubly because they're attractively plain, lacking in all cheap trimming.

Jaunty little styles, as illustrated, of plain blue and tan chambray, with white striped collars and cuffs. Square neck, short sleeve style of checked gingham in pink, blue, black and lavender. Finished in plain bands. Splendid for house or street wear. Specially priced for today at only **\$1.39**

Lovely Variety of New High-Grade Wash Dresses

Neat bodices joined at waistline with bands or insertion. Skirts plain and narrow. Dutch, "V," and sailor collar styles. Model as sketched, of pure blue, pink and tan linen with embroidered edge. Priced at **\$12.50**. Others range from **\$4.50** to **\$25**.

Women's and Misses' New Cotton Petticoats at 79c

SECOND FLOOR—MAIN BUILDING ORDER BY MAIL.

A PETTICOAT offer that can't be duplicated the city over—that we're sure! One of the special purchases that have just come in and it was buying in such quantity that enables us to make this phenomenally low price.

Both women's and misses' lengths in good quality cotton messaline, sateen and nearsilk. Flounce finished with plain bias bands or pin tucks. Plain black, navy and white. Also navy and white or black and white striped. 32 to 42-inch lengths. Exceptionally good value at this price **79c**



Silk Petticoats From \$3.95 to \$11

\$3.25 Lace Curtains, \$2.35

ON the threshold of Spring the need of new Lace Curtains becomes more and more evident. They brighten up the home—give the room an air of sunshine and brightness.

Wednesday we feature \$3.25 Cable Net, Madras Weave, Nottingham and Saxony Lace Curtains with white or ecru heavy, plain centers and Renaissance and cluny pattern borders. Of fine lace centers, plain and figured, with Brussels pattern borders; full size. Specially priced them for today's selling at only, pr. **\$2.35**

Printed Scrimms 17c 50c Cretonnes 29c

Full 36-in. Printed Scrimms. White, cream or ecru grounds with floral and Oriental designs in green, pink, yellow, blue or red. Printed on both 17c sides. Priced at only, the yard **17c**

A big assortment of 35c to 50c Cretonnes in new weaves, popular colorings and designs. They're all full 36 inches wide. Special for Wednesday **29c** sale at the low price of, yard **29c**

35c Fold'g Skirt Marker, 19c

FIRST FLOOR—NEW BUILDING ORDER BY MAIL.
 SPLENDID folding Skirt Markers, as illustrated, for the home or professional dressmaker. Base is of heavy metal, to prevent toppling over. All parts are nicked. Regular 35c ones, Wednesday at **19c**

Kleinert's 25c and 35c Dress Shields, **19c**

15c White Dress Shields, **10c**

Women's 25c White Supporters, **15c**

Basting Thr'd, 500-yd. spl. **4c**

5c Safety Pins, asstd. sizes, **3c**

15c Hair Nets with rubbers **5c**

10c Mace's Hooks and Eyes, tube, **5c**

Four Oriental Rugs Went to One Office Yesterday!

"IT'S mighty lucky for me that your Oriental Rug Sale came just as my new offices were ready," exclaimed a professional man yesterday. He selected four beautiful specimens.

This unparalleled Oriental Rugs event is especially opportune for banks, hotels, offices and owners of fine homes. Thousands of dollars' worth, including an immense shipment which has been on our floors less than 10 days, at a fourth, a third and in many instances half under actual value! Don't put off longer—investigate today!

The Species.	The Size.	The Actual Worth.	Actual Sale Price.
Kermanshah	15x10	\$600	\$375
Kermanshah	13-5x9-3	\$500	\$275
Kermanshah	8-7-12-7	\$375	\$250
Ispahan	13-8x10	\$600	\$395
Ispahan	13x10	\$600	\$375
Serapi	16x12	\$510	\$325
Sarook	13-3x10-6	\$600	\$435
Kashan	10-2x7-6	\$650	\$450
Mahal	14x11-3	\$325	\$235
Meshed	13-4x9	\$375	\$250

THIRD FLOOR

"Swan" Brand Underwear, 1/2 Price

MANY a woman has purchased the entire Spring and Summer supply of Undergarments at this phenomenal half-price sale.

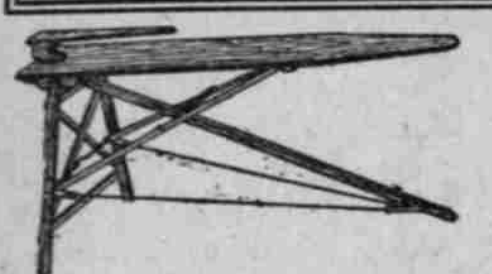
Dainty styles of the famous "Swan" Brand, imported from Switzerland.

Low neck, sleeveless necks, plain and with lace and hand-erched yokes. Also high neck, long or short-sleeved styles. Tights in knee and ankle length. Union Suits, low-neck, sleeveless, tight and loose-knee styles. Of fine lisses, mercerized lisse, pure silks, silk-and-wool and all-wool. They're beautiful. 75c to \$8.50 grades which are selling today at just **1/2 Price**

REG. TRADE MARK

THE SWAN BRAND

10th Annual Spring Sale of House Wares Is Breaking All Records!



\$2.25 Folding Ironing Boards—The best patented Boards made. Extra large, just as illustrated. For Spring Sale **\$1.79**

75c 6-foot Ironing Boards for only **59c**

\$1.50 Folding Ironing Boards \$1.19

40c Sleeve and Bosom Boards at **32c**



Mrs. Potts' Sad Irons—As illustrated. Set consists of three Irons, patent handle and stand. Regularly sold for \$1.25, go at this Spring Sale at only **99c**

5c Coat Hangers now for only **4c**

15c Folding Coat Hangers for only **12c**

15c Suit Hangers now for only **12c**

25c Broom Covers for only, each, **19c**

\$1 Waffle Irons—The famous "Griswold" kind. 'Makes 'em crisp and brown.' No. 8 size, as **79c** illustrated, this week at **79c**

10c Dover Egg Beaters priced at **8c**

25c Bone Napkin Rings for only **19c**

25c Folding Lunch Boxes for only **19c**

MEIER & FRANK'S—BASEMENT. ORDER BY MAIL.
 FOR ten years we've had a Housefurnishings Sale at this early Springtime, but never before have such throngs filled the Big Basement Store in so earnest an endeavor to share in the phenomenal offerings!

Thousands of specials in needs for kitchen, buttry, laundry and bathroom. Daily used necessities as well as hundreds of labor-saving devices—a boon to the busy housewife. All at the greatest savings of the season!

Bathroom Fixtures

\$7 Oval Mirrors, nickel frame, on sale at the low price of \$5.60

\$5.50 Medicine Cabinets, white enamel, on sale, each, at \$4.40

\$2 White Enamel Mirrors \$1.60

\$4 Shaving Mirrors, only \$3.19

\$1.75 Glass Shelf, 18-inch, \$1.39

\$1.00 Bath Sprays, each only 79c

50c Tub Seats, special price, **29c**

50c Glass Towel Bars, at only **34c**

40c Towel Bars, 18-inch, at **32c**

60c Towel Bars, 30-inch, at **48c**

75c Towel Racks, at only **59c**

35c Wall Soap Dishes, only **28c**

35c Stand Soap Dishes, only **28c**

\$1 Comb and Brush Racks at 79c

75c Tumbler-Soap Holders at **59c**

25c Tumbler Holders, only **19c**

60c Tumbler and Tooth Brush Holders, special price, at **48c**

60c Bath Tub Soap Dishes, **48c**

50c Robe Hooks **39c—15c 12c**

25c Tooth Brush Holders at **19c**

25c Paper Holders **19c—12c 10c**

90c Inverted Gas Lights—Complete with 50c inverted burner, 25c half-frosted globe and 15c mantle, for **39c** for this sale at each **39c**

\$1.25 Inverted Lindsay Light 99c

75c Upright Lindsay Light at **59c**

15c Lindsay Mantles for only **12c**

30c Lindsay Mantles for only **24c**

35c Self-Lyte Mantles for only **29c**

20c Lindsay Globes for only **18c**

20c Electric Bulbs, 16-cp. for **18c**

35c Ever-Ready Batteries for **30c**

15c Gas Torches at only, each, **12c**

5c Gas Tapers, special sale at **4c**



\$1.20 Step Ladders—Standard 6-ft., just as illustrated. Made of seasoned material, extra strong. Very handy size, special at **95c**

Woodenware--

75c Wall Clothes Dryers at only **59c**

15c Wall Clothes Dryers at only **12c**

35c Salt Box, wood, for only **25c**

65c Salt Box, wood, for only **52c**

25c Towel Rollers, special at each **19c**

25c Rolling Pins, special at each **18c**

25c Bread Boards, special at each **19c**

10c Cake Spoons, now at only **8c**

20c Butter Moulds at only each **16c**

30c Vegetable Slicers, for only **24c**

15c Potato Slicers for only, each, **12c**

15c Trolley Rolling Pins, each, only **12c**

7c Butter Paddles, special at only **5c**

50c Kneading Boards, for only **39c**

35c Wood Chopping Bowls at only **28c**

75c Toilet Brushes for only, each, **59c**

85c Window Brushes for only **68c**

35c Ten-foot Poles, special at **28c**

50c Handle Floor Scrubs for only **39c**

35c Dust Pan Brushes for only **25c**

25c Scrub Brushes, **19c, 12c, 10c**

40c Counter Dusters for only **32c**

20c Stove Brushes, special at only **16c**

15c Shoe Daubers for only **12c**

50c Shoe Polishing Brushes only **39c**

40c Paint Brushes now at only **32c**

12c Varnish Brushes now only **10c**

5c Hand Brushes, special for only **4c**

5c Pot Brushes, priced at only **1c**

Clothes Pins, common, the dozen, **1c**

Spring Clothes Pins, the dozen, **6c**

\$1.25 Meat Safes now for only **99c**



\$1.40 Clothes Boilers—Extra heavy tin Boilers with thick copper bottom. Full No. 9 size. Special for this sale **\$1.11**

75c Galvanized Tubs—Heavy, non-rusting, medium size Tubs. For February Homefurnishings Sale at the low price, each **59c**

15c Aluminum Folding Cups for **12c**

\$8.50 Ocean Wave Washing Machines, February Sale price only \$7.79

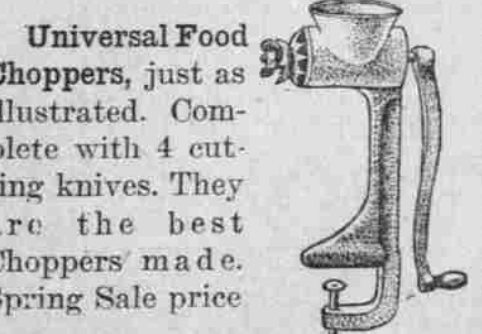
25c Aluminum Tea Strainers for **19c**

\$1.25 Tea Kettles—Solid copper Tea Kettles, heavily nickel-plated. Large 8-qt. size, as illustrated, for **99c** this sale priced at only **99c**

55c Aluminum Sauce Pans 29c



Universal Food Choppers, just as illustrated. Complete with 4 cutting knives. They are the best Choppers made. Spring Sale price **\$1.00**



\$1.00 Universal Food Choppers at 79c

\$1.25 Universal Food Choppers at 99c

\$1.50 Universal Food Choppers \$1.19

Eastern Sugar-Cured Hams 14 1/2c

WEDNESDAY'S big feature in the February Midmonth Grocery Sale—lowest price we've quoted in weeks on Eastern Sugar-Cured Hams! The finest quality obtainable, **14 1/2c** sold all around town at 20c lb. Wednesday, 1000 at **14 1/2c**

25c Crescent Sardines, **17c**

25c Del Monte Peas, **20c**

25c Sunkist Oranges, **19c**

60c Victor Japan Tea, **32c**

25c Blue Lab. Catsup, **18c**

25c Royal Baking Powder, special at 1/2-lb. can, **20c**

Sperry Rolled Oats, 2 packages at only **25c**

Otter Clams, 2 cans, **25c**

Crystal Rice Hearts, **21c**

Crescent Baking Pdr., **25c**

Graham Flr., sack at **31c**

Victor Flour, sack **\$1.29**

Meierfrank Cof'e, lb. **35c**

Japan Tea, special, lb. **32c**

Borden's Eagle Milk, **14c**

Holly Milk, 4 cans at **25c**

12 1/2c Shrimps, 3 cans **25c**

Fish Balls, can only **16c**

Sail Soap, 9 bars at **25c**

10c Ivory Soap, 4 bars **30c**

30c Sliced Pineapple, **21c**

20c Monopole Peas at **15c**

C. & B. Mixed Pickles at, pint **33c**

All Dinnerware This Week, 10% Less



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