

Thoroughly Equipped Watch and Jewelry Repair Shop Where High-Grade Work Is Assured—Lowest Prices—Jewelry Section 1st Floor  
Meet Your Friends in the Spacious Lobby of 7th Floor Restaurant for Luncheon Today—Ladies' Orchestra from 12 A. M. to 2 P. M.

THE MEIER & FRANK COMPANY, ESTABLISHED 1857.

WEATHER REPORT: FAIR TODAY.

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

# Thousands Saw 'Made-in-Oregon' Exposition Yesterday

First Floor Main Building Order by Mail.



## First Great Spring Sale of Lovely New Ribbons

WHAT a timely offering this—lovely new Ribbons at splendid savings—just at the beginning of the Springtime, when their uses are many and varied. And never have the Ribbons been more attractive—never so novel—never in such wondrous assortments as now!

**35c and 40c All-Silk Ribbons at 17c**  
Fully 10,000 yards of the fresh, new 35c and 40c Ribbons specified in the Ribbon Sale today at only 17c a yard. Rich Warp Prints, Taffetas, satins, Messalinies, checks, stripes, etc., in light and dark colorings. Your choice of these 35c and 40c Ribbons today, special, yard, only **17c**

**25c** for 50c and 65c beautiful all-silk Ribbons—Fancy Warp Prints, Dresdens, checks, stripes, etc.; 5-in. wide. Yd. **25c**

**29c** for regular 50c Ribbons—extra heavy quality rich all-silk satins. A lovely range of shades. 6 inches wide. Yard **29c**

**21c** for 35c to 50c Ribbons. Odd lines of high-grade Taffetas and Satins. Full 8 inches wide. Yard, special for only **21c**

**17c** for regular 25c Ribbons—all silk Taffetas and Moires in full line of staple shades for children's hair bows, etc. Five inches wide. Yard, at only **17c**

**12c** for fancy 30c and 25c Ribbons in lovely floral and conventional designs. For fancy work, hair bows, etc.; 3 and 4 inches wide; yard at **12c**

**19c** for 35c and 40c extra heavy all-silk Ribbons. Plain Taffetas and Moires. 6 inches wide. All shades. Yard at **19c**

**5c** for regular 10c and 15c Ribbons. Fancy Warp Prints, Dresdens, etc., for fancy work. 1 and 1 1/2 inches wide. Yard **5c**

**12c** for 20c all-silk plain Taffeta and Moire Ribbons. All staple colors. 4 inches wide. Priced on sale at, yard, only **12c**

**47c** for positive 75c and 85c Ribbons. Beautiful fancy Warp Prints, Dresdens, Taffetas, satin-striped and Novelty styles. Lovely color combinations. 6 inches wide. Sale price, yard, only **47c**

**57c** for handsome \$1 and \$1.25 Ribbons. Wonderful Warp Prints, Taffetas, Dresdens, satin-striped border, etc. 7 and 8-inch widths. Price, yd., only **57c**

"DID you know that Oregon had a mill which could weave such beautiful Dress Goods?" "Isn't the mohair loom interesting?" "Had you any idea gas mantles were made like this?" Thousands came, questioned, wondered at this second great "Made-in-Oregon" Exposition at The Meier & Frank Store today. From the signal which started wheels in motion at 9 o'clock, crowds gathered at each exhibit.

On the 5th floor a score of young women from Neustadter Bros' factory are busy turning out Men's Shirts. "Boss-of-the-Road" Overalls are being made in the Men's Clothing Department, 3d floor. And scattered on the various floors and basement are working exhibits where actual manufacturing of all kinds is being carried on.

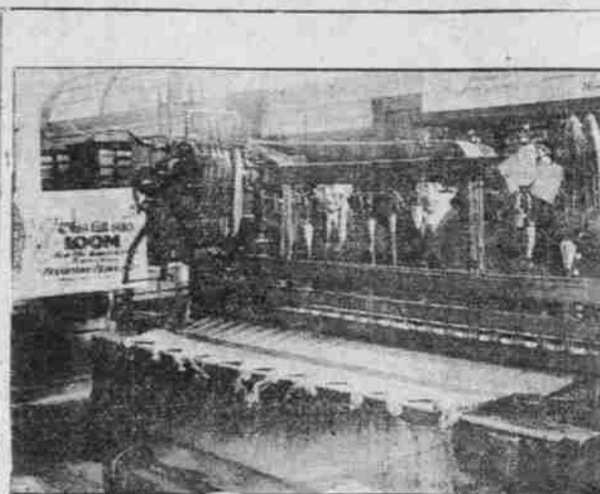


Photo of Loom From Thomas Kay Woolen Mills, Salem, in Operation in Dress Goods Dept.

## Kiser Hand-Colored Photos of Oregon Shown by Stereopticon on 5th Floor

In a special auditorium on the 5th floor, beginning at 1:30 this afternoon, 100 new Kiser Hand-Colored Photographs of Oregon will be thrown on the screen for the benefit of Exposition visitors. Plenty of seats—come and see many new views of Oregon's beautiful mountain scenery, lakes, rivers and famous spots.

## See the New Dress Goods—"Woven in Oregon"

ALL the distinctiveness and beauty of imported weaves combined in these rich, new Woolen Suitings woven here in our own state by the Thomas Kay Woolen Mills, of Salem. Don't fail to see the working loom exhibit in the first floor section. The Dress Goods are splendid—rich twilled chevrons, handsome tweeds and popular Scotch weaves in the new shades for Spring. Full 56 inches wide. Priced, yard only **\$1.50**

## Rich Mohairs—"Made in Oregon" Cheney Bros' New Spring Foulards

Destined for greatest popularity this season—rich, lustrous black Mohairs, Sicillians and Brillantines—made by the Multnomah Mohair Mills at Sellwood. One of the most interesting exhibits of the Exposition is the working looms on the 5th floor. Mohair fabrics, 1st floor section, yard at **50c to \$2.00**.

Every day sees the arrival of handsome new patterns in these high-grade Showerproof Foulards. Ideal for Spring and Summer street and afternoon frocks. Beautiful colorings—lovely designs, plain and with attractive borders. 24-in. Foulards at **85c** and **\$1.25**. 45-inch Bordered Foulards at **\$2.50**.

## As Fresh as Scotia's Harebells Anderson Gingham

FIRST FLOOR—NEW BUILDING

ANDERSON SCOTCH GINGHAMS—the name that's known to every woman the land over—the name that means finest, firmest weaves in Gingham—fast colorings, long-wearing qualities. And the new patterns for Spring and Summer are beautiful. Checks, plaids and stripes, as well as solid colorings. Full 32 ins. wide. **25c**

Sold here only in Portland. Priced, a yard

## Indian Blankets From Pendleton and Oregon City!

EVERY Western home should have one of these splendid Indian Blankets that are made here in our own Western country. From both Pendleton and Oregon City they come. In scores of original native designs; also Multnomah emblem and the U. of Oregon lettering. Woven from finest Oregon fleeced wool in rich, non-fading colors. All full sized. Splendid for dens, couches, slumber robes. Every beach-goer should have his Indian Blanket—there's a wealth of comfort in them. Pendleton Blankets at **\$8.50**. Oregon City Blankets at **\$7.50**.

## \$1.50 Chiffon Auto Veils Today at 98c

MARCH winds call for Veilings—for if there's any time of the year when the skin needs protection, it's now, at this early Springtime, when winds bring tan and bleaches. Chiffon Auto Veils with hemstitched ends. 2 yards long and a yard wide. White and colors. **\$1.50** Veils, offered today, each, at only **98c**

**\$2.50 to \$3.50 Auto Veils**—of fine chiffon cloth. Hemstitched; wide borders. All shades and white **\$1.89**

Colored Shetland Veils—the becoming, popular weave. 1 1/2 yards long and 18 inches wide. Regularly **75c** to **\$2.00**. Offered today at **1/3 Off**

Maline Bows—They're new and pretty for wear with the Spring costume. Priced at **15c to 35c**.

New Veilings for Spring at **35c** to **\$2.50** a yard.

## Women's \$1 to \$1.50 Tailored Waists, 68c

SECOND FLOOR, MAIN BUILDING.

SURELY it doesn't pay to make the Waists for ordinary wear when they can be purchased at such a low price as this!

Tailored styles carefully made of striped percales and plain and figured madras. They're neat! Finished with laundered collars and cuffs to match.

Also White Crepe Waists, trimmed in embroidery and lace. High neck and long-sleeved styles. They sell for \$1 and \$1.50 regularly. Your choice today at only **68c**



## Embroider'd Trimmings

THE First Floor Embroidery Section is a veritable bower of the lovely and novel in Embroideries for Spring and Summer—newest creations here in splendid variety.

Linen Bands—they're new! Beautifully embroidered in Dresden shades. Priced at 95c to \$1.75 yd. Plain linen to match—in tan, white, old rose and lavender. Complete the handsomest of linen costumes. Yard at **\$1**

Embroider'd Batiste Flouncings—Wonderfully dainty and new! Embroidered leaf and dot designs in blue and in red. They're distinctive! 45 in. wide, yd. **\$4**

Linen Allovers—Beautiful pure linen embroidery in rich exclusive allover patterns. An 18-inch linen allover at \$7 a yard, 45-inch linen allover at **\$4.25**.

Agaric Bordered Crepe—The new Turkish toweling weave in blue on fine, sheer white crepe—it's an entirely new feature in lingerie material for the coming Summer. Lovely for party and afternoon frocks. 45 inches wide—yard at only **\$1.75**

Bordered Voile Flouncings, exquisitely sheer and dainty. Deep bordered designs, stamped on white, in blue, black, lavender and tan. Full 45 inches wide. Lovely for Summer frocks—yard, **\$3**.

Bulgarian Band, richly embroidered in silk on fine marquisette. Full 18 inches wide. Novel and new! Yard, **\$12**

## March Bed and Bedding Sale Regular \$15 "Ostermoor" Mattresses, Now at \$11.90

FOURTH FLOOR—MAIN BUILDING. ORDER BY MAIL.

LOWEST price we've ever known to be quoted in America on the celebrated Ostermoor Mattresses, advertised nationally at \$15.00.

One piece, full size, weighing 50 pounds. Covered with best quality striped linen ticking. For one week only, in the Semi-Annual Sale of Beds and Bedding at the low price, each **\$11.90**



**\$12.25 Ostermoors at only \$12.00**  
**\$18.00 Ostermoors at only \$13.25**  
**\$30.00 Ostermoors at only \$18.50**  
**\$ 4.50 Cotton-Top Mattress, \$3.39**  
**\$ 6.75 Gilt-Edge Mattress, \$5.25**  
**\$12.50 Felt Mattress, only \$9.60**

**\$6.75 Metal Beds**—as illustrated above, in 4-0, 3-6 and 3-0 sizes. White or green enamel finish. Sale price only **\$4.35**

**\$27.50 Brass Beds**—beautiful satin finish, with best English guaranteed lacquer. Rich design, as pictured. 3/4 or full size. Priced at only **\$13.95**

**\$17.50 Steel Beds**—as illustrated above. Constructed with malleable rail joints, 2-inch continuous posts. Vernis Martin or white. Priced only **\$10.25**

**\$8.50 All-Steel Spring**—as illustrated above, in 4-6 or 3-6-foot size. Guaranteed for years of service. A limited number for the Semi-Annual Sale, only **\$5.49**

## Great Sale of Standard Shirts As Made on the 5th Floor

One of the most comprehensive and interesting exhibits of our "Made-in-Oregon" Exposition is the manufacturing of Neustadter Bros' "Standard" Shirts on the Fifth floor. Here you will see the handsome new fabrics being made into Shirts of all styles. Cut and finished in a manner which have made "Standard" Shirts famous. In conjunction, we begin a special sale on them today.

Lot 1 Neustadter Bros' "Standard" Shirts, in golf and negligee styles, made with soft separate military collars to match. Soft turn-back French and stiff cuff styles. Special this sale **95c**

Lot 2 Neustadter Bros' "Standard" Golf and Negligee Shirts, in scores of smart new patterns. Soft, separate military style collars, stiff and turn-back French cuffs. Sp1 **\$1.39**

Lot 3 Neustadter Bros' "Standard" Shirts, of imported French corded madras in tan and white self stripes. Soft French cuffs and separate military collars. Special only **\$2.39**



## Victor Flour, Sk. \$1.25 By the Barrel at \$4.90

THE lowest price we've quoted in months! Victor Flour—a brand made special for us, of the best selected wheat. It's an unusual offer. Bbl. \$4.90; the sack **\$1.25**

Butternut Butter, 2 lbs. **70c**  
Navel Oranges, dozen at **17c**  
Extra Navel Oranges, dz. **26c**  
Split Peas, 3 pounds for **20c**  
Fancy Head Rice, 3 lbs. **20c**  
Eastern Succotash, 2 cans **23c**

Abetta Crackers, 7 pkgs. **25c**  
Shredded Cocoanut, lb. **16c**  
English Breakfast Tea at **23c**  
Lemons, special, the doz. **18c**  
Gloss Starch, 6-lb. box, **55c**  
Corn Starch, 4 pkgs. for **25c**

EST. 1857

# MEIER & FRANK STORE

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