

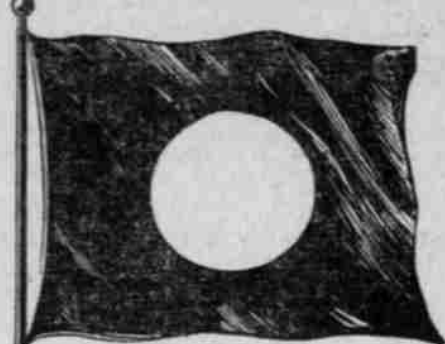
Mail Orders Promptly and Carefully Filled—Send for Spring and Summer Catalogue—Home Hunters, Use Our Free Rental Bureau Read "The Slim Princess," Which Appears at Heilig Tonight, on Sale Book Store, 50c—Butterick Fashion Sheets and Patterns for May

THE MEIER & FRANK COMPANY, ESTABLISHED 1857.

WEATHER REPORT: RAIN TODAY.

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

This Is Japanese Day in Our Great Across-the-Sea Sale!



JAPAN—the Isle of Nippon, with its over fifty-one millions of busy little inhabitants, furnishes the interest today in our great annual Across-the-Sea Sale! From Japan we import beautiful Silks, Chinaware, Mattings, Novelties—even the exquisite hand-embroidered Tea Gowns and Saques. These stirring specials for Japanese Day.

Secure a Set of National Postcards

Have you seen the series of handsome colored flag postcards of the principal nations, which we are distributing free during the Across-the-Sea Sale? Especially instructive to children. Secure among the others today a flag postcard of Japan.

White Jap Silks Our own importation from Japan and they're so popular and dainty for Spring and Summer waists, dresses, etc. Specialized today as follows: The 20-inch at **33c**; 27-inch at **45c**; 27-inch at **67c**; 27-inch at **76c**; 27-inch at **87c**; 27-inch at **\$1.10**; 27-inch at **\$1.29**.

35c Japanese Mattings, 25c

DIRECT from Japan they've come—all fresh, new, crisp stock. Perfectly and closely woven in scores of artistic patterns and colorings. Ideal for the Spring and Summer floor coverings. Our splendid 35c grade for Japanese Day in Across-the-Sea Sale at, yard **25c**



3000 Pairs of Japanese China Cups and Saucers, Special Today 13c

FULLY 3000 pairs of our regular 25c Jap Cups and Saucers to sell at 13c a pair. Two patterns from four, illustrated—one a dainty blue and white pattern. The other in pretty Japanese design, in pink colorings. Choice today at the pair **13c**

35c Japanese Cups and Saucers—In two pretty patterns, blue decorated with gold illumination, as illustrated. The other in green with gold. **17c** Special price, only **17c**

\$1 and \$1.25 Japanese Cups and Saucers—Beautifully dainty, in olive green design with handsome gold. Special low price for Japanese Day, the pair, only **69c**

All Japanese China—Entire stock of plates, Salad Bowls, Cake Plates, Chocolate Pots, etc., for Japanese Day, today at the very exceptional reduction **1/4 Off**

Jap. Crepes 19c

THE prettiest of Japanese Crepes enter the Across-the-Sea Sale today. Our own importation of fresh new stocks specialized today at 19c. Popular for tea gowns, kimonos, saques, etc. 25c grade priced today at only, the yard **19c**

Jap. Silk Pajamas

HIGH-GRADE imported Pajamas for both men and women. Also Men's Night Shirts of splendid quality Japan silk. Handsomely made with silk frogs, pearl buttons and with pockets. **\$10.00 Japanese Pajamas at \$8.35** **\$7.50 and \$8 Night Shirts, \$6.79**

Jap. Silk Kimonos

THE prettiest of Japanese Tea Saques specialized today at **\$10.20**. Of soft silks and crepe de chine, beautifully embroidered in true Japanese designs and colorings. Regularly **\$12.50** for Japanese Day, at only **\$10.20** Other Japanese Tea Saques, at **\$4.95**

Today Lord & Taylor Celebrate Their 25th Anniversary With An Extraordinary Nation-Wide Sale of Famous Onyx Hosiery



THESE reductions on the most staple grades are exactly as advertised in the Saturday Evening Post, the Ladies' Home Journal and other current magazines. A saving on the regular year-round price at which Onyx Hosiery is sold America over.



Women's \$1.50 Onyx Pure Silk Hosiery \$1
The finest \$1.50 grade of women's celebrated Onyx Pure Thread Silk Hosiery. Every pair in the Onyx special 25th Anniversary boxes. Black only with "Dub-L" silk tops, high-spliced heels, reinforced soles and toes. On sale **\$1.00** today, the pair at **\$1.00**



Women's 50c Onyx Hosiery

Women's 50c Onyx Lisle Hose—gauze weight with new "DUB-L" tops and high-spliced heels. Very superior quality in black, white and tan. Onyx Anniversary special, pair **35c**. **Women's 50c Onyx Black Hose**—fine quality, special gauze weight with "DUB-L" top, reinforced heel, sole and toe. Onyx Anniversary special, **3 PAIR \$1**

35c

All 50c Grades of Men's Onyx Socks 35c

35c
3 PAIR \$1

Men's 50c Onyx Black Silk Socks—the best, most reliable grade ever sold at 50c. Only finest yarns are used; reinforced tops, double heels, soles and toes. Onyx Anniversary special, the pair **35c**.

Men's 50c Onyx Pure Silk Socks—Genuine cocoon silk of an excellent wearing quality, with reinforced heel and double lisle sole. Black and colors. Onyx Anniversary special, the pair at **35c**.

Men's 50c Onyx Fancy Lisle Hose—Also the silk plaited lisle in all solid colors. The fancy hose come in scores of smart checked, small figured and embroidered styles. Onyx Anniversary special, **35c**. **3 PAIR \$1**

Men's Onyx Silk Socks, Black and All Solid Colors, 25c the Pair

Furniture Quality With Our Reputation Behind It

IT is easy to talk quality in Furniture. In purchasing you must buy greatly on confidence. You cannot go beneath the finish and upholstery to tell whether it is all up to standard. The Furniture which fills our entire fourth floor in both buildings, is characterized by that sturdiness and thoroughness of construction, which makes for life-time endurance. Back of every piece is our 55 years of reputation for fairness and satisfaction. Contributing to the immense stocks are such famous makers as Ketchem & Rothchild, Gustave Stickley's "Craftsman" and famous "Lifetime" Mission Furniture. These specials for Wednesday and Thursday demonstrate our wonderful underselling power.

\$8 Solid Oak Mission Rocker \$4.79
An artistic Mission Rocker, just as pictured, in fumed finish, with Boston leather seat. Well constructed. Regular \$8 Rocker, for 2 days **\$4.79**

\$110 Luxurious Down-Fil'd Chair, \$72.25
An elegant Chair for library or living-room. Famous Ketchem & Rothchild make—solid mahogany frame with down-filling, upholstered in fine denim. Regularly \$110—**\$72.25**

This \$7 Custom-Made Denim Couch, for Two Days \$3.98
Made by experienced upholsterers in our own well-equipped shops. Well constructed with best steel springs, tied and cross tied. Regularly \$7.50—extra special for two days at this very low price **\$3.98**

This \$85 Rocker at \$67.98
An elegant Ketchem & Rothchild Rocker, just as illustrated. Mahogany frame with denim covering. Best materials and workmanship. Regularly \$85.00—for two days—**\$67.98**

This \$4.50 Reed Rocker for \$2.59
We have just 50 of these large, comfortable Reed Rockers, exactly as illustrated. Well made—splendid for porch or bedroom. Regular \$4.50—for Wednesday and Thursday are priced at only, ea. **\$2.59**

70c Onward Furniture Shoes, Set 47c
We are the principal agents in Portland for these new Onward Furniture Shoes. All sizes, fitting any post. The No. 6 size as illustrated. Regularly **70c**—special for two days at only, the set **47c**

Dozens of New Styles in Wash Frocks at \$7.50

HERE'S Summer apparel news today of interest to every one of you. For who of you isn't anxious to be refreshingly attired in a smart, new Wash Frock. So Spring and Summer-like are they in their splendid quality materials and new, dainty shades.



Pretty one-piece styles with dainty lace yokes, lace collars, button trimmed, neatly piped.
Two of the models as illustrated here of blue line and dainty plaid tissue. Other styles in fine ginghams, batiste and cotton voile in light blues, pink, natural linen shades. Plain and in stripes, checks and invisible plaids. Dainty White Lingerie Dresses included. Choose one of the Summer Frocks today from this big group **--at \$7.50**
—Second Floor, Main Building.

Wednesday Is Notion Day 35c Silk Shields, Special at 19c

SELDOM, indeed, that such dainty Silk Dress Shields are offered at so low a price. Sure to give satisfaction—covered in durable white silk. Regularly 35c a pair. At **19c**

- 25c Horn Hair Pins—there's no having too many of them. In assorted sizes. 6 in a box at only **15c**
- 10c Crown Corset Steels, drab color, 11 to 13-inch, special at **5c**.
- 5c Hooks and Eyes, black and white, card, **3c**.
- 7c Dragon Basting Thread, **5c**.
- 10c Helene, large size, Hair Nets, **5c**; 6 for **25c**.
- 5c Machine Thread—the well-known Conqueror Brand. Special for today's selling, 2 spools at **5c**
- 50c Skirt Gauges—the "Ideal" make for both professional and home dressmaker. Special today only **25c**
- 10c Collar Stays, card, at **5c**.
- 15c Vera-Best Hat Fasteners, pr. **10c**
- 5c Spool Silk, 100 yards, 6 for **25c**
- Ideal Darning Cotton, 3 for **5c**; the dozen only **15c**.
- 20c Silk Tie Laces, black and tan, 30-inch, pair, **10c**.

Sale of Paints and Supplies

HUNDREDS of householders took advantage yesterday of the phenomenal savings in house needs, made possible through this April Sale. Paints, Brushes and Supplies—articles needed for the Spring renovating. Come today!

Imperial Paints
A high-grade paint, unaffected by climatic conditions. An expert from the factory to give you interesting facts about these Paints. Note the prices. House Paints, 1-qt. **49c** House Paints, gal. **\$1.69** House Paints, five gallons, at only **\$7.98**

Paint and Varnish Brushes
10c Bl'k Bristle Varnish Brush, 1-in. **8c**
15c Bl'k Bristle Varnish, 1 1/2-in. **15c**
25c Bl'k Bristle Varnish, 2-in. **19c**
30c Bl'k Bristle Varnish, 2 1/2-in. **24c**
40c Bl'k Bristle Varnish, 3-in. **33c**
25c Bl'k Bristle Paint Brush, 2-in. **19c**

Imperial Porch and Step Paints on Sale
Porch Paints, one-gallon, low price at **44c**
Porch Paints, half-gallon, at only **79c**
Porch Paints, one-gallon, low price **\$1.49**

\$7 Garden Hose at \$5.39
Fully guaranteed, high-grade, red rubber seven-ply Hose. Full 50-foot length, 1/2 inch size. Complete with couplings and nozzle. Our reg. \$7 outfit, today at only **\$5.39**

Imperial Floor Paint Reduced
Floor Paints, at the very low price, the quart **44c**
Floor Paints, at the very low price, half-gal. **79c**
Floor Paints, at the very low price, the gal. **\$1.49**

\$3 Red Rubber Hose—3-4 in. 50-ft. length. Complete at \$5.75
\$5.75 Black Rubber Hose, 50-foot length, 1/2-inch size, of good five-ply grade, special only \$4.98
\$9 Black Rubber Hose—Finest grade Garden Hose, guaranteed not to crack or kink, 50-foot length, 1/2-in. in size. Special sale, at only \$7.49

Pure Cane Sugar, at Sack \$5.90

PURE Cane Sugar special in Pure Food Grocery today at less than wholesale price! Order a 100-lb. sack today at only **\$5.90**

- Royal Banquet Butter—The fresh, delicious Butter that enjoys such popularity. Special, two pounds **65c**
- English Bacon—With a flavor and wholesome taste that's wonderfully appetizing. Special, a pound at **16c**
- Lemons at 10c—Who of you won't want a dozen at this price. Extra special for today only, the doz. **10c**
- Fancy Potatoes, the sack, only **\$2.50**
- 25c Rockwood's Cocoa, special at **17c**
- 50c Rockwood's Cocoa, at only **33c**
- Peanut Oil, half-gallon cans, only **85c**
- Imported Macaroni, two packages **25c**
- Choice Prunes, 3/4 pounds, only **25c**
- Walnuts, special, two pounds for **25c**
- Ivory Salt, three packages for **25c**
- C. & B. Crow Chow, large size, at **50c**
- Sapolio, four 10-cent cakes, only **30c**
- Fancy Rhubarb, five pounds, for **25c**
- Oranges, special, the dozen, only **21c**
- 30c Bar-de-Luc, special at only **20c**
- Clover Leaf Butter, fresh and sweet, today 2 pounds for **60c**
- Lighthouse Cleaner, today we're selling the large can at **25c**
- 10c A. & H. Soda, special for today, 4 packages for **25c**
- Red Beans, specially priced for today at, 5 pounds for **25c**

EST. 1857 THE MEIER & FRANK STORE
TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101