

### Refreshingly Different Are the New Spring Suits



And madame must see them to appreciate their distinctive beauty and attractiveness. Slight and gracefully cut are the skirts—jaunty, straight and oddly cut are the jackets and of finger-tip and wrist length. The effective narrow silhouette mode remaining, though modified, to lend greater grace and suppleness of figure than possible in the straight, severe lines of the past season. Visit the Garment Salons today—don't fail to see the new Spring Suits, you'll delight in the showing now ready for you! Sizes for women and misses—prices range from **\$25 to \$55.**  
—Second Floor, Main Building.—Mail Orders Filled.

**The New Silks** are wonderfully rich and attractive! Elaborate in variety is our showing of all the new novel and staple weaves. Included in our showing are the new shades in lustrous, clinging Crepe de Chines, the popular Dresden weaves, the practical heavy twilled Tourist Suitings, and a wonderful variety of the ever favored famous Cheney Bros.' Showerproof Foulards. Also courtly Brocade Silk Crepes, Changeable and Striped Silks. And the prices—quality considered—you'll marvel at their lowness!  
—First Floor, Main Building.—Mail Orders Filled.

### Just a Hint of Things New at Meier & Frank's

#### Books for the Graduate

"A Sweet Girl Graduate"—50c.  
"My Golden School Days"—50c.  
"My Commencement"—50c.  
"The Commencement Book"—\$1.50  
"For the Graduate"—75c.  
"The Girl Graduate"—\$1.50.  
"The Class Record"—\$1.  
And appropriate Leather Gift Books.  
—Bookstore, Basement.

#### Royal Society Art Work

Our first Spring shipment is here and women interested in art work shouldn't fail to visit our Third Floor section. Varied and many are the pretty new ideas in embroidery art. Needlework lessons free daily—2:30 to 5.  
—Third Floor, Main Building.

### Many Reflections of the Parisian in the New Millinery



See the stunning creations now in our second floor Millinery Salons and you'll agree that a touch of the Parisian is surely in evidence. And a hint of the Orient is apparent in many of the smaller types. Striking though pleasing are the color combinations. Tiny flowers and feathers that soar high are the predominating trimmings. See the fetching Mephisto Turbans, the Tam o'Shanter effects and other stunning Chapeau creations. Styles here to please the young miss, the young matron and the older woman. Prices range from **\$8 to \$55.**  
—Second Floor Salons.—Mail Orders Filled.

### The Corset

—surely milady appreciates the importance of being fitted to the correct, new model for Spring before the new season's garments are fashioned. And let the new Corset be one of our superb new "Madame Iranes." Correctness of line and grace of figure assured in the choice of one of these high-grade models.

**AT \$6.50**—Model 1589, for slender and medium figures. Has low bust and long pointed skirt. Unboned over the hips, thus insuring perfect ease and comfort. Don't fail to see these new models.

**AT \$8**—Model 1962, specially designed and adapts itself to the present dress requirements, having a graduating clasp with lacing below to restrain the hips, giving the desired slender effect.

**AT \$10**—Model 1717, an ideal model for medium figures. Has low bust, long hips and back. Fitted with elastic gores at front, insuring perfect comfort when sitting and a snug-fitting skirt when standing.

## Meier & Frank Co

Fifth Sixth, Morrison, Alder Streets  
THE QUALITY STORE OF PORTLAND 1857 1913

**OUR PHONOGRAPH DEPARTMENT**—on the fifth floor, where you'll find every style Columbia or Victor. Ask to hear February Records.

**OUR NURSERY**—where infants and children may be cared for while mothers shop in the Store, is located on the fourth floor.

**OUR BEAUTY PARLORS**—where manicuring, shampooing, hairdressing, facial massage, etc., is done, is on the first floor, balcony.

**OUR TEA ROOM**—where delightful luncheon is served daily from 11:30 A. M. to 2:30 P. M., is located on the seventh floor.

**WATER BILL PAY STATION**—where water bills from any part of the city may be paid, is in the basement, between old and new buildings.

# February Furniture Sale

## --In Our Semi-Annual Housefurnishing Event

### But Aside From the Hundreds of Phenomenal Offerings in Furniture for Every Room in the Home




**Mail Order Parcels Delivered Free**—by Parcel Post, if weighing 4 ounces or less and amounting to \$1 or more. Parcels, 1 to 11 pounds, delivered free within 150 miles of Portland, amounting to \$5 or over.

**There Are Specials in** Rugs Carpets Linoleums Draperies Lace Curtains  
Couch Covers Table and Bed Linens Blankets  
Cut Glass House Wares China Ware Pictures

Pay on Easy Installments—when you purchase Furniture, if you wish. Ask about our Club Plan. This applies to purchases made at sale prices also.

### New Embroidery Flounces & Bands at Savings

The foremost St. Gall and Plauen factories have set a new mark for other makers of Embroideries—the daintiness and exquisite charm they have embodied in the new trimmings for milady's lingerie surpass all attempts heretofore. Of Venice, Colbert and floral effects, on voile, crepe and batiste. 27 and 45 inches deep with Bands to match, **\$3 to \$12** the yard.

45c Bands specially priced at, yard, **25c**  
75c Edges, 17 inches wide, the yard, **59c**  
1.50 Edges, 27-inch, the yard only **98c**  
2.25 Edges, 45 inches wide, yd. **\$1.69**

**\$1.75 to \$3.50 Voile Flounces**—45 inches deep. In heavy floral designs. For the making of beautiful lingerie dresses. Special, the yard **\$1.39**

**\$1.75 to \$2.50 Allover Embroideries**—Of swiss and nainsook. In dainty designs. For the making of yokes and waists. Special price, yard **\$1.49**



**\$24 Solid Oak Hastings Tables**—as illustrated, 6-foot Extension pattern, fitted with duo style locks, removable top, fumed finish. Regularly \$24. Priced for today, each only **\$16.25**



**\$25 Solid Oak Extension Tables**—just as illustrated, 6-ft. size, duo style lock. Fumed Early English or wax golden, only **\$15.75**



**\$22.50 Solid Oak Buffets**—just as illustrated. Fumed or Early English finish. Specially priced for this sale **\$13.98** at only, each



**\$5 Solid Oak Rockers**—just as illustrated. Substantial and well finished, waxed. Regularly sold at \$5.00. Priced **\$3.29** today at, each

### A Heavy Damask Table Linen, Yard \$1.00

\$1.25 the yard is the regular price of this heavy quality Damask Table Linen we specially price for this sale! It's the 72-inch width and you'll readily agree the weave is exceptionally fine and \$1.00 strong at the price, yd.

**\$1.25 Heavy Damask, 68 inches, yd. 90c**  
**\$1.75 Heavy Damask, 72-inch, yd. \$1.50**  
**\$3.00 Napkins, 22x22, dozen at \$2.50**  
**\$4.00 Napkins, 22x22, dozen at \$3.50**  
**35c Heavy Linen Towels, 21x40, at 25c**  
**35c Heavy Turkish Towels, 21x40, 25c**

**75c Sheets**—of extra heavy quality material that is firmly woven, yet soft in finish. Size 81x90. Priced for the sale today at only, each **59c**

**20c Pillow Cases**—of good, heavy quality, and not of the flimsy you'd expect at this price. Size 45x36. Specially priced for today at only **15c**

**\$2 at Purchase @ \$1 a Week**

sends any of our high-grade Willamette Sewing Machines to your home.  
—Third Floor, Main Building.



**\$11 Metal Beds**—just as illustrated. In white or Vernis Martin finish. Either full or three-quarters size. Regularly \$11, priced for this sale at **\$7.89**



**"Yum Yum" Springs**—Sizes to fit any bed—only one to customer, and delivery to be made when our vans are in purchaser's neighborhood. Think of choosing the famous Yum Yum Springs at **\$1.69**



**\$25 Colonial Dressers**—large size, solid oak, just as illustrated. Dull golden finish. Choice of square or oval mirrors, only **\$17.50**



**\$11.75 Solid Oak Dressers**—as illustrated, with 2-drawer top; finished wax golden; at only **\$8.65**

**\$5 English Breakfast Tables**—They're a great convenience, these English Breakfast Tables. Style just as illustrated. Regularly \$5.00—today, each, at only **\$2.98**

**Choose Books for Valentines**  
Dozens of appropriate titles and bindings to select from here in Basement.  
Basement Annex.

### Handsome French Net Curtains Reduced



There's a decorative beauty to French Net Curtains that is most distinctive and charming. For today we add to the scores of Drapery specials in force for the February Homefurnishing Sale—handsome French Net Curtains in great variety. Of Cluny, Renaissance, Marie Antoinette and all recognized foreign makes of Lace Curtains. 'Twill pay to choose the Curtain needs now!

**\$3.50 French Net Curt'ns, pr. \$2.78**    **\$6.00 French Net Curt'ns, pr. \$4.75**  
**\$4.00 French Net Curt'ns, pr. \$2.95**    **\$6.50 French Net Curt'ns, pr. \$5.20**  
**\$4.50 French Net Curt'ns, pr. \$3.60**    **\$7.50 French Net Curt'ns, pr. \$5.95**  
**\$5.00 French Net Curt'ns, pr. \$3.90**    **\$8.50 French Net Curt'ns, pr. \$6.50**

**SUNDOUR DRAPERY** Wonderfully artistic are the fabrics at LESS than their regular price. For this sale we include every pattern of Sundour in our stock, at prices that justify you in making early selection.

**50c Sash Lace**—of plain French Net, with fancy red or green borders. Specially reduced for this sale, yard at **19c**

**75c Figured Sundour, yard, 38c**    **\$1.25 Pln. and Fig. Sundour, 65c**  
**85c Figured Sundour, yard, 48c**    **\$1.35 Figured Sundour, yd. 75c**  
**\$1 Plain and Fig. Sundour, 55c**    **\$1.75 Figured Sundour, yd. 95c**

### Durable \$27 Axminster Rugs, 9x12, \$19.50

Justly popular are the famous Axminster Rugs—they're both serviceable and beautiful, and even at our regular prices it's economy to purchase them here. For the Homefurnishing Sale we offer the 9x12 size, that sells regularly at \$27, for only **\$19.50.**

**Bundhar Wilton Rugs**—made in hearth size. 27x54 inches, closely woven Rugs in handsome patterns and beautiful colorings. Special for this sale only **\$3.50**

**Bundhar Wilton Rugs**—in distinctive patterns that we offer in great variety. They're well known the land over and called for by name. 4-6x7-6 **\$12.50**

**\$2.50 Bundhar Wilton Carpet, Yard \$1.60** Each season sees some patterns of Carpets discontinued in the making. In the Bundhar Carpets we have a few hundred yards only of these patterns and to dispose of what remains at once we offer the \$2.50 grades at only **\$1.60** the yard.



Third Floor Main Building  
Ask About the Specials In Linoleums