

United Auxiliaries Reception Committee Entertainment and Dance at Auditorium Tomorrow Night, Benefit Soldiers—Tickets 55c—Main Floor.

### Oregon Boys Reach New York!

So wires Mrs. Alice Benson Beach, attached to our Welcome Home the Boys Bureau in New York. According to this information Batteries A, B, C, D, E, F and the Headquarters and Supply Company of the 48th Regiment Coast Artillery, arrived in New York Tuesday en route to Camp Dix, N. J., where relatives are advised to write the boys direct. Headquarters Company of the 41st Division was due in New York Tuesday night on the Leviathan. Mail for men in this contingent may be sent care of our New York office, 212 Fifth Avenue.



**Meier & Frank Co.**  
Established 1867  
THE QUALITY STORE OF PORTLAND  
Pop., Wash., Portland, Astor Bldg.

### Hundreds of Good Books 1/2

These lots at half price and some less than half (a few hurt books included):  
For grownups: Standard sets, dictionaries, biography, gift books, Bibles and testaments, etc.  
For children: Picture books, books of adventure, history, fairy tales, bedtime stories, etc.  
—Meier & Frank's: Fifth Floor. (Mail Orders Filled.)

Speeding Ahead!—The Most Important Economy Event in Years! Meier & Frank's

# Bringing Down the Cost of Living Sales

For Our Bringing Down the Cost of Living Sales

## Our Entire Stocks of Boys' Winter Hats Reduced

This extraordinary sale includes at great reductions all our Winter hats for boys that have been regularly priced from 75c up to \$7.50. Seven great groups to choose from—a good selection in each group—all at most substantial reductions.

**75c Knit Wool Toques 49c**  
A wide range of colors and color combinations in these good knit wool toques, the various school colors included.

**\$1.00 and \$1.25 Hats only 75c**  
Boys' hats in plaids, checks and mixtures in all the popular colors. Also velvets in plain colors. Sizes 2 to 10 years.

**Boys' \$1.50 Hats only 98c**  
Plain velvet and corduroy hats, also plaids and mixtures. A few tweed hats. Also \$1.50 and \$2.50 overseas caps 98c.

**\$2.00 Hats for \$1.49**  
Children's hats of corduroy and plain velvet, a good selection of tweed hats. All the desirable colors. Sizes 2 to 10 years.

**\$2.50 and \$3.00 Hats \$1.98**  
Children's velvet and plush hats in a wide variety of styles. Black, brown, green, taupe and gray. Sizes 3 to 10 years.

**\$3.50 and \$5.00 Hats \$2.98**  
Velvet, plush and velour hats in all shapes and colors. Also a few white hats suitable for girls' wear. Sizes 2 to 10 years.

**\$6.50 and \$7.50 Hats \$3.85**  
Plush and velour hats in black, brown and white and black and white combinations. Some are fur trimmed. Sizes to 14 years.

**Boys' \$16.50 ALL WOOL Trench Overcoats \$11.85**

These all-wool overcoats are made in regulation officers' style and are just the thing for "little men" from 2 1/2 to 10 years of age.

Full lined overcoats of all wool knit jersey cloth in khaki color. Smart military model with inverted pleat, half belt and slash pockets. Special today only **\$11.85**.

—Meier & Frank's: Third Floor. (Mail Orders Filled.)



Second Day of Our

## Annual Spring Sale Notions and Home-Sewers' Supplies

The first day's selling has proved conclusively that this Spring is going to record the greatest activity on the part of home sewers. Never before have so many been equipped for the work in hand. Women, much of whose time in recent years has been devoted to sewing and knitting for the boys, are now ready and eager to take up the long-put-off sewing and mending for the home folks.

We have prepared for this renaissance with the best stocks of notions and dressmaking supplies of all kinds, and, what is especially to the point, we offer these at

**Great Savings**

in our Annual Spring Sale of Notions, Home Sewers' Supplies and Dressmaking Needs, which continues today and balance of week. Whatever your requirements you will find them here and in practically every instance at substantially reduced prices.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)



## New in Our Apparel Shop

Of course, as many of our patrons know, we are already making remarkably complete displays, the earliness of the season considered, of women's and misses' Spring suits, dresses, coats and capes. Every one of these displays is well worthy of a special visit from women interested in the new modes. What we particularly wish, however, to call to your notice today are:

**New Street and Dress Skirts for Spring**

Hundreds of them already grace our Apparel Salon. Such materials as serge, poplin, gabardine, jersey and silk poplin made up in plain, box, cluster and full-pleated models. Black, navy, tan, Copen, white, fancy plaids and stripes. Moderately priced \$7.50 to \$25.

**New Short Velveteen Coats for Spring**

Modish new garments to be worn with the separate skirts. Self belted and box sport models. These are priced from \$25 to \$35.

One skirt and coat illustrated.

—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)



## New "Welworth" Blouses

Most Attractively Styled  
Most Attractively Priced

**\$2.50**

Women appreciate the advantage of being able to purchase the very newest blouse creations on the selfsame day they go on sale in the country's fashion centers and for the same low price. Through our close co-operation with the manufacturer of the nationally famed Welworth blouses we can offer our patrons new models in these blouses each week at \$2.50—a price made possible only by unique merchandising methods. We illustrate one of the models on sale today.

—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)



On the Center Aisle Bargain Square  
Main Floor, Fifth Street

## \$1.00-\$1.25 Silks

**69c**

Silks taken from our regular Second Floor stocks and, for greater convenience in selection, placed on sale for one day only on the Main Floor Bargain Square while quantities remain at 69c yard instead of \$1.00-\$1.25.

Hundreds of yards of all-silk taffeta and messaline in dark stripes and plaids, also black and white stripes and checks.

Remember these silks are on sale Center Aisle Bargain Square, Main Floor, Fifth Street only.

Continuing Today—Our Great February  
Bringing Down the Cost of Living

## Sale of Furniture

MEIER & FRANK'S is splendidly prepared to fill your every want in furniture—at lower prices than you ordinarily expect to pay. Now is a good time to anticipate present and future furniture requirements—during our Bringing Down the Cost of Living Sales we are in many instances substantially reducing our regular low prices.

**Furniture for Every Room in the Home**  
is included in this sale in all woods, finishes, styles and sizes. Below we give only a partial list of what this sale brings.

**\$24.50 Library Table \$16.75**  
The attractive library table illustrated above is in either quartered oak wax finish or imitation mahogany dull finish. Oval top, measuring 28x47 inches. With drawer.

**\$17.00 Dressing Table \$8.75**  
Oak dressing table in wax finish. Three mirrors.

## China Cabinets and Buffets At Great Reductions

\$65.00 Walnut Buffet, William and Mary design, priced special	\$42.50	\$55.00 Mahogany Buffet, Queen Anne design, priced special	\$39.00
\$65.00 Walnut Buffet, William and Mary design, priced special	\$47.50	\$75.00 Mahogany Buffet, Queen Anne design, priced special	\$54.50
\$65.00 Walnut Buffet, Queen Anne design, priced special	\$39.50	\$50.50 Mahogany China Cabinet	\$32.00
\$86.00 Walnut Buffet, Queen Anne design, priced special	\$49.50	\$120.00 Mahogany China Cabinet, wood doors, priced special	\$68.00
\$85.00 Mahogany Buffet, William and Mary design, priced special	\$27.50	\$215.00 Mahogany China Cabinet, wood doors, priced special	\$108.00

**Make Your Own Terms in Reason**  
On furniture purchased during this sale as on all furniture we sell you can, if desired—make your own terms in reason.

—Meier & Frank's: Eighth Floor. (Mail Orders Filled.)

## MEN!

### 2 Handkerchief Specials

It will pay you to buy in half-dozen lots.

**Men's Handkerchiefs at 14c**  
Shamrock lawn handkerchiefs with plain and fancy embroidered initials in white and colored styles. Small and long letters. Hemstitched edges. Not every initial. 25c values.

**Men's Handkerchiefs at 25c**  
Heavy cambric handkerchiefs with taped and satin striped borders. Self-figured designs. These are IMPORTED handkerchiefs. Excellent for general utility. Regularly 35c.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)

## Reliable Makes Alarm Clocks

We carry at all times a complete stock of all the most reliable makes of alarm clocks, including Westclox, New Haven, Ansonia and Seth Thomas.

Westclox (makers of Big Ben), \$3. Bingo, \$3.50. Sleep Meter (large size), \$3. Sleep Meter (small size), \$2.25. America, \$1.50. Many others—all moderately priced.

We also have a large assortment of mantel clocks, including Seth Thomas, New Haven and Ansonia makes.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)



## The Universal Cast Iron Range

Installed Complete

**\$76.50**

For durability and baking qualities this Universal cast-iron range has few equals and no superiors.

For our Bringing Down the Cost of Living Sales we've reduced this range to \$76.50—installed complete in your home. If desired, make your own terms in reason.

**TERMS IN REASON**

—Meier & Frank's: Sixth Floor. (Mail Orders Filled.)



## Silk Nets

\$2.00-\$2.25 Values

**\$1.49**

72-inch silk dress nets in light, medium and dark shades for evening wear.

**85c White Wash Nets, Yard 50c**  
72-inch white wash nets for lining purposes. Yard, special, at 50c.

**15,000 Yards Edges, Insertions 4c**  
Good quality lawn, cambric and longcloth embroidery edges and insertions at, yard, 4c.

—Meier & Frank's: Main Floor. (Mail Orders Filled.)

## Children's Tub Frocks

Very Special at

**\$1.47**

Children's attractive wash dresses of plain colored, striped and plaid gingham and chambray. High waist-line style with trimming in white or contrasting shades. Sizes 6 to 14 years. Regularly to \$2.98.

**Dresses 59c**  
A broken assortment of children's dresses made of serviceable striped percale and checked and striped gingham. Sizes 3 to 5 years and 6 to 12 years. Regularly 98c.

**Bloomers 49c**  
Children's black and white patterned bloomers in band and elastic top styles. Sizes 4 to 18 years. Regularly 75c to \$1.25.

—Meier & Frank's: Second Floor. (Mail Orders Filled.)



## Toiletries

Oriental Cream, \$1.35.  
Wisdom Robertine, 47c.  
Orchard White, 35c.  
Holmes' Frostilla, 25c.

With every purchase of tooth paste or powder we will sell a good, substantial tooth brush at **9c**

Dr. Lyon's Tooth Powder, 23c.  
Kolyons Tooth Paste, 28c.  
Pebecco Tooth Paste, 45c.

Gold Band Toothpicks, special at, package **4c**

Williams' Talcum, violet, carnation and lilac, 18c.  
Jergen's Talcum, crushed rose, violet and lilac, 18c.  
Palmolive Shaving Cream, 33c.  
Mennen's Shaving Cream, 29c.

Bath Brushes with long detachable handles, limited number, at **39c**

—Meier & Frank's: Main Floor. (Mail Orders Filled.)

## Decorative Work of Supreme Merit

is executed through our department of interior decorations. This implies

**Proper Materials, Colors, Styles**

Our leadership in the decorative field in value giving, as well as technical superiority, is emphasized by the Bringing-Down-the-Cost-of-Living Sales of high-grade drapery fabrics.

Drapery Velours, Yard \$2.65.  
Drapery Velvets, Yard \$2.45.  
Upholstery Velvets, Yard \$6.75.  
Nets and Curtains Reduced.

SAMPLES of linens, velvets and damasks at half and less than half price. Mostly 1 1/2-yard lengths.

**Wall Papers**

are of importance in the decorative scheme. These special offerings in wall papers for today.

50c-75c Wall Paper, Roll 35c.  
\$1.00-\$1.25 Wall Paper, Roll 65c.  
\$1.50-\$2.00 Wall Paper, Roll \$1.

Approved wall papers in fabric, canvas and tapestry effects. All papers for living-room, dining-room and bedroom.

—Meier & Frank's: Seventh Floor. (Mail Orders Filled.)

