

DAIRY LUNCHEON GIVEN

IMITATION COW IS USED FOR TABLE DECORATION.

Milk Survey Reports Are Heard and Work of Home Economics Teachers Explained.

With practically all its membership present yesterday, the official board of the Oregon Dairy Council met in the Imperial hotel. Preceding the executive meeting, there was a dairy luncheon in the dining room. The management had arranged the table decorations so that an imitation cow centered the board. The place cards were clippings from dairy magazines. Guests of honor were Miss Lottie Stearns of Milwaukie, Miss Edna Groves, director of home economics in the Portland schools; Miss Vella Winner, Mrs. P. O. Powell of Monmouth and C. L. Hawley of McCoy. Miss Groves, in her address, explained methods in which the home economics teachers are bringing to the attention of students the food value of dairy products. She also invited the council directors to visit the open-air school at any time.

Professor P. M. Brandt presided and called to the notice of the council the importance of the fact that Oregon is known as the state with high standard milk.

P. L. Sabig moved that the council appoint a committee to take such steps as may be necessary to the end that Dr. D. W. Mack, city dairy inspector, be retained for Portland.

A. M. Work was elected a member of the executive board.

The secretary reported that 32 councils have either completed or are making the school milk survey. A vote of appreciation was extended to Howard's Dairyman, the Western Milk Dealer and Dairyman, the Pacific Dairy Review and to several individuals including the teachers and press of the state who have co-operated in the educational work.

EXTRA!



Unusual Interest Will Attach to This

New Shipment of Victrolas

FEATURING THAT VERY POPULAR MODEL—THE

Victrola XI \$130

The Victrola XI (illustrated) is one of the most popular of all Victrolas. Owing to the acute shortage occasioned by the factory's inability to supply the demand, the Victrola XI especially has been at a premium for some time. Wherefore we are doubly pleased to announce this new shipment.

The Victrola XI in mahogany may be had here at \$130 while any instruments remain from this new shipment, which is quite limited in number.

Select yours today.

Brunswick, Columbia and the New Edison

This store is headquarters also for these. All the standard makes can be seen, heard and compared side by side in our Phonograph Shop, Sixth Floor.

Your Own Terms in Reason

Any instrument can be purchased here on your own terms in reason or we will, if desired, make up special outfits of instruments and selected records payable on the same liberal plan.

Grand Opera Records

Selections from the operas on the San Carlo Grand Opera Company's repertoire at the Auditorium this week may be had at this store on Victor, Columbia and Edison records made by famous artists.

Hear them in our sound-proof parlors.

Meier & Frank's
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

The History of the Umbrella From Earliest Times to the Present Day Is Interestingly Unfolded in One of Our Alder Street Windows

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

Thursday: A Banner Day in the January Sales to Bring Down Living Costs

CHARGE PURCHASES PAYABLE MARCH 1

MEN! 5820 Fine Shirts at Clearaway Prices

Last Minute News!

400 Good Silk Blouses

Lowered to This Final Price

\$4.55

Blouses already greatly reduced have been grouped together and still further lowered in price.

There are astonishing buys now. Lovely georgette crepe, taffeta, satin and crepe de chine. Plain, embroidered, hemstitched. Low and a few high necks.

White, flesh, biscuit, blue and black. Only one or two of a kind. Some show marks of handling. But if one takes into account the new higher costs of silk, etc., it does seem that blouses of good silk at \$4.55 are very close to being extraordinary.

Please take notice—broken sizes. Early comers will be surest of finding what they need.

—Meier & Frank's: Blouse Shop, Fourth Floor.



An Extra Special 3 Days' Sale of

Women's Spring Gloves

\$2.19

These new spring gloves on sale for three days at \$2.19 a pair are all WASHABLE and are the greatest kind of a value at the price.

Fashionable shades of gray, putty, covert, pearl, brown, tan and khaki. Plain and contrasting embroidered backs. P. K. and P. X. M. sewn. One-clasp style. A few have silk lining. Sizes 5½ to 7.

EXTRA!—

Children's Gloves 49c

A wonderful lot of children's washable gloves in sizes from 8 months to 10 years. Newport and white. Because of the exceptionally low price there will be no phone orders and no exchanges. Early selection is advised.

—Meier & Frank's: Glove Shop, Main Floor.

Meier & Frank's Lower Price Store

10,000 Mina Taylor, Gold Medal and Other Makes

House Dresses in a Sale

This sale includes our entire remaining Lower Price Store stocks of house dresses and coverall aprons—more than 10,000 garments altogether—at four wonderfully reduced prices. Every garment in the sale is offered at LESS THAN PRESENT WHOLESALE. Note the illustrations.



\$1.98

\$2.98

\$3.98

2000 Dresses \$1.98

Usually sold at \$2.29, \$2.49, \$2.69 and more. This lot includes garments of fine ginghams and percales in plain colors and combination effects—light, medium and dark shades—all FAST colors. Attractive belted styles with shirred waistlines. Sizes 36 to 46.

2400 Dresses \$2.98

Usually sold at \$3.49, \$3.98 and \$4.49. Fine zephyr gingham dresses of the better kind. Belted and close-fitting effects in more than a dozen models. A wonderful diversity of patterns and colorings. Some trimmed with linene and pique. Sizes 36 to 46.

2000 Dresses \$3.98

Usually sold at \$4.98, \$5.49, \$5.98 and more. Made of finest zephyr ginghams and madras in good-looking stripes, checks and plaids—light, medium and dark fast colors. Some with pique collars and cuffs, many embroidered fronts. Sizes 36 to 46.



3600 Dresses 98c

Usually sold at \$1.49, \$1.69 and some as high as \$1.98. These garments are made of standard quality ginghams and percales in a great selection of checks, stripes and plaids—light, medium and dark colorings. Attractive plain and belted styles in great variety. Sizes 36 to 44.

EXTRA SALESPERSONS—EXTRA SELLING SPACE COME EARLY FOR THE BEST SELECTION!

—Meier & Frank's: Lower Price Store, Basement Balcony.

To Say That Prices Are Well Below Wholesale Does Not Do Justice to the Reductions

Sale Begins at 9:15



The STORE for MEN, Main Floor
Just Inside Morrison Entrance

... Ready ...

When Our Doors Open at 9:15 A. M. This Morning and Lots of Wise Shoppers Will Be on Hand Then

MEN! Come and Tell Your Friends
WOMEN! Buy Now for Your Men Folks
EVERYBODY Should Share in This Shirt Sale

We are going to try and suppress our natural enthusiasm in telling you about this sale and shall narrate briefly in terms of cold appraisal what might well be discussed about in several chapters of gripping interest.

Well, then—

There are by actual count 5820 shirts in this sale.

They are all taken from our regular stock or are specially purchased NEW SHIRTS of like grade to those carried in stock at the regular prices quoted.

The prices quoted for comparison purposes are LESS than the same qualities could be regularly purchased at retail elsewhere.

NOW GOOD SHIRTS are not easy to get in any considerable numbers today to sell at our customary fair prices, much less at MUCH LOWER prices nor is the outlook favorable to prices coming down.

These shirts are GOOD.

And there are 485 dozen in the sale.

Ask yourself this question—

Do you need shirts now or do you expect to buy shirts in the next few months? If the answer is "yes" and if you want to SAVE in a real substantial way buy your limit in this sale.

THE SALE BEGINS at 9:15 A. M. today (Thursday) in The Store for Men, Main Floor.

The shirts have been arranged according to sizes so as to facilitate selection. To insure that service will be speedy and satisfactory we have provided additional experienced salespeople.

Lot 1:

2400 Good Shirts at \$1.65

Our \$2.85 and \$3.50 Grades

3 of these shirts for \$4.75.

This is a "titbit," surely.

Shirts of such materials as Bedford cords, oxfords, madras both plain and corded and satin striped, soisettes, etc.

In this lot are many NEW shirts out for the first time—AND ALL GENEROUSLY UNDERPRICED.

All sizes to start the sale but not all sizes in each pattern.

Lot 2:

2820 Fine Shirts at \$2.65

Our \$4.00 and \$4.50 Grades

3 of these shirts for \$7.50.

GENUINE ANDERSON MADRAS which as a shirt fabric owns no superior for wear and silk-striped poplins—nearly a thousand of these and ALL BRAND NEW—make up this second remarkable group of shirts.

Patterns and colorings are of the most attractive kinds.

All sizes to start the sale.

Lot 3:

600 Silk Shirts at \$3.65

Our Special \$5.00, \$6.95 and Better Grades

Read the headline again, please: "600 silk shirts at \$3.65." Not a shirt in this lot would sell regularly for less than \$5.00 and many are worth TWICE THIS PRICE.

Plain color wash silks in pastel shades of cream, old rose, lavender, green and blue, also plain white shirts. Lots of good-looking striped patterns in various color combinations for those who want lively styles.

A few of these are sub-standards; some are slightly soiled.

All sizes to start the sale.

—Meier & Frank's: The Store for Men, Main Floor.