

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

24 DAYS

1920 FEBRUARY 1920
Sun Mon Tue Wed Thu Fri Sat
1 2 3 4 5 6 7
8 9 10 11 12 13 14
15 16 17 18 19 20 21
22 23 24 25 26 27 28

OF SALES

TENTH DAY OF OUR TREMENDOUS FEBRUARY DRIVE—THESE NEW VALUES ARE BROUGHT FORWARD TODAY

Girls' Underclothes

Offered Away Below Usual

Girls' Store is hurrying out pretty nighties, princess slips, combinations and drawers. Broken sizes but nearly all sizes in some one or another style.



KNICKERBOCKERS

Now 29¢ to \$1.89

Were 35¢ to \$2.25

Soft white cambric with good embroidery or lace. Some have straight edges at the knee. Sizes 2 to 18 years.

NIGHTGOWNS

\$1.98—Were \$2.50 to \$4.50

Excellent nainsook and cambric. High neck and slip-on styles. Trimmed with tucking, embroidery and ribbon. Ever so pretty. Sizes 6 to 16 years.

PRINCESS SLIPS

\$1.95—Were \$2.50 to \$2.98

\$2.95—Were \$3.98 to \$5.95

Good batiste and nainsook with laces, embroidery, tucking and heading with ribbon. Sizes 6 to 16 years.

COMBINATIONS

39¢—Were 75¢

Madras waists with attached drawers, complete with straps and buttons for hose supporters and other garments. Sizes 1 and 2 years.

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

700 Pairs of

Curtains \$3.95,

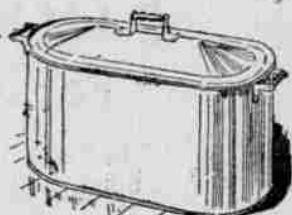
\$4.55, \$5.80

Going on, the February sale of curtains.

Good luck for those whose windows need softening draperies. These special curtains are of extra good voile and marquisette with lace edges or insertions.

White, cream and ecru.

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



\$8 Copper Wash Boiler \$5.99

Heavy copper. 22 inches long, 12 inches wide and 13 inches high. Stationary wood handles and hook-on cover.

Wood clothes tongs special at 16¢.

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

Needlework Specials

Our Second Floor Art Needlework Section makes a special featuring today of the following:

Embroidered Models

1/2
\$1.50 to \$20 values 75¢ to \$10
Scarves, centers, pillows, undergarments, children's dresses, rompers, etc.

Sweater Models

1/2
\$6.50 to \$22.50 values \$3.25 to \$11.25.
Sweater models in several different styles. Some are soiled.

Stamped Needlework

9¢
Many a great deal less than HALF.
Odds and ends, including pin cushions, centers, pillow tops, etc.

Stamped Needlework

39¢
Regular values to \$1.
A table of stamped pillow tops, centers, scarves, children's dresses, guest towels and bags.

Dresser Scarfs

59¢
Regular 75¢ values.
Dresser scarfs stamped in attractive conventional designs on white art cloth.

Luncheon Sets

89¢
Regular \$1.25 values.
Attractive 13-piece luncheon sets stamped for embroidery in a simple French knot design.

Stamped Dresses

98¢
Regular \$1.25 to \$3 values.
Children's dresses stamped on pique and poplin crepe, sizes 4 to 8 years. Also rompers and boys' suits in sizes 1 to 4 years.

Fringe and Lace

19¢
Regular values to 65¢.
Suitable for scarf ends and centers. White and cream.
—Meier & Frank's: Second Floor. (Mail Orders Filled.)

Progressing

The following important sales are going forward in their respective departments. Here we can give only the briefest summary—any one of them would deserve an entire page for proper presentation.

Sale of Men's, Women's and Children's Shoes

17,500 pairs at average present wholesale cost. Six specials for women from \$2.35 to \$15.85. Five specials for men from \$3.95 to \$9.95. Eight specials for children from \$1.19 to \$3.98. Six specials for boys from \$2.35 to \$5.65.

—Third Floor.

Spring Sale of Notions and Dressmakers' Supplies

This annual sale, which began yesterday and continues until Saturday evening, is the most important event of the spring dressmaking season. Now is the time to fill up work baskets, sewing tables and machine drawers with dependable sewing needs. Threads, needles, pins, hooks and eyes, braids, bindings, beltings and miscellaneous needfuls in infinite array are offered at lowest prices.

—Main Floor.

Toilet Articles and Drugs

are the subject of a special six days' featuring designed to show the unequalled extensiveness of the MEIER & FRANK stocks of standard quality drugs and toilet articles and the uniformly low MEIER & FRANK prices.

—Main Floor.

Axminster, Wilton, Velvet and Other Rugs

in splendid variety including tapestry Brussels, body Brussels and grass rugs are offered in a large assortment of patterns, colors and sizes at greatly reduced prices.

—Seventh Floor.

Now Is the Time to Choose

Silk Negligees

\$14.95

Models Here Until Now
\$18.50 to \$25 and More

Limited number of fluffy lacy affairs and the simpler styles of good silk effectively embroidered and stitched. A few show marks of handling but many of them are fresh and dainty enough for brides.

Crepe de chine plain or combined with georgette, lace and ribbons.

Delicious colors.

Usually only one of a kind.

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



Sweaters for Small Women \$3.95

No one could possibly buy the yarn and knit these interesting looking sweaters at anything like this price.

Mostly tan, blue and a few reds. Broken sizes. Miscellaneous styles.

Women's Combing Jackets \$1.98

Cotton crepe printed with fascinating cherry blossoms and other flowers. Made in Japan.

—Meier & Frank's: Third Floor, Sixth Street.

\$14.85

For 500 Boys' Suits

200 New Suits With
2 Pairs Pants are
in This Disposal

Right at the start we wish to state that practically all of these suits at \$14.85 are LESS THAN PRESENT WHOLESALE COST. Many are all wool.

All are standard makes.

In the suits with one pair of pants will be found

Sampeck, Dubbelbilt

and other brands identified with high-grade clothes for boys, but it is about the TWO-PANTS SUITS—200 of them, and all new—included for good measure that we enthrall most.

Suits for school, dress, year-round wear. Well tailored garments with all seams taped, pants fully lined and due consideration paid to SERVICE in every detail.

All shades of gray, brown and green. Sizes 7 to 18 years.

—Meier & Frank's: The Store for Boys, Third Floor. (Mail Orders Filled.)



New Flannelette Nightgowns \$2.29

Very prettiest we have ever seen.

They look exactly like the old famous French flannel.

Striped in artistic combinations and delicate colors such as rose and blue on a creamy background.

Some bound with beautiful brocaded 1 1/2-inch ribbon. Others carefully hemstitched. Either mannish or feminine styles. Exceptional at the price.

—Meier & Frank's: Third Floor, Sixth Street.

Remnants of Outing 29¢

29¢ yard for 1200 yards of outing suitable for nightgowns, pajamas, etc. Narrow striped effects of pink, blue and tan. 27 inches wide.

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

Thousands of Yards

Fancy Silks Captured

at \$1.98 yd.

A manufacturer with a stock he wished to turn into immediate cash even at a financial loss . . . a MEIER & FRANK representative quick to procure the advantage for our Portland clientele . . . raw silk today at seventeen dollars a pound and still going up—

That is the story of this sale in a nutshell.

For greater convenience we shall place the silks on a center aisle table, Main Floor.

Included are taffeta and messaline in plaids and stripes. Dark and light colors. 36 inches wide. Smart for dresses and skirts. Good to use either plain or pleated. Home dressmakers can create fashionable frocks at very little cost if they share in this sale.

—Meier & Frank's: Center Aisle, Main Floor.



"BIG"! YOU TELL 'EM

200 Men's and
Young Men's
SUITS . . .

\$29.85

No time to waste on rhetoric—here are the straight facts:

We took stock in the Men's Clothing Store a little more than a week ago. Various lines were thus discovered to be "broken" or incomplete. Rather than fill in sizes at the prevailing higher prices we've determined to make short work of the 200 garments which compose the several lots. This price will do it. Our loss in material profit will be more than offset by the liberal measure of good-will the sale is sure to bring us.

Please Read Carefully What Follows

"Half today's prices" is more truth than poetry in the case of many of these suits.

All are from regular stock.

Most of the suits are ALL WOOL in such fabrics as worsteds, chevots and tweeds and in all regular sizes 34 to 44 and there are some

All-Wool Blue Serges

of special interest to stout fellows who take 40 to 46 sizes.

The styles are those that are being worn now and will be popular for spring and summer wear. One and two-button double-breasted suits in plain or all-around belted styles are featured.

And—the last word is the best—\$29.85!

—Meier & Frank's: The Store for Men, Third Floor. (Mail Orders Filled.)

\$1.85

Gloves

buys regular \$3.00 and \$3.50 washable cape gloves in ivory, gray, brown and tan. P. K. and P. X. M. seams. All sizes to 10. Worth more today than the comparative prices quoted.

\$2.65

buys gray mocha gloves of excellent heavy quality that are worth today \$5.00-\$6.00 pair. P. X. M. seams. Black embroidered backs. Sizes 7 1/2 to 8 1/2 inclusive, in this sale group.

—Meier & Frank's: The Store for Men, Main Floor. (Mail Orders Filled.)

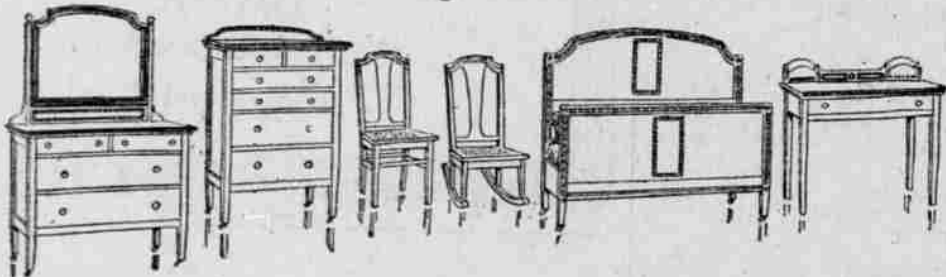
GOOD Furniture Repriced

Furniture makers are united in a great effort to manufacture the furniture demanded by the whole country. Odds are against them. Lumber is scarce and high priced. Labor is scarce and costly. Plate glass is being gobbled up by automobile makers—at any price whether perfect or otherwise—leaving little for furniture makers. Things such as nails, screws, paint, glue, drawer pulls, are immensely increased in price.

During the war thousands of homes stopped buying furniture—and now—they demand it—all together—at once.

—But: Good news for Portland today:

Bedroom and Dining Room Suites Reduced



Enameled Bedroom Suites Less

—buy them separately or by the suite. The six pieces are illustrated. Taken directly from our own regular stocks and specially priced.

Dresser, ivory enameled, complete with 24x30-inch mirror, was \$69.50, special \$49.50.

Bed, ivory enameled, twin or full size, was \$59.50, special \$44.75.

Chiffonier, ivory enameled, without mirror, was \$39, special \$29.75.

Chair to match, was \$13, special \$8.75.

Rocker to match, was \$14, special \$9.65.

Desk, ivory enameled, was \$32.50, special \$26.

\$298 Bedroom Suite

Reduced to \$215

Mahogany finished. Twin beds, dresser, chiffonier without mirror and night stand in Adam design. One only.

\$390 Dining Suite

Reduced to \$298

It might have come across the seas and have been made of old English oak, this fine Cromwellian furniture. Nine pieces in the suite, a 60-inch buffet with mirror, a china cabinet, a 54-inch round table extending to eight feet, 5 side chairs, 1 arm chair.

Save almost a hundred dollars in this sale.

\$495 Dining Suite

Reduced to \$389

10-piece combination mahogany suite in Chipendale style consists of 54-inch round table, buffet, china cabinet, serving table, one arm chair and five side chairs with leather covered seats.

One-of-a-Kind Furniture at New Low Prices

Dresser of American walnut, made by Berkey & Gay, was \$195, special \$124.50.

Dining table, oak, William and Mary style, 54-inch quarter-sawn top, 6 ft. extension, was \$99.50, special \$79.75.

Dressing table, ivory enamel, three mirrors, was \$79, special \$49.50.

Chiffonette with mirror, ivory enamel, was \$61, special \$49.85.

Dining chair, oak, 6 ft. extension, William and Mary style, was \$74.50, special \$44.50.

Dining table, oak, 54-inch quarter-sawn top, 6 ft. extension, was \$72.25, special \$39.85.

Bed, ivory enamel, full or twin size, was \$51, special \$33.50.

Chiffonette, ivory enamel, was \$48, special at \$32.50.

Dining table, oak, 48-inch top, 6 ft. extension, William and Mary style, was \$47.75, now \$29.50.

Dining table, waxed golden oak, 42-inch top, 6 ft. extension, was \$27.50, special \$22.50.

Bed, ivory enameled wood, full size, was \$27, special \$15.

Dining chair, waxed oak, leather seat, was \$9, special \$7.50.

Dining chair, waxed golden oak, imitation leather seat, was \$7.25, special \$4.95.

Make Your Own Terms in Reason—Eighth Floor.