

See Our Other Store News on Back Page Today, Announcing First Authentic Showing of New Spring Fashions and Merchandise—Unexcelled
 Portland Agents for Gustave Stickley's Original Craftsman Furniture, "Lifetime" Mission Furniture, Globe-Wernicke Bookcases, Ostermoor

Six Months Planning Culminates in This Month



What Is Home Without Music?
Victors & Columbias--Club Plan

EVER think of the pleasure and entertainment of a Talking Machine in the home? How you may have at your own fire-side and when you will—the best that the world has to offer in instrument and song. A small payment on purchase and balance in conven-

ient payments is our Club Plan that has sent hundreds of Victors and Columbias to Portland and Oregon homes. Come up to the 5th floor Talking Machine Section tomorrow—we'll be glad to demonstrate the merits of various models and play your favorite records.



TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101

February Sale of Fine Furniture
 February Sale of Carpets and Rugs
 February Sale of Drapery Goods
 February Sale of Beautiful Curtains
 A Great February Sale of Pictures

TOMORROW at 8 we usher in a Tishing Sales which all Portland will witness. More than 6 months ago our buyers were in a most un-
 poseful event. July, October, December—chiefs in the Eastern markets, center of production, for special lots.
 Carload after carload has arrived—immense stocks of Furniture, Carpets, Bedding and kindred lines. This means a saving of one-fourth, a third, prices. Read every word of this word. Don't put it off—come the first thing.

Mail Orders Should

Seven Carloads of Worthy, New Furniture for This Semi-Annual Event--Save a Third or More!

FOURTH FLOOR, NEW AND MAIN BUILDINGS

PLANS were laid for this monster February Furniture event as far back as last July! We placed dozens of big orders to be made up during the dull season, many manufacturers being satisfied to let profits alone if they can keep wheels a-turning and workers together.

Then on Christmas day our Furniture chief hurried Eastward, to arrive

in the Chicago and Grand Rapids markets before other buyers. He picked up a lot in this and that factory—every piece thoroughly dependable.

In all, seven carloads of Furniture have been purchased just for February selling. And the savings are actual—one-third and more on every piece included. Special red tags tell the story.

ORDER BY MAIL

\$14 Chiffonier, \$9.98



Better Chiffoniers than these can't be bought at any where near this price and we have only 78 to sell at \$9.98.
 Durably made, just as pictured here. Of solid oak in golden finish. \$14 Chiffoniers, for the Home-furnishing Sale, only

\$9.98

\$17.50 Dressers, \$9.98



Only 76 of these \$17.50 beautiful white enameled Dressers to sell at \$9.98. Splendid 4-coat finish. Exactly as illustrated, with large French plate mirror. These \$17.50 Dressers now at

\$9.98

\$31 Dressers at \$17.98



Only one to a customer—it's the limitation we place on these handsome satin walnut Dressers. Are made just as pictured with heavy French plate mirror. Perfect cabinet work. Actual \$31 Dressers now at this special price.

\$17.98

\$32 Dresser at \$18.75

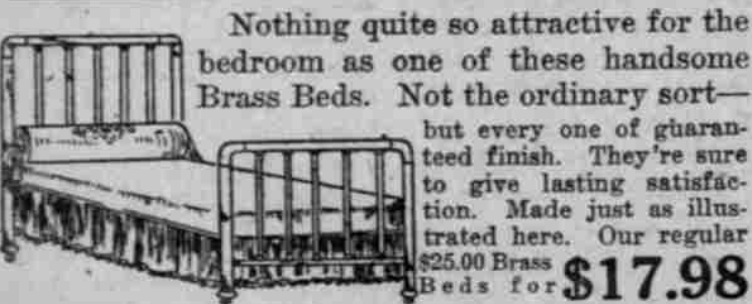


They're beautiful—these satin walnut Dressers, made just as pictured here. Complete with heavy French plate glass mirror. Limit of 1 to a customer. These \$32 Dressers to go at only

\$18.75

\$26 Oak Chiffoniers, \$14.50
 \$28 Mah. Chiffoniers, \$16.50
 \$30 Mahogany Chiffoniers, \$15
 \$31 Mahogany Chiffoniers, \$21
 \$42.50 Satin Walnut Chiffoniers, \$25.
 \$40 Mahogany Chiffoniers \$24
 \$53 Birdseye Maple Chiffoniers, only \$23.
 \$65 Wal. Chiffoniers \$42.50
 \$105 Birdseye Maple Chiffoniers at \$69.

\$27.50 Brass Beds, \$17.98



Nothing quite so attractive for the bedroom as one of these handsome Brass Beds. Not the ordinary sort—but every one of guaranteed finish. They're sure to give lasting satisfaction. Made just as illustrated here. Our regular \$25.00 Brass Beds for

\$17.98

This \$3.75 Rocker \$2.49

Remarkably comfortable and good appearing Rockers at this low price. Just as illustrated, in carved design. Finished in golden or mahogany. These \$3.75 Rockers only \$2.49
 \$ 8.00 Rockers at only \$ 5.65
 \$10.00 Rockers at only \$ 6.95
 \$12.00 Rockers at only \$ 8.35
 \$13.50 Rockers at only \$ 9.25
 \$16.00 Rockers at only \$10.10
 \$10.00 High-back Rkrs. \$ 6.98
 \$14.00 Mah'y Rockers, \$ 8.25
 \$15.50 Mah'y Rockers, \$10.00
 \$18.75 Mah'y Rockers, \$12.00
 \$22.00 Mah'y Rockers, \$13.50
 \$30.00 Mah'y Rockers, \$14.50



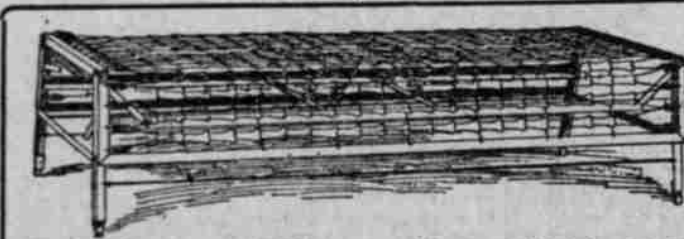
Hall Trees and Seats

\$15.00 Fumed Hall Glass, for Homefurnishing Sale, at \$10.50
 \$20.00 Golden Hall Seat, offered for tomorrow's sale at \$14.25
 \$24.00 Fumed Hall Glass, for Homefurnishing Sale, at \$16.75
 \$25.00 Fumed Hall Seat, for the Homefurnishing Sale at \$17.00
 \$27.50 Fumed Hall Seat, for the Homefurnishing Sale, at \$18.75
 \$32.50 Mahogany Hall Seat, Homefurnishing Sale, only \$24.75



\$20 Library Tables, \$14.98

As Illustrated
 The durable and artistic combined in these rich, massive Library Tables. Just as pictured here, with convenient book and magazine shelf. In mahogany or Early English finish. Handsome \$20 Tables at only \$14.98
 \$30.00 Satin Walnut Library Table, special tomorrow at \$19.00
 \$41.25 Fumed Oak Library Tables, special tomorrow for \$29.50
 \$45.00 Fumed Oak Library Tables, special tomorrow for \$22.50
 \$54.00 Fumed Oak Library Tables, special tomorrow for \$27.00



Sanitary Couches \$2.95
Lowest Price We've Quoted

LOWEST price, we believe, at which Sanitary Steel Couches like these have ever been offered in Portland!—and we had to take a whole carload to bring it about.

Exactly as illustrated above, made of extra heavy steel wire with strong springs and supports. The regular \$5.00 Couches for three days only at low price of

\$2.95

Hinged Pads to fit Couches, special at only \$3.95

\$6 Breakfast Tables for February Sale at \$3.49

Folding English Breakfast Tables, so convenient in the apartment. Just as illustrated, in natural, golden, Early English or fumed finish. Three hundred of these \$6 Tables in the February Sale at \$3.49



\$8 Solid Oak Desk, February Sale at \$4.98

This artistic Lady's Desk, of solid oak, beautifully finished in waxed, golden or Early English. For February Homefurnishing Sale only \$4.98

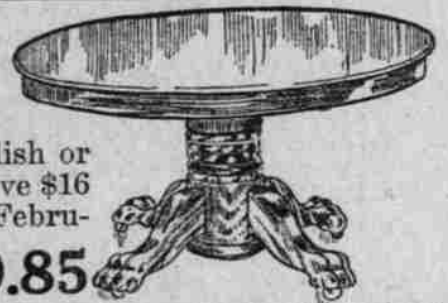
A \$3.00 Oak Center Table \$1.89

Solid Oak Center Tables, as illustrated, in golden finish. Top 24x24 inches. For the February Homefurnishing Sale tomorrow, special only \$1.89



\$16 Dining Tables \$9.85

This solid oak, 6-foot extension Dining Table, exactly as illustrated. Finished in Early English or Golden Oak. Positive \$16 Tables, special for February Homefurnishing Sale \$9.85



\$8.00 5-ft. extension Tables, Golden or E. English, \$4.50
 \$16.50 6-foot extension Tables, Golden Oak finish, \$10.25
 \$17.50 6-foot extension Tables, with fumed finish, \$10.50
 \$20.00 6-foot extension Tables, with fumed finish, \$12.50
 \$27.00 6-ft. Tables, Golden E. English or fumed, \$19.75
 \$47.50 8-ft. extension Tables, Golden or E. English \$29.50

Dining Chair Specials

\$1.50 Dining Chairs—Exactly like illustrated except with cane seat. We have 500 of them for the February Homefurnishing Sale 98c
 \$3.25 Solid Oak Dining Chairs, as illustrated, in either wax or polished finish. Special for the February Sale, each at \$2.59



\$22.50 Buffets, \$15.98

A handsome Solid Oak Buffet, exactly as illustrated. Finished in Waxed, Fumed or E. English, with French Plate Mirror and splendid cabinet work. Regular price \$22.50, special for the February Homefurnishing Sale tomorrow at only \$15.98

\$26 Solid Oak Buffets, \$17.98

Here's an extra special! Actual \$26 Solid Oak Buffet, as illustrated, in waxed, golden or Early English finish. Special for February Sale tomorrow at \$17.98



\$27.50 Early English Buffets priced only \$19.25
 \$30.00 Fumed Oak Buffets priced at only \$20.85
 \$32.00 Early English Buffets priced only \$23.50
 \$52.50 Fumed Oak Buffets priced at only \$38.50
 \$52.50 Early English Buffets priced only \$38.50
 \$60.00 Fumed Oak Buffets priced at only \$41.75

27,000 Yards of New 9000 Pairs of Curtains--

Third Floor—Main Building—Order

NEARLY every moment since his return from the East preparing for sale these enormous purchases! He spent the whole month of January scouring the manufacturers of Pennsylvania, visiting the importers in New York! Purchase after Great February Homefurnishing Sale tomorrow finds over 27,000 crisp, new Curtains, bought to sell at a third, a half and even less than ON FIFTH AND SIXTH STREETS—COME EARLY!

10,000 Yards of Printed Etamines—35c to 50c Grades 19c
12,000 Yards of 50c, 65c and Grades, at \$3.50 to \$

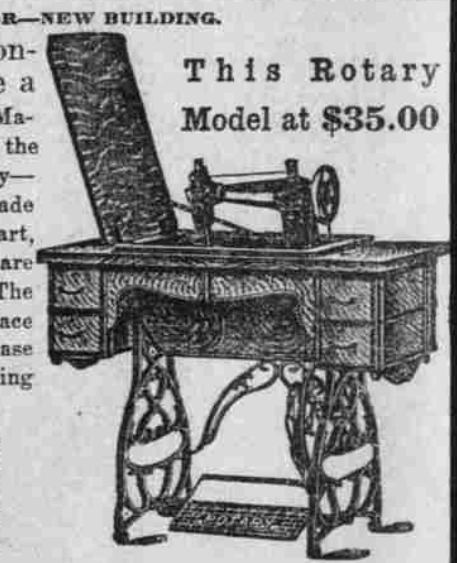
An immense purchase of usable mill lengths of 6 to 12 yards. Fine printed Etamines with plain centers and neat colored borders. Actual 35c to 50c grades in the Homefurnishing Sale at 19c.

2500 Yds. 25c Cretonnes
 The prettiest of designs and colors—blue, rose and green backgrounds with neat floral patterns. Full 36 inches wide. Tomorrow's price only, a yard **12 1/2c**

30c-35c Printed Scrimms
 Artistic Oriental and floral designs on white and ecru grounds, 40 inches wide. These splendid Duplex Printed Scrimms on sale tomorrow at only **19c**

No Home Is Complete Without a "Willamette" Machine

SECOND FLOOR—NEW BUILDING.
 OF one thing we're confident—if you choose a "Willamette" as your Sewing Machine you're purchasing absolutely the best your money can buy. You pay—not for the name—but high-grade workmanship, reliability of every part, for the labor-saving devices that are distinctive with this make. And The Meier & Frank Store is the only place in the land where you can purchase these high-grade Willamette Sewing Machines.



Use our Club Plan of Easy Payments. \$2 on purchase and \$1 a week!
 For the woman who prefers a Rotary style Machine—there's no more perfect model at any price than this Willamette at \$35.
 Complete with all conveniences and new attachments. And the thread never clogs with the rotary style shuttle. This Mission style Willamette Rotary, as illustrated, \$35.
 Hand Machines at \$11.00
 Model F 14-A, at \$20.00
 Model 24, at only \$23.50
 Willamette Desk Cabinet Rotaries at only \$40.00.
 Model 104, at only \$26.50
 Model 300, at only \$32.50
 Desk Cabinets, only \$35.00