

THE MEIER & FRANK COMPANY, ESTABLISHED 1857.

WEATHER REPORT: PROBABLE SHOWERS.

THE MEIER & FRANK CO., 5th, 6th, Morrison and Alder Sts.

See Our Big Double-Page Announcement on Pages 6 and 7, of Section 3 **Great Across-the-Sea Sale**

The sale you've been wondering about for days! Our mighty annual event featuring every kind of merchandise from abroad—the second annual Across-the-Sea-Sale, begins tomorrow.

The double-page announcement on pages 6 and 7, of the society section of today's Oregonian is filled from top to bottom with news of astonishing savings and details of this unique event. **---Turn to It Now!**

GREAT APRIL TOILET GOODS & DRUG EXPOSITION



THIS month we celebrate the first year of our Monthly Drug Sales! In April, one year ago, this wonderful event, which is now a permanent feature of our business, was launched.

The April Toilet Goods and Drug Exposition begins tomorrow morning at 8, continuing for one week—supply every need for the month to come! Check the items on this big list below. We reserve the right to limit quantities, owing to the fact that many articles are less than the ordinary dealer would pay wholesale.

Tokalon Drug Spec'ities

"Tokalon" is rapidly becoming a household word—it means Drug Specialties and Preparations which we unqualifiedly guarantee. "Tokalon" Remedies are compounded for us in one of the world's largest and most modern laboratories. Over a hundred articles already embraced in the line and new ones constantly being added. Ask for it.

"Knoleak" Rubber Goods

Insist on the "Knoleak" label and you'll be sure of Rubber Goods which will give absolute satisfaction! It's our own exclusive line, made according to our own specifications and positively guaranteed for a full year. Complete line of Water Bottles, Syringes, etc., in all sizes and styles.



Sulphurro Helping Hundreds Daily

THOUSANDS of people right here in Portland who could tell you that Sulphurro has been to them one of the most wonderful of medical discoveries. Has done for them and can do for you what scores of other tried remedies have failed to accomplish. Its use relieves Rheumatism, Asthma, Sore Throat, Goitre, Dyspepsia and Stomach, Bowel, Kidney, Blood Diseases. Sulphurro—a great purifying and cleansing compound—in liquid form. Manufactured by the C. M. C. Steward Sulphur Co., of Seattle, Washington. Rubber tubes for internal treatment can also be supplied. 4-oz bottle Sulphurro, 50c; 10-oz bottle \$1.

6 Cakes Palmolive Soap 49c 50c Jar of Cream FREE!

WHAT an offer this—the famous Palm Olive Soap that is known the land over for its soothing and healing qualities. A perfect combination of pure vegetable ingredients, combined with the necessary degree of olive oil. A 50c jar of the Palmolive Cream given free with the purchase of six 10-cent cakes of Soap.

Mme. Leonard's Preparations

ROSE BLUSH—it's one of Mme. Leonard's facial preparations and even the name suggests dainty beauty. It's a delightful liquid that freshens and clears the skin in a manner that no powder can accomplish. \$1 Mme. Leonard's Rose Blush 50c jar Almond Face Cream 25c jar of Raspberry Tint **\$1.19** \$1.25 Hair Treatment, Only 98c Another of Madame Leonard's splendid preparations. Keeps the scalp healthy and gives the hair a healthful sheen. 98c 50c Amolia Pomade, for dandruff 50c Indian Herb Hair Grower 25c Tar Antiseptic Shampoo

\$1.50 Gouraud's Oriental Cream for 89c

YOU might go to the remotest part of the land—far away over the sea and you'll find that Gouraud's Oriental Cream is known everywhere as the "Magic Beautifier." Not only takes the place of powder, but cures skin diseases and removes imperfections—redness, freckles, etc. For over half a century it has borne the test—recommended by fastidious women of the elite as well as professional stars. Unsurpassed when preparing for evening attire. Try Gouraud's Oriental Cream now—the \$1.50 bottles, April Toilet Goods Sale **89c**

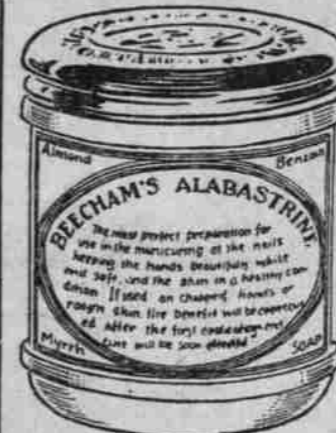


---\$1.10 Values at 49c

- The Soap Specials—**
- 25c 4711 White Rose Glycerine at 10c
 - 25c Woodbury's Facial Soap, only 13c
 - 25c Packer's Tar Soap offered for 13c
 - 50c Jergen's Soap, offered at, box 21c
 - Jergen's Oatmeal and Witch Hazel Soap, offered at the low price of, the box 10c
 - 10c Jap Rose Glycerine, priced now 5c
 - 5c Lifebuoy Soap on sale at, cake 3c
 - 10c California Medicated Soap at 5c
 - Meier & Frank Hotel Soap, the box 23c
 - 50c Armour's Flotilla, dozen, only 33c
 - 10c Jergen's Violet Glycerine, only 7c
 - 10c La Primera Castile, at, the cake 6c
- The Dentifrices—**
- 25c Lyon's Tooth Powder, now at 10c
 - 25c Sanitol Tooth Powder, 2 for 25c
 - 25c Grive's Tooth Powder, 2 for 25c
 - 25c Mennen's Borofomo, now 2 for 25c
 - 25c Sanitol Tooth Paste, now 2 for 25c
 - 25c Euthymol Tooth Paste, at only 10c
 - 25c Sodont Tooth Paste now for 15c
 - 25c Kolyos Tooth Paste now 3 for 50c
 - 25c Rubifoam, offered at 2 for 25c
 - 25c Sheffield Tooth Paste, at only 16c
 - 25c Espey's Cream on sale for only 16c
 - 50c Wisdom's Robertine, now only 39c
 - 25c Jerg. Benzoin & Almond cr'm. 19c
 - 50c Camelline, special for this sale 29c
 - \$1 Combination Viola Face Cream, Viola Powder, Viola Skin Soap, all 39c
 - 50c Veda Rose Rouge, offered at 25c
- Hair Preparations—**
- \$1 Fitch Hair Grower, 89c; 50c size, 43c
 - 50c Herpicide, on special sale at 33c
 - \$1 Danderine, now offered for only 69c
 - 50c 7 Sutherland Sisters' Hair G'w 39c
 - \$1 Wyeth Sage and Sulphur, now 69c
- Rubber Goods Specials—**
- 75c Fluffy Ruffles Bathing Caps, 49c
 - \$2 Weaver Water Bottles, 3-qt., \$1.49
 - \$3.50 Marvel Whirling Spray, at \$2.49
 - 50c Rubber Gloves, all sizes, pair 39c
 - \$1.25 Red Rubber Fount. Syringes, 89c
- Face Powders—**
- 50c La Blanche Face Powder for 27c
 - Pozzoni's Face Powder, offered at 29c
 - 25c Swansdown Face Powder, now 5c
 - 25c Tetlow Gossmar Powder at 15c
 - 50c Java Rice Powder, the box, at 25c
 - 25c Sanitol Face Powder, at only 10c
 - 25c Gosnell's Fragrant Powder, at 5c
 - 50c Elcaya Face Powder, now only 39c
 - 25c Woodbury's Face Powder for 19c
 - 25c Sanitol Talcum Powder, now at 10c
 - 25c Sanitol Bath Powder, now at 10c
- Miscellaneous Specials—**
- 25c Mum—a deodorant, now 2 for 25c
 - 25c Eversweet—deodorant, 2 for 25c
 - 25c Spiri Powder—deodorant, ea. 16c
 - 25c Bathasweet Powder, the box, 16c
 - 25c White's New Foot Powder, 2 for 35c, 3 for 50c or offered for each, only 19c
 - Peroxide, 10c bottles, 5c; 15c bottles, 9c; and the 25c bottles now offered at 14c
 - 25c Lime Salve, offered at the box, 17c
 - 25c Celery King Tea, now at, box, 16c
- Bristle Goods, Etc.—**
- \$1.25 Solid Back Hair Brush for 98c
 - \$1.25 Ideal Hair Brushes, now at 69c
 - \$2 Air Cushion Whalebone Brushes, 89c
 - 50c Bath Brushes, offered special, 39c
 - 35c Nail Scrub Brushes, now for 19c
 - 25c Tooth Brushes, special, at only 9c
 - \$1.25 to \$1.50 Scissors, now for 98c
- Parisian Ivory, 1-5 Off**
- Our entirely new line of beautiful Parisian Ivory Toilet and Manicure Pieces. Many new designs never before shown. Prices from 50c to \$10. For this sale our choice **1-50off**
- Wayne Cedar Wardrobes—**
- Wayne Cedared Paper Wardrobes are invaluable for protection of furs, blankets and clothing, during the Summer months. Absolutely moth-proof. Prices from **40c to \$1.50.**

Beecham's Alabastrine

USE Beecham's Alabastrine—do your own manicuring and you'll be delighted with the perfect results effected almost immediately. No need for unsightly nails and rough cuticle—a few moments' use of Alabastrine and the nails are attractive—hands smooth and white. And not that alone but it feeds the skin, keeping it in a clear, healthful condition, and preserves the enamel of the nail. This high-grade preparation here only in Portland, the jar at **65c**



Mme. Hudson's Requisites

GROWING in favor daily are the high-grade preparations of Mme. Hudson. Her watchword has ever been—not how cheap can these articles be compounded, but how good. It's the secret of the popularity they're enjoying. Sold only at Meier & Frank's Store. You'll wonder that so perfect and high-grade a Cream can be offered at the same price that is so often paid for inferior makes. Leaves the skin soft and lovely—clear and smooth. Satin Cream offered at, jar **50c** Shampoo, only **50c** Face Lotion, **\$1.00** Rouge, bottle, **25c** Hair Tonic for **75c** Cleansing Crm. **50c** Retiring Cream **50c**



50c Charles' Flesh Food at 29c

WONDERFUL, indeed are the results effected by the use of this well-known Flesh Food. It's healing, nourishing and beautifying. Clears the complexion, removes wrinkles, rounds out thin cheeks, necks, shoulders, arms and bust. The woman of 40 may rival the delightful youth of her daughter in her teens! Prepared not by ordinary chemists—but by a doctor who understands in a professional way the art of Flesh-building and beautifying. Regular 50c box of Dr. Charles' Flesh Food, special, only **29c**



Hanson-Jenks' Violet Brut

HANSON - JENKS' Violet Toilet Water Brut stands in a class by itself as regards quality, odor and style of package. It is pre-eminently the Violet Toilet Water of the Century. Ask for it by name in our Toilet Goods Department. Price, four-ounce bottle, 75c; 8-ounce bottle, \$1.25.



- Other Preparations—**
- Springtime Beauty Crm. 75c
 - Toilet Wtr., 75c to \$1.25
 - Face Cream, jar at only 50c
 - Ily's Talcum Powder at 25c
 - Violet Brut Talc. Pwdr. 25c
 - Almond Meal at 25c-50c
 - Cucumber & Orris Ltn. 50c
 - Nail Enamel and Bl'ch 25c
 - Nail Salve on sale at 50c
 - Emery Boards, package 25c
 - Soap, cake 10c-25c-35c
 - Tincture of Benzoin at 50c
 - Face Pwdr., all shades, 50c
 - Face Pwdr., all shades, 75c

Samurai Oriental Odors

are redundant in these wonderful preparations. They remain distinctively alone—the inexplorable odors of the Orient—and so rarely perfect. The Lotus Blossom, the sacred flower of the Orient, and Geisha Bouquet are favorites in Perfumery. Bottle, 25c. The Geisha Cold Cream in Japanese boxes at 50c, Nail Enamel in china boxes at 25c, Pot-porree—the Rose Jar at 50c. East Indian Incense of rare Oriental odors, 50c. 35c Sachet in Oriental Odors, 25c



EST. 1857

MEIER & FRANK STORE

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

Famous Aubry Sisters' Beautifier

DEEP down in her heart every woman desires a clear, fresh skin—and we know of no more delightful preparation for daily use than the famous Aubry Sisters' Beautifier. Takes the place of powder—Is applied with a moist sponge—Is an immediate beautifier—And is absolutely invisible. But aside from all other points of perfection it is entirely harmless. There is nothing in any of the Aubry Sisters' Preparations that could harm the most delicate skin. Ask the expert at a special booth in main aisle about them. The Beautifier at 25c, 50c, 75c and \$1 a jar.



Palmer's Skin Successes-- Try Them

ASK any of the elder members of your family—chances are they'll remember Palmer's Skin Success, for it's been on the market continuously since 1840! All over the country there are thousands of cases where the worst skin troubles have been cured with the aid of the Palmer "Success" Treatment. For eczema, disfiguring humors, eruptions, pimples, blackheads, skin diseases, etc. Palmer's Skin "Success" Treatment consists of Skin Success Ointment, 25c and 50c, Skin "Success" Soap 25c, Skin "Success" Remedy, \$1.



Santiseptic Lotion at 33c

ONCE you try Santiseptic Lotion, you'll always have a bottle in the house! It's a really DIFFERENT Toilet Preparation—clean, cooling and refreshing to the skin. Santiseptic Lotion possesses unusual sanative and antiseptic qualities which, combined with its soothing effect, will keep the skin soft, white and healthy. Used after shaving, it takes away all smarting, leaving the face soft, cool and perfectly comfortable. Helps to clear the complexion of all eruptions and skin disorders. Full-sized 50c bottles of Santiseptic Lotion for the April Sale at only **33c**

