

SKIRTS ACCORDION, BOX OR KNIFE PLEATED \$1—SKIRTS CUT TO MEASURE FREE

Out-of-Town Patrons Will Find Much of Interest in Meier & Frank's

February Exposition--Sale Hometurnishings

Charge Purchases

Charge Purchases tomorrow go on February Accounts Payable March 1.

—An announcement that will find a real warm welcome in thousands of Portland homes! THE hometurnishing event of the year, with an assured place on the calendar of great store events. This year bigger, finer, more momentous than any like event that has gone before. And we make this statement deliberately—with full consciousness of all that it implies. We cordially solicit the test.

—Planned many months ago, carefully developed through a period when market conditions have been unfavorable as never before. And now at last ready to be launched! We confidently invite you to attend an exposition and sale of Furniture, Floor Coverings, Draperies, Linens and Blankets that will bring you the largest measure of satisfaction and economy to be had anywhere today.

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This Section for further Meier and Frank Store News.

The Greatest Display of Furniture Ever Seen in the West!

—A whole floor of it—furniture that is beautifully artistic, simple, and moderately priced! Rich American wainut—adapted by Berkey and Gay to Queen Anne and William and Mary furniture—shown here exclusively. The beautiful furniture of every period—from such famous workshops as Cowan, Orsenigo, Mayhew, Stickley—and others.

—Furniture that will last and give pleasure for a whole lifetime is here—yet moderate in price. Whether you're planning to buy now or not—do not miss this opportunity to see the greatest assortment of furniture in the West! And we've assembled hundreds of good dependable, everyday pieces for your choosing tomorrow at prices extremely low. Scores not advertised.

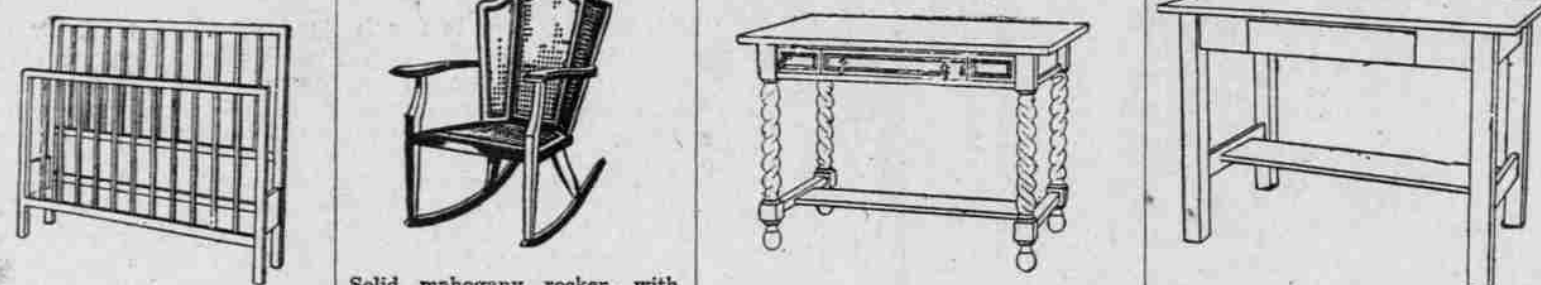


HATS--New
With the Touch of Spring

Spring is in the air—and Spring flowers are beginning to blossom in our Millinery Salons! Such chic little flower turbans—bright and gay—and such pretty little French crepe hats—you must see them right away! Leather Hats are the fad of the moment—tailored and smart, some are all leather, others leather and lisere. We've the noblest little shapes you'd care to wear.

Straw is used in the most effective of combinations—some with high bows and others with flaring wings—and, best of all, the prices are moderate!

—Fourth Floor, Sixth Street.



Wood bed, finished in white enamel, head 50 inches and foot 38 inches high, **\$9.65.**

Solid mahogany rocker, with cane seat and back. A new design. Same model in straight chair. Each **\$13.50.**

Jacobean oak library table, as illustrated above. Size of top 26x42 inches. Unusually handsome at **\$19.75.**

Waxed oak library table, as shown above, with quarter-sawn oak top, 24x42 inches, **\$7.95.**

MEN!
The New 1916
MANHATTAN SHIRTS

—have just arrived! Handsome new materials, colors and patterns. You'll want to see them. Greatest stocks in the city. —Main Floor.

Embroideries
For Spring and Summer 1916

—We've provided heaps and heaps of embroideries and laces—staples and novelties—suitable for lingerie frocks, blouses, undermuslins, children's and infants' wear. Beautiful and exclusive designs—all new, fresh, dainty merchandise.

—The new embroideries are particularly lovely. Voile, organdie, transparent voile, batiste and nainsook materials, exquisitely patterned—many new and exclusive designs never attempted before.

—The new flouncings, 18, 27 and 45-inch widths, some with bandings to match, for frocks and blouses, are lovely beyond compare! Many of the designs are worked out in connection with filet lace motifs, embroidered net insets and soft pastel colored effects.

—New baby flouncings, edgings, galloons, headings, veinings—a rare collection—and all very moderately or specially priced.

—In fact ALL these beautiful new embroideries are specially priced, in face of the rapidly rising markets. Why? Because we placed our orders for thousands of yards months ago, when the first indications of trouble became known.

—This merchandise has just arrived—New, Fresh, Up to Date.

Frolaset Corsets

—built on the newest Spring lines are here! They insure a good foundation for a smart Spring costume.

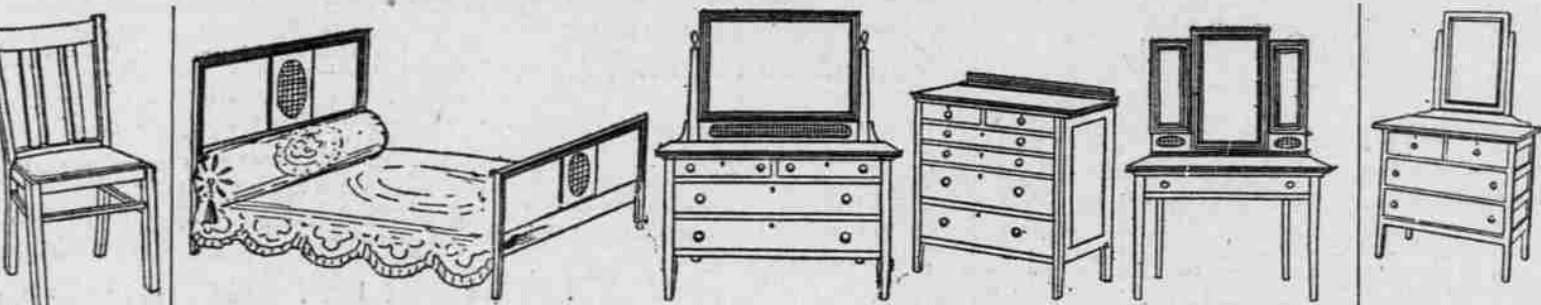
With long Hip and Incurved Waistline they're most attractive!

—In brocade, batiste and coutil, there are styles for all figures.

Medium, high and low-bust models are all good.

—Priced from \$2.50 to \$10.

—Third Floor, Sixth Street.



Solid oak dining chair, with slip seat of genuine leather, **\$2.35.**

—Beautiful bedroom suite, of Adam design, as illustrated above. Finished in old ivory with cane trimmings. Attractively designed set, consisting of Dresser, **\$28.50.** Chiffonier, with mirror, **\$26.50.** Bed, either double size or single beds, **\$22.50.**

Chiffonier, without mirror, **\$28.50.**

Triple mirror dressing table, **\$28.50.**

Cottage dresser, finished in white enamel, French bevel mirror, at **\$9.85.**



Reed Rocker—Brown finish, upholstered in cretonne of a verdure pattern, as illustrated above, **\$11.75.** Chair to match, **\$11.**

—Handsome Jacobean dining-room suite—the new and popular design for oak furniture. But one of many beautiful sets. Solid oak, finished in soft brown to bring out the natural oak grain. Set consisting of Buffet, **\$31.50.** Dining Table, **\$35.00.** China cabinet, with mirror, **\$35.00.**

Dining Table — Solid oak, six-foot extension. Either fumed or waxed finish. A most attractive piece at **\$8.20**

White Enamel Iron Bed—Either single or full size. The price is very low for this serviceable, good-looking bed, as illustrated—**\$3.50.**

New Embroideries—Special!
New Edgings, Yard 50c to \$1.50

—Organdie, voile, batiste and Georgette crepe edgings for neckwear purposes—5 to 8-inch widths. Some Venise lace edges, others developed in pastel shades.

40c Skirtings, Yard 25c

—Handloom embroidered skirtings with blind edges, done on long cloth. 12-inch width.

45c Embroidery Edges, Yard 25c

—Transparent voile and batiste, with Venise and filet edges. 7 to 9-inch widths. 65c grades, yard, 40c.

\$1.50 Baby Embroidery, Yard 98c

—Batiste flouncing, pretty floral patterns combined with filet edge. 27 inches wide.

65c Swiss Flouncing, Yard 49c

—Very dainty Swiss flouncing with filet lace edge. 17 inches wide.

—Main Floor, Fifth Street.

Sale of Curtains

—that will make it a pleasure to re-curtain your windows, because the curtains are good, artistic and inexpensive. Read these splendid savings:

\$1.25 Scrim Curtains, trimmed with pretty insertions and edgings, pair, **99c**

\$2.25 to \$2.75 Scrim Curtains, trimmed with splendid quality laces, pair, **\$1.75**

\$5.50 Scrim Curtains, with Cluny motifs and edgings, pair, **\$4.00**

\$6.75 Scrim Curtains, trimmed with good Cluny laces, pair, **\$5.00**

\$3.25 Swiss Curtains, in dainty dotted patterns for bedrooms, **\$1.95**

\$2.50 Nottingham Lace Curtains, durable and pretty, pair, **\$1.19**

\$2.75 to \$3.75 Nottingham Lace Curtains, good designs, pair, **\$1.85**

Arabian Net Curtains

\$ 4.00 Curtains at \$ 3.40 \$ 9.00 Curtains \$ 7.20
\$ 5.50 Curtains at \$ 4.50 \$ 9.50 Curtains \$ 7.70
\$ 6.50 Curtains at \$ 5.00 \$11.00 Curtains \$ 8.80
\$ 8.00 Curtains at \$ 6.40 \$13.50 Curtains \$10.80

Filet Curtain Nets, Yard, **23c**

—The new and popular net for curtains.

35c Cream and White Madras, yard, **28c**
50c Cream and White Madras, yard, **30c**

35c to 50c Cretonnes, Yard, **28c**

—A wide variety of colors and patterns. \$1.50 Striped Couch Covers at **95c**
\$9.50 Tapestry Couch Covers, **\$6.65**

RUGS! New 9x12 RUGS!

In Spite of Heavy Market Advances Unparalleled Low Prices Prevail!

—Yes, rug prices have "gone up"—the dye situation explains why. But we played "canny," and when we went into the markets last November we bought heavily at the then prevailing prices for our annual February event.

—This is the merchandise that has only just arrived, and is priced remarkably "special"—in fact, is priced the same as though it had arrived last November.

—The latest colorings and patterns, and every rug merchandise that is the best that can be bought, in these

Handsome 9x12 Floor Coverings

New Axminster Rugs, 9x12 size, at **\$17.50** New Wilton Rugs, large asst., 9x12, **\$50.00**
New Axminster Rugs, 9x12 size, at **\$22.50** New Wilton Rugs, fine grade, 9x12, **\$57.50**
New Extra Heavy Axminsters, 9x12, **\$27.50** New Wilton Rugs, fine grade, 9x12, **\$65.00**
New Wilton Rugs, large asst., 9x12, **\$42.50**

Plain Color Wilton and Chenille Rugs

The latest rug styles—good assortment in 9x12 sizes.

—Seventh Floor, Fifth Street

Now for Your Linen Needs

—If your linen closets need replenishing you'll do well to look to your needs NOW! You know the worthy merchandise we carry and the moderateness of our prices at all times. But even our "special prices" are reduced on the following lots:

TABLE LINENS

\$2.75 Table Cloths, **\$2.25**

—Pure linen, good, firm weave that launders perfectly. Full bordered. Size 68x68 inches.

\$3.25 Cloths, 68x86 inches, **\$2.75**

\$4.25 Table Cloths, **\$3.50**

—Large size, fine quality linen, somewhat soiled from display. Reduced because of no napkins to match. 70x106-inch size, for tables seating 8 or 10.

\$ 8.00 72x108-inch size cloths, **\$ 6.50**
\$12.00 72x108-inch size cloths, **\$10.00**
\$14.00 72x108-inch size cloths, **\$12.00**
\$15.00 Table Damask, Yard, **\$1.25**

—Heavy quality pure white linen, satin-finished, launders beautifully. Pretty floral patterns and 70 inches wide.

Napkins to match, % size, doz., **\$3.75**

HOUSE LINENS

Sheets, Special, **50c**

—Round thread, linen-finished sheets, torn before hemming to insure perfect shape after laundering. Size 2 1/4 x 2 1/2 yards.

Sheets 2 1/4 x 2 3/4 yards, each, **65c**
Sheets 2 1/4 x 3 yards, each, **75c**

Pillow Cases, Special, **12 1/2c**

—Splendid grade muslin. Cases 42x36 inches.

Cases 45x36 inches, special, each, **15c**
Bed Spreads, Special, **\$1.50**

—Good heavy grade honeycomb spreads, plain hemmed, full bed size.

\$4.00 Marseilles Spreads, **\$2.98**

—Satin-finished Marseilles, scalloped edges, cut corners, three-quarter bed size.

42-Inch Tubing, Yard, **21c**

—Fine linen-finish tubing, medium weight, free from dressing.

45-inch tubing, yard, **22c**
35c Bath Towels **25c**

—Extra heavy Turkish, made of double twisted yarns. Plain hemmed ends. Size 21x44 inches.

—Second Floor, Fifth Street

Rich Velours at Big Savings

—\$2.00 Brown Velvet, yard 98c. —\$4.50 Gold Silk Velour, yard \$2.25.
—\$4.00 Brown Velvet, yard \$2.00. —\$5.00 Silk Velour, yard \$2.50.
—\$7.00 Mohair Plush, yard \$4.00.

In Decorating Your Home This Winter

—do not use the old "hit-and-miss" method. Plan it carefully—consult our expert INTERIOR DECORATORS—and feel assured of an artistic result. Come in for consultation—or a phone call will bring our service to your home.

—Our WALL PAPER DEPARTMENT can furnish papers to harmonize with any scheme or room. Estimates of work gladly given.

—Seventh Floor, Sixth St.

Meier & Frank Co.

Established 1857

THE QUALITY STORE OF PORTLAND

Fifth, Sixth, Morrison, Alder Sts.

In the Blanket Store!

—Remarkable offerings for the February Hometurnishing Sale. Worthwhile reductions from our regular lower-than-elsewhere prices. It is sound economy to lay in a liberal supply.

\$5 Light Gray Wool Blankets, with pink and blue borders, **\$5.35**
\$6 White Wool Blankets, with pink and blue borders, **\$6.35**

\$3 Emmerich Feather Bed Pillows, regular size—covered with fancy art ticking, **\$2.45**
\$4 Comforters—covered with best quality silkline—extra large size; filled with white lanated cotton **\$3.25**

—Second Floor, Fifth Street