

NEW APRIL VICTOR RECORDS ARE IN—SIXTH FLOOR

We Are Edison Agents

—We are principal Portland agents for the New Edison—the instrument which a great New York newspaper has called "The Phonograph With a Soul." It "re-creates" music in such superb fashion that the reproduction is indistinguishable from the original. Come in and hear it tomorrow. We will gladly play for you—FREE!

—Phonograph Shop, Sixth Floor.

**See Also
Back Page**

this section for news of our Easter Showing New Spring Fashions.

Meier & Frank Co.

Established 1867
THE QUALITY STORE OF PORTLAND
PAPA, SLACK, MERRICK, ALDER STS.

Visit Our Furniture Gift Shop!

—It will prove a revelation to you in the matter of what artistic, handsome, intimate, useful, out-of-the-ordinary articles can be had at surprisingly little prices without your having so much as to leave Portland to secure them. Our collection represents the skilled, well-directed labors of years in search of the beautiful in furniture. We are constantly adding to the pieces in this section, and you will find it at all times interesting to inspect our stock. You will not be importuned to buy.

—Furniture Gift Shop, Ninth Floor.

Here Is Good News of Rich Savings for All Homefurnishers

—Beginning tomorrow our homefurnishing sections join in a mighty appeal to all who are interested in good new things for the home. Meier & Frank's is a COMPLETE homefurnishing store with scores of years' experience in catering to the requirements of Portland homes and with a reputation for quality consistently maintained throughout that time. Because of our tremendous purchasing power we are in a position to offer you the lowest possible prices always—uniformly lower than elsewhere for like good qualities.

—This page of values tells in some measure the economies you can effect by supplying needs for the home from Meier & Frank's. Good fortune in the way of lasting gratification as well as substantial saving will be the lot of those who avail themselves of this opportunity to select articles for furnishing the home complete or in part. Here are some suggestions of the values. Come tomorrow, the first day of this great homefurnishing event, and share in the good things.

RUGS!—In This Great Sale

—You know, of course, that we carry the largest and finest stocks of floor coverings on the Pacific Coast. Long ago we foresaw the almost universal shortage in good floor coverings that was bound to come as a result of world conditions and we purchased so heavily then as to seem guilty of extravagance in the eyes of others less informed. But time has more than proved the wisdom of this free-handed course and today we hold a position second to no other Western store in the matter of well chosen extensive stocks of floor coverings. We cite a few instances of our ability to serve you and save you money.

AXMINSTER RUGS—Just Arrived

—We have just received the largest collection of Axminster Rugs ever shown in the city. A wonderful selection of patterns and colors here at special prices during this sale.

Size 9x12 Special \$21.00, \$22.50, \$25.00, \$27.50, \$30.00 and \$35.00.
Size 8-3x10-6 Special at \$20.00, \$22.50, \$25.00, \$27.50 and \$32.50.
Size 9x12 Seamless Axminster Special at \$37.50, \$40.00 and \$42.50.

SEAMLESS VELVET RUGS

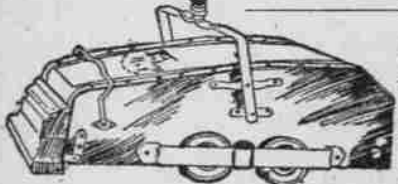
—Seamless velvet rugs in a good selection of small figures and Oriental patterns.

Size 9x12 Special \$19.50
Size 8-3x10-6 for \$17.85
Size 9x12 Seamless Wilton Velvet Rugs special at only \$32.50

TAPESTRY BRUSSELS RUGS

—A large assortment of patterns and colors in tapestry Brussels rugs. All seamless.

Size 9x12 Special \$17.85
Size 8-3x10-6 for \$15.85

The New 'Perkins' Combination

Carpet Sweeper and Vacuum at \$4.95

Sale of Manufacturers' Samples of Wilton Rugs in Size 27x72 Inches. Special at \$2.50. Another Lot Special at \$3.

"Hit-and-Miss" Fireside Rugs

40c size, 18x36, for only 29c
65c size, 24x36, for only 53c
85c size, 25x50, for only 68c
1.00 size, 27x54, for only 79c
1.25 size, 30x60, for only 98c

Plain Color Colonial Rag Rugs

90c size, 24x36, for only 73c
1.35 size, 27x54, only \$1.19
1.75 size, 30x60, only \$1.33
2.25 size, 36x72, only \$1.89
4.00 size, 48x84, only \$3.15

—Rug Shop, Seventh Floor.

\$3.75 Indian Couch Throws \$2.95

—Here is a wonderful sale! These are fine Indian couch throws or slumber robes in good large size. We placed our order months ago, before this good merchandise had become so scarce and prices so high, and we have decided to give you the benefit of our foresight in a sale that will bring wonderful response. For we will sell these rugs at

LESS THAN PRESENT WHOLESALE COST
—All size 70x84. Light but warm, handsome, durable. A large variety of patterns embracing authentic Indian designs. Well made, carefully finished, edges with 2-inch binding all round. Fast colors. May be used for any number of purposes, such as bed or couch throws, sleeping porch, picnics, canoes, all outing purposes.
—Buy these good \$3.75 values tomorrow at \$2.95.

—Blanket Shop, Second Floor.

In Our Curtain Shop**40c TO 50c GOOD CRETONNES 33c**

—3500 yards of excellent quality cretonnes in 75 different patterns. These are dropped designs and cannot be procured again. Yard for 33c.

\$3.75 GOOD TAPESTRY COUCH COVERS \$2.85
—Splendid tapestry couch covers in green. Good \$3.75 values. Special at only \$2.85.

35c TO 40c GOOD CRETONNES 29c

—1500 yards of splendid quality cretonnes in 52 different patterns. These are chintz effects, in almost every color and design. Yard, 29c.

\$4.00 GOOD TAPESTRY COUCH COVERS \$2.95
—Excellent tapestry couch covers in brown. Good \$4 values. Special at only \$2.95.

And These Curtain Specials

280 pairs \$2.60 Scrim Curtains priced at \$1.50.
400 pairs \$2.00 Scrim Curtains priced at \$1.45.
100 pairs \$1.75 Scrim Curtains priced at \$1.25.
600 pairs \$1.50 to \$1.75 Curtains priced at \$1.00.
\$14 Duchess Point Curtains on sale at \$9.95.

HAND-MADE LACE CURTAINS
\$13.50 Arabian Curtains in ecru priced at \$8.50.
\$10.00 Arabian Curtains in ecru priced at \$7.25.
\$3 Bobinet Lace-trimmed Curtains priced at \$2.50.
\$2.50 Bobinet Lace-trimmed Curtains priced at \$1.95.

—Curtain Shop, Seventh Floor.

**This Nationally Advertised Range at Meier & Frank's Only in Portland**

—The Simplex UNIVERSAL COMBINATION RANGE has so many excellent qualities that to enumerate them all even in the smallest type this space would not suffice. Enough to state here that it has all the desirable features of the best modern ranges and many wonderful qualities not found in any other range. This

Universal Combination Range

burns wood, coal, gas or gas in combination with either wood or coal. It gives you the convenience of a gas range and a wood and coal range combined, whilst requiring only the space of one range. And it is so simple and so safe that a child can operate it!

—NO PARTS TO CHANGE when you change from wood (or coal) to gas, or vice versa. Fuel changes are made instantaneously and automatically by a simple "twist of the wrist."

—For these chilly Spring mornings there is nothing quite so comfortable and cheerful as a good range fire. You can have this with the Universal Combination, and if you wish to use gas all you do is just turn the key.

—The Universal Combination means a cool, pleasant kitchen in Summer; a warm, cozy, comfortable kitchen in Winter. Really gives you two stoves at the price of one. Saves kitchen space, worry, work, time, fuel and inconvenience. This three-fuel combination range has, besides, all the fine cooking and baking qualities that have made Universal ranges famous.

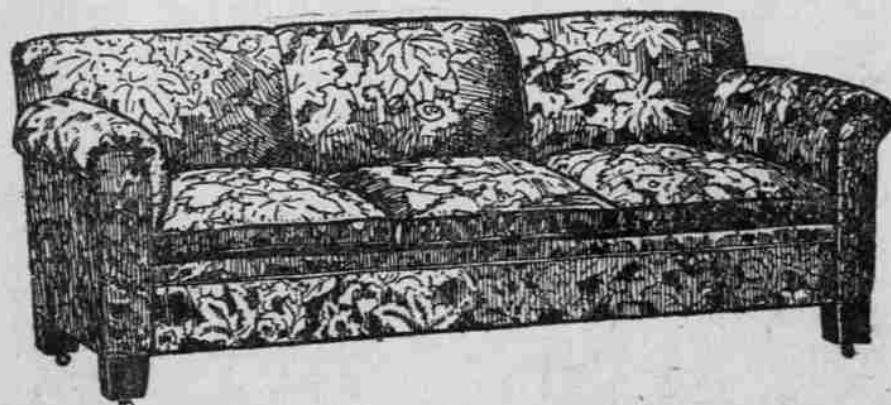
—Sold in three styles, each installed complete, \$85, \$90, \$95. EASY PAYMENTS IF DESIRED.

—Sixth Floor, Fifth Street

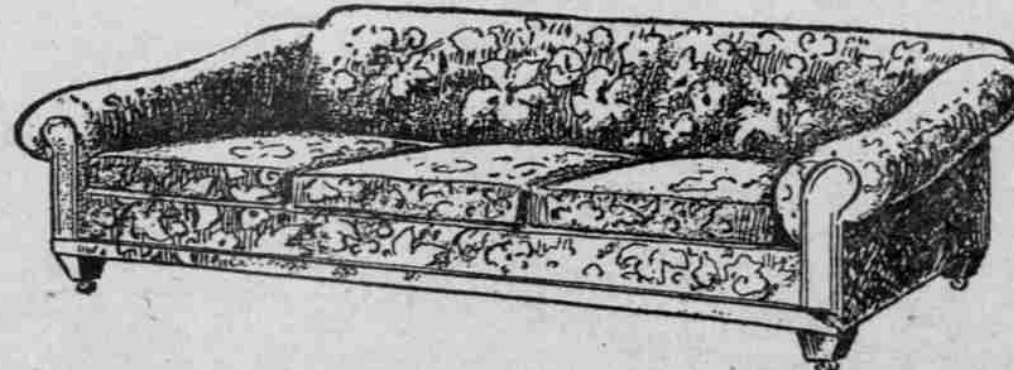
Here Are Some of the Offerings in Our Great Sale of Furniture

—This is a sale of furniture with initiative, with power, with savings pronounced in character. It is a sale of the most comprehensive order, bringing great assortments of furniture for every room in the home—all woods, styles, sizes and prices within the reach of all. We have been forced to adopt summary measures to effect a speedy clearaway of much good furniture in order to procure needed floor space for new stocks now in transit or to be shipped soon. Paradoxically enough, a

considerable part of the furniture that goes in this sale has been but recently admitted to our stock—it is new, worthy, desirable in every way. But we have radically sale-marked this and other equally good furniture nevertheless, because the need for room is urgent. We have segregated these specially priced suites and separate pieces in a great "bargain section" on our eighth floor, where patrons can choose with rare facility and convenience. Items quoted are merely indicative of many offerings in good furniture at greatly reduced prices.



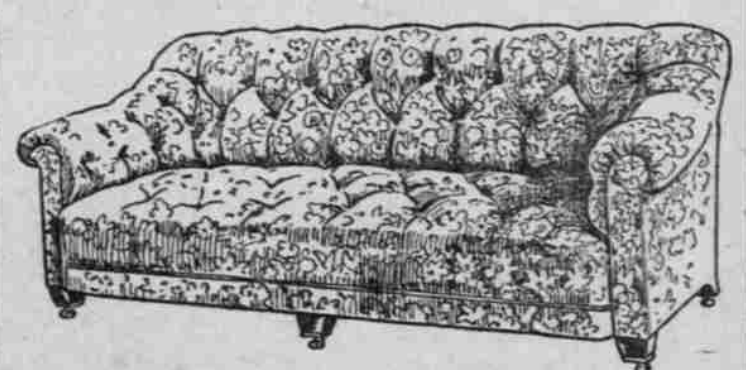
Our special Cushion Davenport, as illustrated, is made in our own shops. Absolutely guaranteed finest hand workmanship. Only the highest grade materials are used throughout. Upholstered with an unusually good-looking \$4.50 per yard tapestry. Full length—6 ft. 5 in. At our extremely low-marked price this is a wonderful value at... **\$49.85**



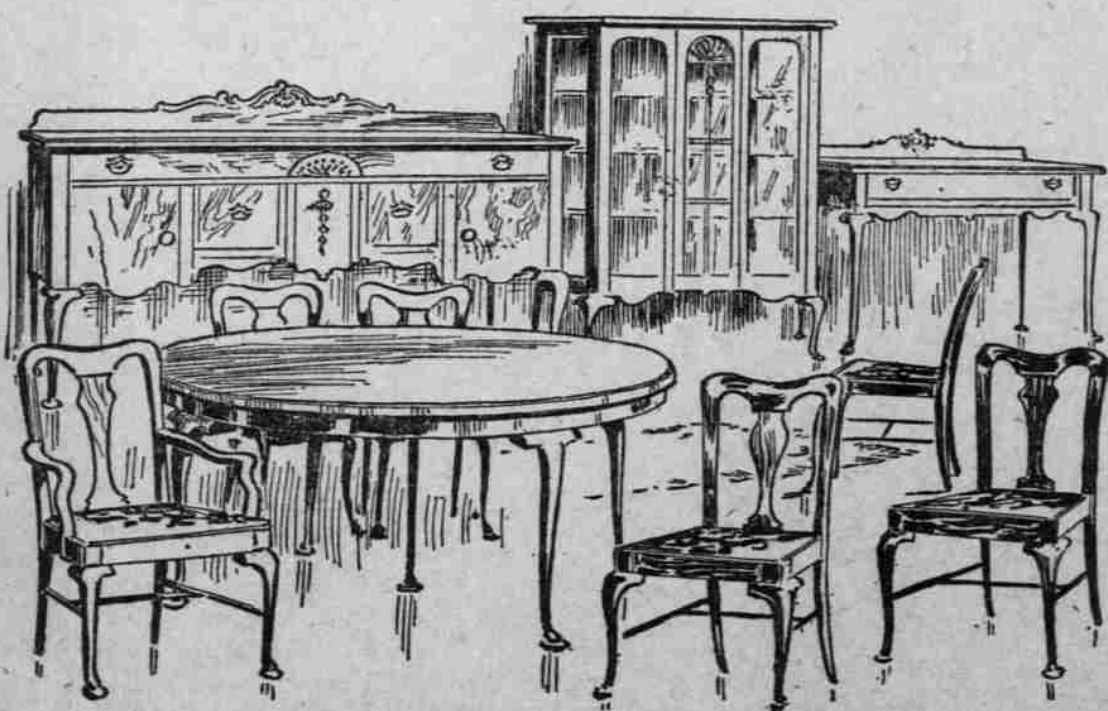
Davenport, as illustrated, made in our own shops. Finest materials. The three-seat cushions are the famous "komfy" kind. Constructed of small spiral coil springs, each encased in a separate cover. They are then sewed together in a most thorough manner, thus forming a cushion. The top of the cushion is then upholstered and encased in muslin, ready for the final covering. Absolutely guaranteed. Davenport covered in \$4.50 per yard tapestry. Priced special at... **\$95.00**



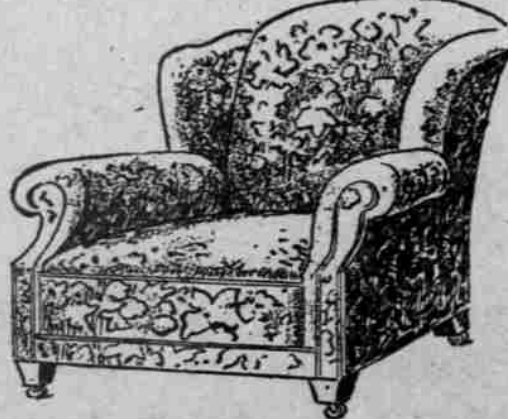
Easy Chair or Rocker, as illustrated. Hand made in our shops of best materials. Covered in beautiful \$4.50 per yard tapestry. **\$29.85**
Priced at.....



Chesterfield Davenport, as illustrated. Made in our own shops. Absolutely guaranteed finest hand workmanship. Only the highest grade materials used throughout. Upholstered with an unusually good-looking \$4.50 per yard tapestry. This is an exceptionally good bargain **\$95.00** for all those looking for a good davenport. Now



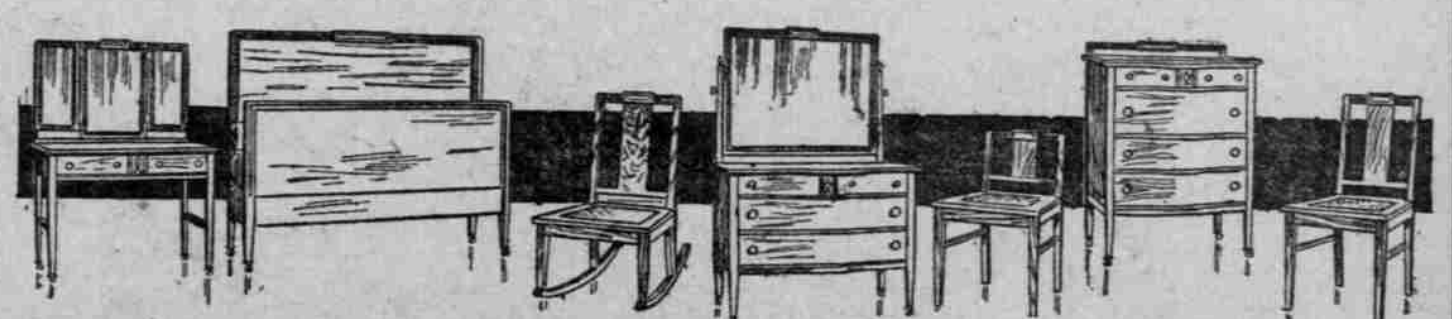
\$320 10-piece Dining-room Suite, as illustrated. Made from American black walnut—the most beautiful of all cabinet woods. A most attractive Queen Anne design. Finest workmanship and materials used throughout. This desirable dining-room suite reduced in this sale from \$320 to... **\$249.50**



Easy Chair or Rocker, as illustrated. Hand made in our shops from best materials. Covered in a beautiful \$4.50 per yard tapestry. Priced in this sale at **\$49.85**

Easy Payments

may be arranged if desired. All we require is one-tenth amount of purchase down, balance in proportionately small monthly or weekly sums. CASH PRICES plus a nominal interest on deferred payments.



\$265 seven-piece Bedroom Suite, exactly as illustrated above. This suite is made after classical designs, being a faithful reproduction of the Adam. Made by one of the most prominent Grand Rapids factories. Suite consists of bed, dresser with large mirror, size 34x28; chiffonier, toilet table with three mirrors, dressing table chair, side chair and rocker. This mahogany bedroom suite is an exceptionally good-looking and desirable one, and **\$195.00** in this sale it is reduced from \$265 to the low price of.....

Dresser, as illustrated. It is constructed of ash and is well finished. Has a beveled French plate mirror. This dresser is a most attractive one and is marked in this sale at **\$11.50** the low price of



Dining Table, as illustrated. It is constructed of solid oak and is well made and finished. Fumed oak, 42-inch top, 6-foot extension. This is an exceedingly good bargain **\$11.49** at the low price of



Many Equally Good Unadvertised Bargains in This Sale

—Furniture Shop, Eighth Floor.