

INVENTORY HAS BROUGHT TO LIGHT THOUSANDS OF GOOD ITEMS THAT WE PLACE ON SALE TOMORROW AT GREAT REDUCTIONS
 Meier & Frank Co. | Established 1857 | SIXTY-FIRST ANNIVERSARY YEAR | The Quality Store | Meier & Frank Co.

Send in Your Entries Now for the Cat and Pet Stock Show
 to be held in our Sixth Floor Auditorium February 14, 15 and 16. Cats, rabbits and canaries are eligible. For premium list, entry blanks and all desired information write the secretary of the show, care of Meier & Frank Co.

One Cake of Creme Oil Soap Free
 We will give one cake of Creme Oil pure vegetable oil toilet soap free to every purchaser of three cakes at 25c. —Drug Shop, Main Floor.



New "Royal Society" Package Goods
 Complete new line just received. Gowns, combinations, children's dresses and hats. FREE lessons in embroidery. —Art Needlework Shop, Second Floor.

Auspices U. S. Food Administration—Free Lecture on "War Bread"
 will be given in our Sixth Floor Auditorium Wednesday, February 6, at 3:30 P. M., by Miss Elizabeth Reed, director of Dwelling Halls, Reed College. This is the first in a series of Food Conservation talks. Practical baker in attendance.

The NEW and Worthy Always First at Meier & Frank's

"The New Silks First" at Meier & Frank's
SPRING Silks
 Among new Spring arrivals in our Silk Section are: Khaki Kool, the silk for all out-dooring. Luxurious in luster, distinctive in weave, Khaki Kool is shown in plain and printed effects. Many handsome new shades, plain colors and fanciful Oriental designs and colorings.
 Ruff-a-Nuff, the silk of rough softness—the new Russian motif—another of the favored sports silks is here in a large assortment of new Spring colorings.
 Pussy Willow Taffetas are shown in original "Batik" designs of infinite charm.
 New satins, taffetas, messalines, crepe de chines in every desirable new shade.
 See Fifth-street window display today. Come in tomorrow and inspect the new arrivals.
New Wool Dress Goods
 French serges, 44 to 54 inches, guaranteed ALL PURE WOOL, in all the newest Spring colorings.
 Wool poplins, gabardines, melorose, in a full assortment of colorings, including all the newest shades.
SKIRTS CUT TO MEASURE FREE
 If materials purchased here. We baste, fit and make ready to finish for \$1 upwards any-style tailored skirt you select. Satisfaction guaranteed. —Second Floor, Fifth Street.

Advance Showing of Misses' and Women's Spring Suits
 Suits are shown in serge, tricotine, poplin, wool jersey and homespuns. New semi-fitting, flare and sports models. Navy, black, tan, green, taupe and assorted mixtures. Priced from \$25 to \$65.
Serge and Taffeta Dresses
 are shown in new arrivals for women's and misses' street and afternoon wear. Deep tunic effects are greatly in evidence, many braid trimmed models and new coat dresses are on display. Lovely new shades and plaids. Priced from \$25 to \$65.
First of the Spring Coats
 are here. Serge, poplin, Hurella, Pom Pom and velours. Full length, loose and belted models. Unlined, half or full lined. In the newest colors. Priced from \$15 to \$45.
Separate Skirts
 in dress and sports models. New silk, wool and wash skirts. White, gray, tan, navy, a large assortment of stripes and plaids. Priced from \$2.75 to \$35.
 —Apparel Shop, Fourth Floor.

SPRING Hats
 The first arrivals in hats for early Spring are here in fine assortment. Large hats, small hats, medium sized hats. Crowns that soar, brims that flare—fashion is lavish in the latitude she allows millinery this season. Inspect our showing tomorrow of hats from
Vogue Gage **Burgesser Phipps**
 See our Fifth-Street window display today.
 —Millinery Shop, Fourth Floor.

SPRING Embroideries
 We've just received thousands of yards of new Spring embroideries. We placed our orders months ago when the market prices were much lower than now—you benefit by our foresightedness. All Swiss-made merchandise—much of it hand loom.
BABY EMBROIDERIES, YARD 89c
 25 inches wide. Dainty embroideries of sheer lawn and batiste. Designs are in small floral effects. Others up to \$1.50 a yard.
BABY EMBROIDERIES, YARD 10c-50c
 Baby embroideries in matched sets. Made of fine quality nainsook and Swiss. Designs suitable for the little folks.
ALLOVER EMBROIDERIES 75c-\$1.50
 All-over embroideries for the making of baby yokes. Pleasing designs on nainsook and Swiss.
RIBBON BEADINGS, YARD 20c-65c
 Ribbon beadings of lawn and batiste. A good imitation of handwork.
EMBROIDERY EDGES, YARD 5c-50c
 Edges of Swiss, nainsook and cambric, yard, 5c, 10c and 25c. Embroidery veenings, yard, 10c to 18c. Edges and galloons, yard, 20c to 50c.
DRESS EMBROIDERIES, YARD \$1.50-\$5
 Novelty dress embroideries, all white organdy in floral designs, combined with Venise lace. 15 to 40 inches wide.
DRESS EMBROIDERIES, YARD \$1.25-\$2.50
 Novelty dress embroideries in white with pastel embroidery and voile embroideries in white on colored grounds.
 —Embroidery Shop, Main Floor.

SPRING Neckwear
 Tomorrow—a first showing of the new modes in neckwear for Spring wear. Dainty washable neckpieces and smart tailored models.
NEW ORGANDY COLLARS ONLY 50c
 Two styles of desirable organdy collars. Flat models with sailor backs and long front lines. Some are trimmed with dainty lace and hemstitching. Others have fluted frills with lace edge.
NEW ORGANDY COLLARS ONLY 85c
 Women's novelty collars of organdy. These have rolled edges of the new silk gingham.
COLLAR AND CUFF SETS \$1-\$1.50
 Organdy collar and cuff sets. Washable organdy with trimming of Armenian and Venise lace and fluted frills. Full size models. Priced \$1, \$1.25 and \$1.50.
CREPE GEORGETTE COLLARS \$2.25
 New crepe Georgette collars in large size. Flat styles with finish of imported Venise edge lace.
TAILORED WAISTCOATS \$1.75-\$2.50
 New tailored waistcoats for wear with tailored suits. Of fine quality French pique in plain and figured effects, shawl or tuxedo collars.
 —Neckwear Shop, Main Floor.

1000 YARDS OF ODDS AND ENDS Trimmings 10c
 Tomorrow we will sell 1000 yards of odds and ends bead trimmings, fringes, ball trimmings, braids, gimp trimmings, etc. 3/4 to 4 inches wide.
400 YARDS OF ODDS AND ENDS Trimmings 49c
 Gold and silver bands, beaded edges, jet and sequin, silk braids in white and black. 2 to 4 inches wide.
 —Trimming Shop, Main Floor.

SPRING Georgette
 45 pleasing, new shades in Georgette crepe. Soft pastel shades of green, apricot and blue. Also staple colors for street wear, blouses and gowns. A dependable quality priced at, yard, \$2.
Voile
 We have just received a few choice patterns in "Madame Butterfly" indestructible voile. Navy, white and rose grounds printed in the new foulard designs. Yard, \$3.50.
Crepe
 A fine assortment of the well-known Mallinson's "Indestructible Crepe." In beige, wild rose, French gray and staple medium and dark shades. Yard, \$2.25.
 —Main Floor, Fifth Street.

SPRING Wash Goods
 A wonderful collection of beautiful wash goods for the making of new Spring apparel is now assembled here awaiting your inspection. A special featuring of
Voiles
 Three qualities of this desirable wash material. Voiles in Dresden, floral and conventional designs in all the new colorings, 38 inches wide, yard, 75c.
 Sports and conventional designs in new dark color combinations, 38 inches wide, yard, \$1.
 Wick stripe, plaid and dot voiles in a variety of colors, including brown, navy, wisteria, yellow, etc., 36 inches wide, yard, \$1.50.
 —Wash Goods Shop, Second Floor.

SPRING Blouses
 A fascinating array of new Spring blouses awaits your inspection and selection here tomorrow. The assortment is rich in features that proclaim Meier & Frank's exposition of the new blouses foremost in fashions for 1918.
 New Crepe de Chines, Georgette crepes, satins, voiles, batistes and striped tub silks are here in all the new shades. Some with tucked frills edged with lace, others with flat collar and tie effect, also Tuxedo collar and tie. Collars fasten high in many. Cuffs are cleverly devised to make the most of the suit coat sleeve. Many other new details.
 Priced \$2.75, \$3.95, \$4.85, \$5.45, \$6, \$6.50, \$7, \$8, \$12.
Sale \$14-\$18 Blouses \$12
 A wonderful assortment at this greatly reduced price tomorrow while any of a limited number remain. All new—never shown before—secured in a special purchase from a reliable manufacturer by our buyer now in the East. Smart Spring models reduced. Small sizes.
One Illustrated
 New Georgette crepes in flesh and white, high and low neck styles, daintily tucked and embroidery trimmed.
\$6-\$6.50 Values \$4.85
 New Crepe de Chines in flesh and white. Tailored and dressy models. Also dark colored chiffons in fashionable shades over white foundations. High and low necks. Tucked, hemstitched, Val and Filet lace trimmed blouses. Knife pleating, white collars, cuffs, etc. See Fifth-street window.
 —Blouse Shop, Fourth Floor.

SPRING Filet Laces
 We have just received a belated shipment of real Filet laces and have reduced the entire lot for rapid clearance. These laces, as you know, are destined to be the most popular lace of the coming season. For blouses, neckwear and undermuslins. Edges and insertions, 1 1/2 to 3 inches wide. New designs. Edges are finished with buttonhole work. \$1.75 to \$2.25 values, yard, \$1.59. The \$2.50 to \$3.50 values, yard, \$2.29. The \$4 to \$4.50 values, yard, \$3.15.
 —Lace Shop, Main Floor.

The "Universal" Range
 illustrated above, with gas attachment, installed complete for \$75. All castiron body—will outlast any high-grade steel range. Full splashback, polished top—requires no blacking. Sanitary leg base. Convenient lift key plate over firebox, sliding draft damper—absolute oven control. Six-pipe coil affords abundance of hot water. Installed complete, including 3-burner gas attachment, for \$75. Without gas attachment \$65.
 Other Universal wood and coal ranges, \$35 to \$85.
 Above prices subject to stock on hand. Buy now!
Make Your Own Terms in Reason
 Wood, coal, gas, oil and combination wood and coal heaters for every requirement. Big values!
 —Sixth Floor, Fifth Street.

Our February Exposition and Sale of Homefurnishings Offers Big Values in FURNITURE
 We have the largest assortment of good medium priced furniture on the Pacific Coast. During our February Exposition and Sale of Homefurnishings very special prices will be in effect on scores of suites and separate pieces of desirable furniture. For living-room, dining-room and bedroom—furniture in all woods, finishes, styles, sizes and at prices YOU wish to pay. Below we illustrate and describe a few representative bargains:
 No. 1—Adam design dresser in ivory enamel. The mirror is plain French plate, 24x30 inches. Dresser top measures 21x42 inches. Priced \$23.85.
 No. 2—Oak dining chairs to match table at left below. Made with high back. May be had with leather or tapestry seat. Priced, each \$5.15.
 No. 3—Solid oak dining table in William and Mary design. Top measures 42 inches. 6-foot extension. Priced \$14.35.
 No. 4—Oak library table. Quartered oak top that measures 26x42 inches. Priced \$12.50.
MAKE YOUR OWN TERMS
 On this, as on all furniture purchased from Meier & Frank's, we extend our most liberal credit offer—make your own terms in reason.
 —Furniture Shop, Eighth Floor.

SPRING Draperies
 The benign influence of good curtains and draperies in beautifying the home should be appreciated. If you require fresh new curtains for Spring, your selection should be made now—from our complete stocks. Cretonnes, nets, scrims, sunfests, silks, draperies, damasks, velours and scores of other furnishing fabrics will be found here in wonderful profusion.
Specials in Curtains & Curtaining
 Filet nets, yard, 42c. Cretonnes, yard, 39c. Marquisette curtains, pair, \$2.65, \$2.45 and \$1.98. Sunfast materials, in all the popular colors, the yard, 89c.
WALL PAPERS in Great Variety
 An almost unlimited range of selection in desirable wall papers priced from 7 1/2c to \$3 roll.
 —Seventh Floor, Sixth Street.

SPRING Dresses
 New lingerie dresses of voile are shown with trimming of embroidery and smocking. Also gingham and Devonshire dresses in a good range of colors. High and regulation waistline styles with touches of hand embroidery. Smart shades of yellow, rose, Copen and tan. Sizes 12 to 16 years. \$3.50 to \$20.
 New "Dorothy" dresses of imported Japanese crepes and linens. In the newest designs, including high waistline and Empire styles. Trim of box pleats, hand embroidery and stitching in fancy Oriental shades. Colors include dark combined with light colors and delicate plain shades. Sizes 2 to 14 years. \$8 to \$12. We are sole agents.
 —Children's Shop, Second Floor.