

Meier & Frank Co.
 Established 1867
THE QUALITY STORE OF PORTLAND
 Fifth, Sixth, Morrison, Alder Sts.

**Among Recent Arrivals
 in Our Book Shop**

"That's Me All Over, Mable," by Lieutenant Edward Streeter, author of "Dere Mable" ("Love Letters of a Rookie"). Both of these highly diverting books are here at 75c.
 "The Boy Scouts' Year Book"—"the biggest boys' book of the year"—splendidly illustrated and filled with interesting reading is here at \$2.
 —Meier & Frank's: Fifth Floor. (Mail Orders Filled.)

**We Have Installed the Frederics
 Permanent Hair Waving Machine**

The service for which our Beauty Salon is noted receives an important new development with the installation and operation of the Frederics Permanent Hair Waving Machine, of which the most improved type has been secured for the accommodation of our patrons. The beautiful lasting wave made possible in this way involves no discomfort, is clean and sanitary. Expert operators in attendance.
 —Meier & Frank's: Hair Goods Shop, Fifth Floor.



See Also
 of this se
 importan
Reconstr
Readjust

The Clarion Call for "More Values" Has Sounded Throughout the Store and
Meier & Frank's Reconstruction



Women's and Misses' Fine Suits

8 Great Groups Reduced for Our Reconstruction and Readjustment Sales

Again MEIER & FRANK apparel values triumphantly lead the way. We have taken several hundred suits from regular stock and reduced them to such prices as are unprecedented for garments of such character and style.

Serge, gabardine, tricotine, poplin, silvertone, velours and tweeds are the fashionable materials.

- \$25.00-\$29.50 Suits \$15.00
- Regular \$35 Suits \$22.55
- \$37.45-\$39.50 Suits \$27.45
- \$39.50-\$45.00 Suits \$31.50

All the season's best styles will be found in this splendid assortment—fur trimmed and plain—many late models suitable for Spring wear.

All the wanted colors. All sizes in every group, including LARGE SIZES (in the \$57.50 group sizes range up to 49 bust).

One model in each price group is sketched.

- \$47.50-\$48.50 Suits \$34.85
- \$52.50-\$57.50 Suits \$39.50
- \$65.00-\$67.50 Suits \$45.00
- \$75.00-\$98.50 Suits \$57.50

—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)

**Many Good
 Unadvertised
 Bargains**

all over the store tomorrow. You will find them in every section—
Look for the Sale Cards!



**Our Value-C
 Great Sale
 WOMEN'S**

3 PAIRS for \$2.75!
 All-silk stockings and silks with feet. Full fashioned and seamless. "runs." Good assortment of colors.

Sensational Silk Sale

begins tomorrow, in which we offer \$3.50, \$4, \$5 and \$6 silks at

\$2.49

As you can see, in some instances the reductions in this silk sale are MORE THAN HALF—every yard in the sale is the most unusual kind of value at \$2.49. Included are such wanted silks as

Satin Charmeuse
 Tinsel Soire
 Striped Swiss Taffeta

Printed Pussy Willow
 Print Warp Dresden
 Striped Satin Merveilleux

All are 40 inches wide except the tinsel soire, which is 36 inches wide. About 1000 yards in this disposal. Silks suitable for gowns, waists, linings and trimmings. Not every color in each kind but a good selection of desirable shades. Come early tomorrow for these silks at \$2.49 yard.

—Meier & Frank's: Silk Shop, Second Floor.

Sale of Stamped Needlework



Our Reconstruction and Readjustment Sales bring many unusual values in infants' and children's stamped articles. Dainty designs. Good quality materials. Prices are very special—a hint of the savings:

- 75c-85c DRESSES 59¢
 Practical little dresses stamped in good designs. Infants' to 2-year sizes
- 15c STAMPED BIBS 9¢
 Infants' bibs stamped in many designs on pique.
- 25c-35c PILLOW TOPS 19¢
 Infants' pillow tops stamped in good designs on fine lawn.
- TO 25c STAMPED CAPS 15¢
 Infants' caps stamped in dainty Princess Beth designs.

NOTE—Mail order patrons may choose designs from our catalogue or special needlecraft supplement.

—Meier & Frank's: Needlework Shop, Second Floor.



**\$15.00-\$25.00 Blouses
 \$8.95**

A limited number of high-grade blouses greatly reduced—many are LESS THAN HALF. Splendid quality Georgette Crepe in white, flesh, wisteria, navy, brown and black.

Beautifully designed. Some HAND-MADE. Some with hand-run tucks and drawn work. Some with hand embroidery, real Fillet and Venice lace trimming. A number of lovely beaded models included. Round and square-neck styles. Early selection is advised those who would share in this superlative sale of blouses at \$8.95.

—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)

**Our \$3.50 to \$35.00 Hats
 1/2 Price!**

Tomorrow only we offer a splendid assortment of hats that were formerly priced \$3.50 to \$35.00 at exactly HALF PRICE, or \$1.75 to \$17.50.

Included are model hats—tailored hats from well-known designers—ready-to-wear hats—trimmed hats—untrimmed hats.

Early comers will, of course, have first choice of this most interesting collection.



—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)

Shoes for Everyone--Reduced!

Of late, as you know, we have held very remarkable sales of shoes for men, women and children—good quality shoes in standard makes at greatly reduced prices. Tomorrow we keep up the good work with the following special values:

**A Sale of Women's Evening and Afternoon
 Slippers Pair \$4.65**

A timely sale, indeed, coming as it does just when women are looking for a new pair of slippers for Winter wear. These slippers at \$4.65 are in approved styles and are of dependable materials.

Black and white satin slippers in plain or beaded styles. Black kid beaded slippers. Patent slippers with beaded straps. Bronze slippers in plain or beaded styles. Patent slippers with colored suede quarters and beaded straps. All have turned soles and French heels. All sizes, but not in every kind. Values to \$8.00.

Shoes \$4.35, \$5.65, \$11.95

Unusual values at each price. All of these shoes are taken from our regular stock and reduced for our Reconstruction and Readjustment Sales. To \$6.50 values, \$4.35. To \$10.00 values, \$5.65. To \$16.00 values (mostly J. & T. Cousins shoes), \$11.95.

Shoes \$1.98, \$2.48, \$2.98

Children's school shoes in lace and button styles. Plain or patent leathers, some with high tops. Sizes 5 to 8, pair \$1.98. Sizes 8 1/2 to 11, pair \$2.48. Sizes 11 1/2 to 2, pair \$2.98.



Shoes \$4.45

Men's finely serviceable shoes for work and dress wear. Built over medium, broad or English lasts. Exceptional values.

—Meier & Frank's: Third Floor. (Mail Orders Filled.)