

For Men—Tremendous Sale of Kirschbaum Clothing and Our Regular Stock of Suits and Overcoats, \$20 to \$35 Grades, at \$14.75
New Veilings Are Here in Pretty, Becoming Weaves—Headquarters for the 3d Amateur Aviation Meet, 5th Fl.; Expert in Charge

THE MEIER & FRANK COMPANY, ESTABLISHED 1857 MEIER & FRANK'S MEIER & FRANK'S MEIER & FRANK'S MEIER & FRANK CO., 5TH, 6TH, MORRISON, ALDER STS.

The Store Is Quickly Turning to New Spring Merchandise

150 Women's \$25 Tailored Suits, in \$9.98 Staple Styles



DON'T infer from the sale price that they're undesirable garments, for there's not a Suit in the lot of 150 that didn't sell at \$25 formerly.

Good, staple styles for present and Spring wear—modish Suits, every one

Odd lots of our own regular stocks—that's the reason for the big reduction. Slightly soiled White Serge Suits included in the group. Others in blues, grays, tans, browns and blacks. Plain and Shepherd checks. Choose \$25.00 Suits tomorrow at **\$9.98**

The New Suits for Spring

are here in new variety each day. Rare chic and charm—perfect grace of line are displayed in the plain tailored and dressier models. Rich Spring fabrics and new shades. Prices from **\$16.50 to \$65**

\$7.50 Silk Waists \$3.85

The smart, clever plain tailored Shirts with soft collars and cuffs. In rich crepes, messalines, crepe meteoors—both plain and striped. Positive \$7.50 waists. Special \$3.85 tomorrow at the low price of only, each **\$3.85**
 \$5 Marquisette, Crepe and Mull Waists, odds and ends, specially priced for this sale at only **\$2.52**

BEFORE us is a letter from our Paris office, bearing a postmark hardly two weeks hence, telling of the first new fashions as they are being brought out in that fountainhead of style!

Our big organization in the East is sending by every express and freight a constant stream of the new Spring merchandise. The whole store is rapidly taking on the appearance of newness—here and there in every section the new garments, the new fabrics, the new novelties are in prominence.

COME AND SEE THEM NOW, while they're so fresh and new, even if not ready to purchase.

Perfection in Gossard Corsets

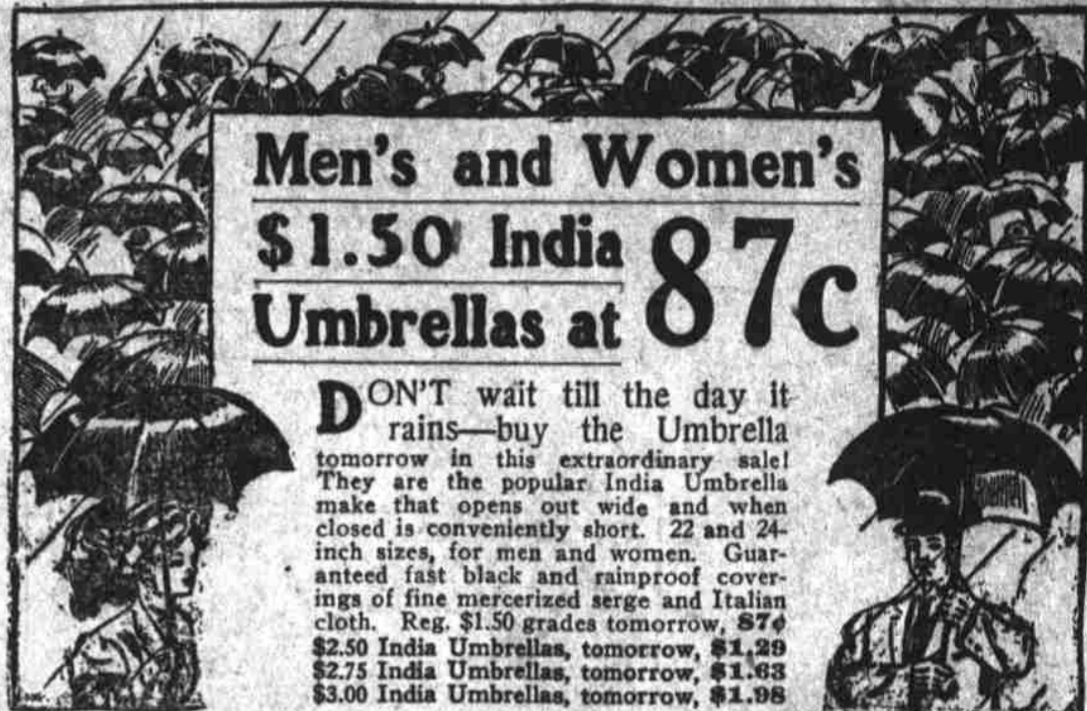


THE original Front Lace Corsets—*The Gossard Corsets*—wonderful for their rare perfection of line, the graceful carriage they insure and the delightful comfort and ease to the wearer.

An expert Corsetiere is here and her only duty is to point out to you the distinctive features of **The Gossard Front Lace Corsets.**

No matter what your particular requirements may be, we've the model exactly suited to your needs. Every natural line of beauty enhanced and at the same time the fashionable supple figure of the day is acquired. Recommended by physicians to delicate women and by masters of music to their pupils, for absolute freedom of the diaphragm is enjoyed without sacrificing beauty of line, **\$3.50 to \$15**

Men's and Women's \$1.50 India Umbrellas at 87c



DON'T wait till the day it rains—buy the Umbrella tomorrow in this extraordinary sale! They are the popular India Umbrella make that opens out wide and when closed is conveniently short. 22 and 24-inch sizes, for men and women. Guaranteed fast black and rainproof coverings of fine mercerized serge and Italian cloth. Reg. \$1.50 grades tomorrow, **87c**
 \$2.50 India Umbrellas, tomorrow, **\$1.29**
 \$2.75 India Umbrellas, tomorrow, **\$1.63**
 \$3.00 India Umbrellas, tomorrow, **\$1.98**

The Day of Saint Valentine--

BOOK STORE—BASEMENT, NEW BUILDING

HAS ever been dear to the hearts of old and young. Never such a wondrous array of quaint conceits—love verses for the lady fair—fond greetings to the friends. Every style and price—**1¢ to \$5.**

THE VALENTINES—Description is impossible, so wonderfully varied is the assortment. Pretty Post Cards for mailing. Arrows, Cupids, Hearts, attractive Calendars, Hangers, and handsome boxed Valentines, with messages of greeting for lovers and friends.

VALENTINE GIFT BOOKS—A greeting that always remains. "An Old Sweetheart of Mine," by James Whitcomb Riley, illustrated by Harrison Fisher, \$1.60; "She Loves Me," \$1.50; "The Value of Love," \$2.25; "Love Lyrics," Riley, \$1.50.

Sensational Mill Purchase and Sale "Munsing" Underw'r for Women and Children Continued

For two days this great sale of Munsing Underwear has kept the Main Aisle and our regular department thronged! Though we had over 5000 garments in the original purchase, they're fast disappearing under the eager buying. Every garment bears the famous Munsing label—it's the factory's accumulation of samples and garments with slight imperfections. Come in weights for present, Spring and Summer wear.

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| 50c to 75c Munsing Underwear Special Only 39c | \$1.00 to \$1.50 Underwear Specially Priced at 67c | \$1.75 to \$2.00 Underwear Specially Priced at 98c | To \$3.00 Union Suits Specially Priced Only \$1.47 |
| Women's and Children's Vests and Pants, with high or low neck; long, short or no sleeves; knee or ankle length. Regular 50c to 75c grades, in all sizes, each 39c | This lot includes Women's and Children's Munsing Union Suits, in high or low neck, long or short sleeves, knee or ankle length, \$1, \$1.25, \$1.50 grades, each 67c | Splendid, high-grade lisle, silk-and-lisle and medium weight wool Munsing Union Suits for women and children. High or low neck; \$1.50 to \$2 garments, tomorrow 98c | Beautiful, hand-trimmed Munsing Union Suits of extra fine mercerized lisle and fine ribbed wool. Medium weights, all styles. Best \$2.50 and \$3.00 grades, each \$1.47 |

\$3.50 Velvet-Leather Handbags, \$2.49



IT'S little to pay for a smart, new Handbag to replace the one that's showing signs of wear!

They are remainders of our regular \$3.50 line in

Three modish styles, exactly as pictured, two of seal grain leather, the third of velvet, long cordeliere handle

The Velvet Bags are in modish flat style, with beautifully embossed bright German silver frames. The Leather Bags are well lined in genuine leather, plain or fitted with convenient coin compartments. All splendid \$3.50 Handbags, tomorrow at **\$2.49**

New Wash Goods --- They're Beautiful

IT'S a consumation devoutly to be wished—this combination of the dainty and practical in Wash Goods. Never have they been lovelier than this season, and never have they been more favored for dresses and gowns for ordinary and evening wear. Sheer, beautiful weaves of wondrous fineness and pretty draping qualities. Other weaves fine—though firm. Just a hint here:

Bordered Voiles —They're beautiful. Lovely new shades. Plain with rich borders of medium and wide stripe. For afternoon and evening \$1.00	Silk Embroidered Voiles —Exceedingly dainty for evening gowns. Sheer and fine, in daintiest of new shades. Tiny designs embroidered in like color, 40 in. wide, yd. \$1.25	Crash Linens —Smart and new for Spring and Summer. In white and cream, with pin stripes of blue and black. Also solid colors in pure linen, 46 inches wide, the yard 60c
Striped Voiles —Pin and medium stripes, with and without borders. Finely woven in all the new Spring colorings. Full 40 ins. wide. Priced for tomorrow at, yard 75c	Silk Tussahs —In plain light and dark silk colors and silk embroidered in self shades. Rich, lustrous quality, 27 inches wide. Of silk and 35c linen combination. Yard at 35c	New Scotch Ginghams —Famous for their fine, firm quality and fast colorings. New Spring patterns in solid colors with borders, stripes and plaids; 32 ins. wide 25c

Watch Repairing at "Cut" Prices!

WE'VE added new Watchmakers to our splendidly organized and equipped Repair Department, and must keep them busy! All work done in our own shop and fully guaranteed. These special prices for one week only, on repairing of average American watches:
Best Mainsprings put in for 69c
Watch-Cleaning done for only 98c
Balance Staffs priced at only \$1.49
New Jewels specially priced at 98c

New Thermos School Sets at \$3!



NO LONGER will the school child, the workman or those who carry their meals away from home, dread to think of eating a cold lunch! Here's a new, special Thermos Lunch Kit, exactly as illustrated, which includes a one-pint genuine Thermos bottle, with drinking cup top, a Japan'd lunch box, both in durable leatherette carrying case. Thermos will keep liquids hot 24 hours and cold 72 hours—a limited number—tomorrow at **\$3.00**

February Homefurnishing Sale

Tomorrow's Addition to the Furniture Event

REFER to our announcement of Sunday, Monday and yesterday—scores of matchless values in this wonderful Furniture event which we can't attempt to repeat! We never sold good, well-built furniture so low. It's your opportunity to supply odd pieces, to furnish up a room, an entire home—or a hotel.

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| \$17.50 White Enamel Dressers for \$9.98
We've just about 30 of these dainty little White Enamel Dressers left to sell at \$9.98. Finished in four coats; large French plate mirror. Worth \$17.50, at \$9.98 | \$1.50 Solid Oak Plate Racks, in golden or waxed finish, tomorrow at 98c | \$4.25 Tables \$2.98
Just an even 90 of these solid oak Center Tables, exactly as illustrated; 24x24-inch-top, with waxed or polished finish. Regularly \$4.25; tomorrow at \$2.98 |
| \$1.15 Golden Coat Racks, as illustrated above, special tomorrow at 69c | | |

\$8.50 to \$12.50 New Scrim Curtains, \$4.85

SCRIMS—the ideal Curtains for Spring and Summer. We bought an importer's accumulation at half and less. Light, airy Curtains of dainty Scrims and Marquisettes, with linen, cluny, filet and Arabian insertions. Beautiful \$8.50 to \$12.50 grades. Tomorrow in the February Homefurnishing Sale, pair **\$4.85**
15c Colored Swisses—Over 50 patterns of these dainty Swisses, white backgrounds with floral designs, colored borders, etc. Suitable for bedrooms. Sp'l, yd. **11c**
To \$1.00 Cretonnes—Beautiful foreign and domestic Cretonnes in new artistic designs and colorings. Sells regularly at 50c, 65c and \$1 yard. Tomorrow only **29c**

\$18 Axminster Rugs, \$13.95

WE BOUGHT over 500 of these excellent Axminster Rugs for February Homefurnishing Sale! A grade that sells everywhere for \$18.00 each. They come in heavy, long-wearing, full 8-3x10-6 foot size, in scores of beautiful new floral, Oriental, small figure designs **\$13.95**
\$27 Brussels Rugs \$19.85
\$1.62 Bruss'ls Carpets \$1.29
\$2 and \$2.50 Rugs \$1.49
 Handsome, long-wearing Body Brussels Rugs, in rich designs and colorings. Our best \$1.62 grades, sewed, laid and lined, priced at **\$1.29**
 Heavy Body Brussels Carpets in beautiful chintz patterns of brown and tan. Our best \$1.62 grades, good, heavy weaves in neat designs and colorings, only **\$1.49**

A Great Sale of Canned Goods

Of vital interest to every housewife, boarding house matron and hotel-keeper.
Red Ribbon E. J. Peas, can for **15¢**
Dozen cans \$1.70.
Maine Corn, 2 cans **25¢**—dozen **\$1.35**
Standard Corn, 3 cans **25¢**—doz. **95¢**
Solid Pack Tomatoes, 2 cans at **25¢**—dozen cans **\$1.35.**
Sinclair Lima Beans, 2 cans for **25¢**—dozen cans **\$1.30.**
Cut Stringless Beans, 2 cans for **25¢**—dozen cans **\$1.25.**
Singapore Sliced Pineapple, can **15¢**—dozen cans, special at **\$1.75.**
Monopole Fancy Asparagus, can **25¢**—dozen cans **\$2.70.**
Del Monte Bottled Pears for **20¢**—dozen cans **\$2.20.**



TELEPHONES — PACIFIC, PRIVATE EX. 4; HOME, A-6101

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