

Our Entire Stock Valentines and Valentine Post Cards, Tomorrow in the Basement Book Store, Half Price

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

Each Day Sees More Beautiful, New Spring Merchandise

Future Aviators In the Making!

YOU'VE no idea of the young aviators Portland is developing until you see the exhibit of Model Aeroplanes already entered in our Third Annual Amateur Contest!

Wright, Curtiss, Blériot and numerous other types, besides dozens of original models.

Final entries close at 6 p. m. Thursday. Over \$100 in prizes. First prize, \$30 cash. Three membership prizes offered by the Y. M. C. A. for special flights of model aeroplanes.

Judging of the Model Aeroplanes will be made Saturday, weather permitting. Aeroplane Contest Headquarters, 5th floor.

IN ALMOST a constant stream, the charming new Spring garments, the new Millinery, new Silks, new Dress Goods, new Wash Goods, new Shoes, new Laces and Embroideries, new Veilings, new Haberdashery for men and boys, are coming to us from the East. Over 30 department managers, each a specialist, are gathering for you greatest stocks of quality merchandise we've ever purchased for a Spring and Summer season. We want you to see the new things as they arrive. Come tomorrow!

Fine New Laces and Embroideries!

EVERY garment for the new season seems to have either a touch of Lace or Embroidery on it!

Our stock includes many beautiful new designs, which are being early sought—and new arrivals coming daily.

Lingerie Gown Patterns—Sufficient bands and flouncings, on voile, in beautiful designs of coral, blue, lavender, etc., \$9.50

Voile and Batiste Flouncings—handsome eyelet and floral designs in ecru, cream and Oriental colorings, yard, \$3 to \$8. Bands to match.

Nainsook Matched Sets—Lovely eyelet designs. Flouncings, edges and insertions, 4 to 27 inches wide. Yd., 20¢ to \$2

Infants' Sets—Daintiest designs in flouncings, allovers, yokes, edges and bands. Yard, 15¢ to \$5.00.

New Venise Allover Laces—In cream, white and ecru. Yard, \$4.50 to \$13. Venise Bands to match, \$1.50 to \$6.00.

New Shadow Allovers—So favored for this season. Yard \$1 to \$3.00.

New Cash's Wash Braids—Yard, 10¢ to 25¢.

Feb. Toilet Goods Sale

A FULL page in the Sunday newspapers gave the details of our Great Monthly Toilet Goods Sale! Hundreds of daily used Toilet Articles and Drug Sundries at compelling savings. We must reserve the right to limit quantities.

50c La Blanche Face Pwd. 27¢
50c Pozzoni's Face Pwd. 29¢
50c Veloute Face Powder 13¢
25c Graves' Tooth Pwd., 2 25¢
25c Euthymol Tooth Paste 10¢
25c Mennen's Borsoform, 2 25¢
25c Sozodont Liquid Dent. 19¢
25c Woodbury's Fac'l Soap 14¢
35c Piver's Assorted Soaps 19¢
25c Packer's Tar Soap at 14¢
10c La Primera Castile Soap 6¢
5c Flotilla Soap, doz. cakes 39¢

\$1 Danderine Hair Tonic 69¢
50c Herpicide Hair Tonic 35¢
\$1 Pinaud's Eau de Quinine 69¢
50c Dr. Charles' Fl'h Food 29¢
50c box Carmen Face Pwd. 39¢
\$1.50 Gouraud's Or'tal C'm 89¢
\$1.25 Ideal Hair Brushes 69¢
25c Rubberset Shav. Brush 19¢
Hair Brushes, Tooth Br's 1/4 off
\$1 Eagle Ft. Syringe, 3-qt. 59¢
50c bot. Sensitive Lotion 28¢

Big Cleanup of 25c and 35c Emb'd Linen 'Kerchiefs 10c

ACTUAL 25c to 35c Sheer Linen Handkerchiefs to-morrow at only 10c—a sale all the more important since every Kerchief taken right from our own splendid stocks. Odds and ends, embroidered corners and borders with narrow hemstitched ends. Also colored borders and initials. While the lot lasts to-morrow—our regular 25c to 35c Kerchiefs, 3 for 25¢—or each, at only 10c

To 35c Neckwear at 7c

A cleanup of odd lines—that's the reason for this exceptionally low price. Jabots, Rabats, Dutch Collars and silk novelties. Some slightly soiled from handling; 25c-35c grades 4 for 25¢—each 7c

To 25c Ribbons at 9c

Rich All-Silk Ribbons, six lines of plain taffetas and moires. Also warp prints and lovely Dresdens, 3 to 4 inches wide. Regularly 15c to 25c. For tomorrow they are price at, yard 9c

Elegance of Tailoring in New Blue Serge Suits



THERE'S an air of smart refinement—a well-dressed appearance about the woman garbed in one of these new Blue Serge Suits. Elegantly and perfectly tailored from the shoulder of the smart jacket to the hem of the graceful, narrow skirt. Beautiful all-wool serges in rich twilled and fine pressed weaves.

The clever little model as sketched has the collar of black satin, bands of braid caught with pearl buttons and wide side rever of the new agarie fabric in white, which also finishes the cuffs. It's smart and only \$28.

Other styles with mannish notched and fancy cut collars. Priced tomorrow at \$25 to \$50.

Smart New Coats--

It's refreshing to go through the Spring stock of Coats for women—such clever new styles, rich lightweight materials and new light and medium dark shades. All reveal the narrow silhouette lines—notched, round and pointed collars. Model as illustrated, in gray tweed with silk moire trimmed collar. Priced at \$16.00. Others at \$12.50 to \$35.



Lovely New Waists

Waists have never been more charming than the new styles for Spring and Summer. Everything from the severely tailored mannish Waists to the most exquisite of handworked lingerie, chiffons, marisettes and silks. Priced from \$3.50 to \$50.

The One-Piece Frocks

Clever little styles for street and afternoon year of new Spring woollens. Neat bodices joined at the slightly raised waist line with graceful narrow skirts. High and Dutch neck styles, as well as the Coated Collar models, with V-cut fronts. Priced at \$12.50 to \$45.



The Third Day of Our Great Exhibit and Sale of Oriental Rugs \$100,000 Stock at \$68,000

The Center of the Third Floor Has Been Literally Transformed Into an Oriental Rug Bazaar

Big Factory Purchase Chairs and Rockers, Nearly 1/2!

ONE of the best captures our Furniture chief made for the February Homefurnishing Sale! A factory's entire surplus of Chairs and Rockers, closed out to sell about half. Tomorrow we place the entire purchase on sale. It's expedient that you come early, as the quantity of each style illustrated below is limited. Also included are over 200 Chairs and Rockers, one of a pattern, in Early English, golden or fumed oak, mahogany or birdseye maple. A great opportunity for the home, as well as hotels, institutions, etc.



\$2.25 Solid Oak Chairs—Just 66, as illustrated, with imitation leather seats and brass arms. Golden finish. Sale price, \$1.24

\$1.24

\$2.25 Solid Oak Chairs—Only 36, as illustrated, with imitation leather seats and brass arms. Golden finish. Sale price, \$1.29

\$1.29

\$2.50 Solid Oak Chairs—Only 28, as illustrated, with imitation leather seats and brass arms. Golden finish. Sale price, \$1.49

\$1.49

\$2.50 Solid Oak Chairs—Only 36 of the pattern shown above. Well braced arms, golden finish. Sale price for tomorrow, \$1.49

\$1.49

\$2.50 Saddle Seat Dining Chairs—As illustrated. Only 22. Finished golden, well braced arms. Sale price for tomorrow, \$1.58

\$1.58

\$5.00 Solid Oak Rockers—As illustrated. Well made and braced, golden finish with cane seat. Sale price for tomorrow, \$2.98

\$2.98

\$5.50 Solid Oak Rockers—Strongly made, heavy design, in golden finish. Just 6 of them to sell tomorrow at only \$2.98

\$2.98

\$5.50 Golden Oak Rockers—Just 11 of them, as illustrated, with spring seat, but no cushions. Sale price for tomorrow, \$3.25

\$3.25

\$8.50 Solid Oak Morris Chairs—33 of these, as illustrated, with spring seat, but no cushions. Sale price for tomorrow, \$3.49

\$3.49

25c Bottles Liquid Veneer, 19c

YOU'VE no idea the newness a little Liquid Veneer gives to polished surfaces. "Makes Old Things New." Use it on the furniture, piano, woodwork, etc. It'll surprise you. Tomorrow and Thursday, the 25c bottles are priced at only 19c

Floor Wax

The famous Johnson's or Old English Floor Wax, the best grades. Special, 85c lb. 45c—2-lb. cans

Choppers

The \$1.00 size just as illustrated. The famous Universal Food Choppers, with 4 cutting knives. Special 75c for two days only

Kleinert's 30c to 50c Shields, Pair 19c

THEY'RE the famous Kleinert Shields with which every woman is familiar. Medium sizes in the Button-in, E. Z. On, Myda and linen styles. Actual 30c-50c grades, Wednesday Notion Day, pair 19c

5c Blk. Wilimantic Thread, 200 yd., 2 5¢
5c White Basting Thread, 600 yards 4¢
30c Black Shoe Laces, dozen pairs 10¢
10c Pearl Bone Collar Stays, the card 5¢
5c Colbata Wire Hair Pins, 2 pkgs. 5¢

5c Shawl Pins on special sale, a card 1¢
10c Medium, Light Brown Hair Nets 5¢
25c "Kern's" Child's Sup. Waists at 19¢
15c Curling Irons, special tomorrow 10¢
10c Macy Hooks & Eyes, glass tubes 5¢

Big Sale of Dried Fruits

WE'VE just unpacked a big shipment of Dried Fruits and offer them Wednesday at exceptionally low prices. Housewives, boarding houses and hotels profit by this sale.

Choice Dried Peaches, 2 lbs. 24¢
Fancy Dried Peaches, 2 lbs. for 26¢
L. M. Raisins, special, 3 lbs. for 22¢
White and Black Figs, 3 lbs. for 23¢
Fancy Layer Raisins, per pound 13¢
Small Sweet Prunes, 3 lbs. for 21¢
Fancy Prunes, special, 2 pounds 25¢

Fancy Apricots, special, per lb. 16¢
Seeded Raisins, 3 packages for 25¢
Fancy Dried Apples, 2 pounds 25¢
Extra Fancy Dried Pears, pound 17¢
Sultana Raisins, special, 3 lbs for 22¢
Bulk Shredded Coconut, per lb. 15¢
Citron, Lemon and Orange Peel 15¢

Fine Sugar-Cured Bacon, Tomorrow, Pound 15c



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

A Rousing Four-Day Sale of Men's Wear

IT'S a February rounding up of all our broken lines! Men's Wool Underwear, Flannelette Night Shirts, Sweaters, Socks, etc.—just the apparel men need to finish out the Winter season. These phenomenally low prices in force tomorrow and balance of the week, if lots last that long.

To \$2 Und'rwear 89c

Broken lines of fine quality Wool Shirts and Drawers. The celebrated Cooper, Wright, Norfolk, New Brunswick and Bradford makes included. Our regular \$1.50 to \$2.00 garments; light, heavy or medium weight. On sale tomorrow at only—choice 89c

\$5 and \$6 Sweaters \$3.95

New Sweaters, men's and women's, in Ruff Neck and "V" shaped styles. Actual \$5 and \$6 grades. All colors and sizes. For 4 days' sale, each \$3.95

25c to 50c Socks, 19c

Splendid Silk, Silk Lisle, Mercerized Cotton, Cashmere Wool and Silk Plated Socks. Sell regularly at 25c to 50c. Big assortment colors, special 19c

50c Shirts for 39c

The famous "Chamois-Skin" Khaki Work Shirts, sold everywhere at 50c. Guaranteed not to rip. Come in plain and striped patterns. For 4 days' sale—take your choice at 39c



Fine Flannelette Nightshirts. Made with military or lay-down collars, pearl buttons, pockets, etc. Both plain or trimmed styles. Full lengths, 49c all sizes, priced at only, each 49c