

**Trial Flights in Aviation Contest Saturday, Weather Permitting—Novelties for Washington's Birthday, on First and Fifth Floors Quick, Efficient Luncheon Service Enjoyed By Business Men and Shoppers in Our Seventh Floor Restaurant—Express Elevator**

THE MEIER & FRANK COMPANY, ESTABLISHED 1857

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MEIER & FRANK CO., 5TH, 6TH, MORRISON, ALDER STS.

# Everywhere--New Styles, Weaves, Colors for Spring

## The Object of This Page!

The purposes, the advantages of store advertising, are strikingly outlined in a recent statement printed by John Wanamaker, New York.

So closely do they pursue the policy of this store, which numbers five more years of business life than Wanamaker's, that we take the liberty of quoting it intact:

1.—To offer a business service of absolute fairness, founded and maintained upon fixed principles and improved by an experience of more than fifty years.

2.—To disseminate news of fashions, fabrics, art and articles of every kind from all parts of the world, giving accurate information there-of to outwield advertising vagaries and erroneous imaginations.

3.—To establish a means of communication and cooperation with thousands in sympathy with the resolute purpose of building a business always approaching commercial perfection; not presuming infallibility.

4.—To remind the public of the opportunity to do business under the long-standing warranties of worthiness and values of all goods and services, sold only upon conditions that either party is at liberty to annul the sale within a reasonable time by return of goods or money, relying wholly upon the mutuality of honor and justice.

5.—To promote in every possible way confidence between buyer and seller, to the end that they may be equally indispensable—one to the other.

*Meier & Frank Co.*

## Short Lengths to 50c Ribbons 15c



**F**AR less than half price for these beautiful Ribbons that sold from 25c to 50c in regular stocks. Short lengths of from 3/4 to 2 yards long and 4 to 7 inches wide. Plain and fancy ribbons in the lot. Worth 25c to 50c yard, special, length **15c**

**Women's 10c Kerchiefs**—Of soft linen with neat, narrow hemstitched hems. Splendid for ordinary and school use. Dozen at only **6c**

**15c to 35c Neckwear**—In complete assortments of styles—Rabats, Jabots, Collars and Stocks. Some slightly soiled from handling **5c**—6 for 25c—each at only **5c**

**Women's 50c Rubber Gloves**—Worn while performing the household duties. Protects and whitens hands. Good quality rubber, red and white, all sizes **33c**

## Scotch Zephyr Ginghams 15c

**W**ITH Spring just ahead, there are dozens of uses for these splendid Scotch Zephyr Ginghams—children's school dresses, house dresses, etc. There are over 4000 yards in this lot for tomorrow's sale. Full 32 inches wide. They come in an excellent assortment of stripes, checks and plaids and in all colors. Regular 20c grades, yard **15c**

**15c Fine White Cambric**, 8 1/3c

**\$5 All-Linen Napkins** \$3.50

**35c Damask Towels** at 21c

—For tomorrow, 2000 yards of fine pure white Bleached Cambric, 36 inches wide, of a splendid, firm grade. The kind which sells for 15c regularly. While the lot **8 1/3c** lasts, priced at, yard **8 1/3c**

Beautiful, pure linen Napkins, extra large—25x23-inch—for dinner service. Hotel and restaurant should supply their wants for a year to come. Regularly **\$3.50** \$5 a dozen, only **\$3.50**

Just 1000 of these splendid 35c Hemstitched Damask Towels, large 22x38-inch size, in plain white. Assorted self-floral designs. While the lot lasts tomorrow, buy them at only **21c**

## To \$1.25 Stamped Pillow Cases, 73c

**T**HE woman who prides herself on the quality and attractiveness of bed linens will appreciate this special tomorrow.

**45x36 Pillow Cases** of excellent quality pillow case muslins, stamped for embroidering in a splendid variety of designs. Regularly \$1 and \$1.25 pair, special **73c** To 10c Silk Braids, yard 3c—Silk Novelty Braids used for fancy work. In white, cream and ecru. Many pretty designs. Regularly 7c to 10c a yard. Tomorrow, 12 yards at **3c** 25c—one yard priced at only **3c**

## Pretty New Wash Dresses \$1.39



**I**T DOESN'T pay to have Wash Dresses made when you can purchase them at such a low price as this. Not the carelessly made Frocks that you might expect to find at this price—but remarkably neat and practical. You'll like them doubly because they're attractively plain, lacking in all cheap trimming.

Jaunty little style, as illustrated, of plain blue and tan chambray, with white striped collars and cuffs. Square neck, short sleeve style of checked gingham, in pink, blue, black and lavender. Finished in plain bands. Splendid for house or street wear. Special at **\$1.39**

## High-Grade Wash Dresses

They're out of the ordinary—every one of them! Scarcely a style that looks "ready-made." Both heavy and sheer fabrics. Embroidered piques, colored volles, pure natural colored linens, gingham, and sheer zephyr gingham and colored lawns. Neat bodices join at waistline with bands or insertion. Skirts plain and narrow. Dutch "V" and sailor collar styles. Model as sketched of pure blue, pink and tan linen, with embroidered edge. Price at **\$12.50**. Others range from **\$4.50** to **\$25**.

## Boston Cooking-School Book Here

**T**HE Boston Cooking School Book, by Fannie Merritt Farmer—the acknowledged authority on cooking, baking, etc. Used by the Y. W. C. A. in their class of domestic science and other cooking schools. Basement Book Store **\$1.60** "Pollyolly," by Edgar Jepson, on sale at **\$1.25** "The Girl of the Limberlost" on sale at **\$1.20**

## Women's and Misses' New Cotton Petticoats at 79c

**A** PETTICOAT offer that can't be duplicated the city over—of that we're sure. One of the special purchases that have just come in, and it was buying in such quantity that enables us to make this phenomenally low price.



Both women's and misses' lengths, in good quality cotton messaline, saten and near-silk. Flounce finished with plain bias bands or pin tucks. Plain black, navy and white. Also navy and white or black and white stripes, 32 to 42 inch lengths; good value at only **79c**

## \$3.25 Lace Curtains \$2.35

**O**N THE threshold of Spring, the need of new Lace Curtains becomes more and more evident. They brighten up the home—give the rooms an air of sunshine and brightness. Wednesday we feature \$3.25 Cable Net, Madras Weave, Nottingham and Saxony Lace Curtains, with white or ecru heavy plain centers and Renaissance and Cluny pattern borders. Or with fine lace centers, plain and figured, with Brussels pattern borders. All full size. Pair **\$2.35**

## Printed Scrim 17c 50c Cretonnes 29c

Full 36-inch Printed Scrim. White, cream or ecru grounds with floral and oriental designs in green, pink, yellow, blue or red. Printed on both 17c sides. Priced for this sale—yard **17c**

A big assortment of 35c to 50c Cretonnes in new weaves, popular colorings and designs. They're all full 36 inches wide. Special for Wednesday's sale—take your choice at—yard **29c**

## 35c Fold'g Skirt Marker 19c

**S**PLENDID Folding Skirt Markers, as illustrated, for the home or professional dressmaker. Base is of heavy metal, to prevent toppling over. All of the parts are beautifully nicked. They have regularly sold at 35c each, Wednesday Notion Day at only **19c**

- Kleinert's 25c and 35c Dress Shields, spe'l Wednesday **19c**
- 15c White Dress Shields **10c**
- Bast'g Thread, 800-yd. sps. **4c**
- Women's 25c Wh. Sup'ts **15c**
- 10c White Collar Supports **5c**
- 5c Safety Pins, assorted, **3c**
- 4c paper odd Pins, two for **5c**
- 10c Mace Hooks-Eyes, tube **5c**
- 15c Hair Nets with rubbers **5c**

## Four Oriental Rugs Went to One Office Yesterday

**"I**T'S mighty lucky for me that your Oriental Rug Sale came just as my new offices were ready," exclaimed a professional man yesterday. He selected four beautiful specimens.

This unparalleled Oriental Rug event is especially opportune for banks, hotels, offices and owners of fine homes. Thousands of dollars' worth, including an immense shipment which has been on our floors less than 10 days, at a fourth, a third, and in many instances half under actual value.

INDIA RUGS.			MAHAL RUGS.		
Size	Actual Value.	Sale Price.	Size	Actual Value.	Sale Price.
8.4x9.10	\$125	\$62.50	5.10x12.3	\$225	\$105.00
9.0x12.0	\$150	\$95.00	10.5x13.5	\$300	\$148.00
9.1x12.2	\$270	\$110.00			
10.6x13.8	\$350	\$195.00			
9.7x15.1	\$375	\$210.00			

## Swan Brand Underwear, 1/2 Price

**M**ANY a woman has purchased the entire Spring and Summer's supply of Undergarments at this phenomenal half-price sale.

Dainty styles of the famous "Swan" brand, imported from Switzerland.

Low neck, sleeveless necks, plain and with lace and hand-crocheted yokes. Also high neck, long or short sleeved styles. Tights in knee and ankle length. Union Suits, in low neck sleeveless, tight and loose knee styles. Of fine flannel, mercerized flannel, pure silks, silk-and-wool and all-wool. They're beautiful 75c to \$8.50 grades, tomorrow, only at... **1/2 Price**



# Tenth Annual Spring Sale of House Wares Is Breaking All Records

**F**OR ten years we've had a Housefurnishings Sale at this early Springtime, but never before have such throngs filled the big Basement Store in so earnest an endeavor to share in the phenomenal offerings. Thousands of specials in needs for kitchen, buttry, laundry and bathroom. Daily used necessities as well as hundreds of labor-saving devices—a boon to the busy housewife. All at the greatest savings of the year.

- \$2.25 Folding Ironing Boards—The best patented boards made. Extra large, just as illustrated. **\$1.79** Special for the Spring Sale
- 75c Six-Foot Ironing Boards for **59c**
- \$1.50 Folding Ironing Boards **\$1.19**
- 40c Sleeve and Bosom Boards for **32c**
- \$1.15 Clothes Baskets—Medium-sized German Willow Clothes Baskets. For February Sale only **92c**
- 25c Rope Clotheslines special at **19c**
- 20c Wire Lines, 75 feet, special **16c**

- Mrs. Potts' Sad Irons—As illustrated. Set consists of three irons, patent handle and stand. Regularly sold for \$1.25. Special for this Spring Sale at, the set **99c**
- 5c Coat Hangers now on sale at **4c**
- \$1 Waifle Irons—The famous "Griswold" kind. "Makes 'em crisp and brown." No. 8 size, as illustrated **79c**

## Bathroom Fixtures Light Fixtures, Etc.

- 90c Inverted Gas Lights—Complete with 50c inverted burner. 25c half frosted globe and 15c mantle, for this sale at only **39c**
  - \$1.25 Inverted Lindsay Lights **99c**
  - 75c Upright Lindsay Lights at **59c**
  - 15c Lindsay Mantles at only **12c**
  - 30c Lindsay Mantles at only **24c**
  - 35c Self-Lyte Mantles for only **29c**
  - 20c Lindsay Globes special for **18c**
  - 20c Electric Bulbs, 16-c. p., for **18c**
  - 35c Ever-Ready Batteries only **30c**
  - 15c Gas Torches special only **12c**
  - 5c Gas Tapers specially priced **4c**
- Miscellaneous**
- Clothespins, common, per dozen **1c**
  - Spring Clothespins at, the dozen **6c**
  - \$1.25 Meat Safes special only **99c**
  - 15c Folding Coat Hangers only **12c**
  - 15c Suit Hangers now on sale **12c**
  - 25c Broom Covers on sale, each **19c**
  - 10c Dover Egg Beaters priced at **8c**
  - 25c Bone Napkin Rings at only **19c**
  - 25c Folding Lunch Boxes only **19c**
  - 30c Splint Clothes Baskets for **48c**
  - \$1 Wool Wall Dusters on sale **79c**
  - \$1.75 Bristle Fir Brush for **\$1.39**

## Woodenware

- \$1.20 Step Ladders—Standard 6-foot, just as illustrated. Made of seasoned material and extra strong. A very handy size. Specially priced at **95c**
- 75c Wall Clothes Dryers only **59c**
- 15c Wall Clothes Dryers only **12c**
- 35c Salt Boxes, wood, for only **28c**
- 65c Salt Boxes, wood, for only **52c**
- 25c Towel Rollers on sale for **19c**
- 25c Rolling Pins on sale, each **18c**
- 25c Bread Boards on sale, each **19c**
- 10c Cake Spoons on sale at only **8c**
- 20c Butter Moulds on sale, ea. **16c**
- 30c Vegetable Slicers on sale **24c**
- 15c Potato Slicers special only **12c**
- 15c Toy Rolling Pins, each, at **12c**
- 7c Butter Paddles special only **5c**
- 50c Kneading Boards for only **39c**
- 35c Wood Chopping Bowls for **28c**
- 75c Toilet Brushes only, each **59c**
- 85c Window Brushes special **68c**
- 35c Ten-foot Poles special only **28c**
- 50c Handle Floor Scrubs only **39c**
- 35c Dustpan Brushes special at **25c**
- 25c Scrub Brushes **19c, 12c, 10c**
- 40c Counter Dusters special at **32c**
- 20c Stove Brushes special only **16c**
- 15c Shoe Daubers priced only **12c**
- 50c Shoe Polishing Brushes at **39c**
- 40c Paint Brushes special only **32c**
- 12c Varnish Brushes for only **10c**
- 5c Hand Brushes special only **4c**
- Jap Pot Brushes special at only **1c**

## Eastern Sugar-Cured Hams 14 1/2c

**W**EDNESDAY'S big feature in the February Mid-Month Grocery Sale—lowest price we've quoted in weeks on Eastern Sugar-Cured Hams! The finest quality obtainable. Sold all around town at 20c a pound. For Wednesday we've 1000 of the very best to sell at this low price—per pound **14 1/2c**

- 25c Descent Sardines **17c**
- 25c Del Monte Peas **20c**
- 25c Sunlight Oranges **32c**
- 60c Victor Japan Tea **39c**
- 25c Blue Label Catsup **18c**
- 25c Royal Baking Powder, special at 1/4-lb. can **20c**
- Sperry Rolled Oats, 2 packages at only **25c**
- Otter Clams, 2 cans **25c**
- Crystal Rice Hearts **21c**
- Crescent Baking Pdr. **25c**
- Graham Flour, sack at **31c**
- Victor Flour, sack **\$1.29**
- Meierfrank Coffee, lb. **35c**
- Japan Tea, special, lb. **32c**
- Borden's Eagle Milk **14c**
- Holly Milk, 4 cans at **28c**
- 12 1/2c Shrimps, 3 cans **25c**
- Fish Balls, can at only **16c**
- Sail Soap, 9 bars for **25c**
- 10c Ivory Soap, 4 bars **35c**
- 30c Sliced Pineapple **21c**
- 20c Monopole Peas **15c**
- C. & B. Mixed Pickles **33c**

EST. 1857

# MEIER & FRANK STORE

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