

The History of the Umbrella from Its Earliest Origins to Its Latest Developments Is Interestingly Unfolded in One of Our Alder-Street Windows.



The Hose "She" Knows

"Silk Maids"—\$3 pair.
"She" being any fair Portlander with a penchant for silk hose of the utmost distinction, the utmost beauty, the utmost utility and value.
—Meier & Frank's: Main Floor.

Surcease for Foot Ills

waits on a visit to our highly skilled chiropodist, Dr. Carl Lovell, graduate of the New York College of Chiropody and Orthopedics. He may be consulted at any time during the day.
—Meier & Frank's: Fifth Floor.



Twentieth Century Efficiency

demand that nothing that can be remedied should be allowed to interfere with one's vision. Often properly fitted glasses will work wonders. Our expert optometrists are at your service.
—Meier & Frank's: Mezzanine.

See Other Paper for Authentic Advance Information of New Spring Fashions

Ask Mr. Foster Travel Information Service

Branch Office on our Sixth Floor. The service is complimentary.

24 DAYS

Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29						

OF SALES

\$4.00 All-Silk Satin

600 yards of fine quality 40-inch all-silk satin in the following shades—Rose, Copen, gray, taupe, reseda, plum, myrtle, amethyst and Burgundy. Excellent values at yd. \$2.89.
—Meier & Frank's: Second Floor.

Peter Thompson Serge

500 yards of 48-inch all-wool English Peter Thompson serge of the old reliable quality in black only. Worth \$3.50 yard.
—Meier & Frank's: Second Floor.

Black and White Checks

A just received special purchase enables us to offer 400 yards of 54-inch black and white shepherd check dress goods at this low price. Not all wool but an exceptional quality.
—Meier & Frank's: Second Floor.

50c Suitings and Voiles

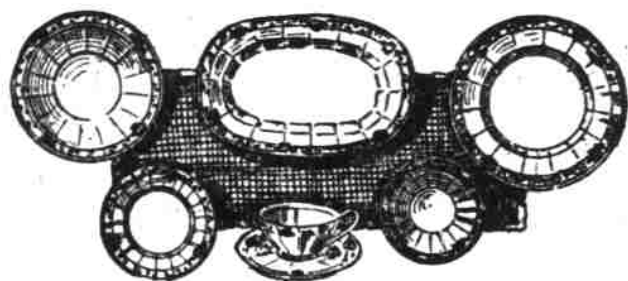
A good assortment of these serviceable quality 30-inch cotton suitings and 30-inch voiles in a variety of patterns and colors.
—Meier & Frank's: Second Floor.

75c Bleached Sheet

Full 72 inches wide. Good sturdy quality soft finish bleached sheeting at this very special price while any remains.
—Meier & Frank's: Second Floor.

75c Home-Made Candies

One-pound boxes. The two-pound boxes, regularly \$1.50, special \$1. Divinity cream kisses with walnuts, English toffee with coconut and almonds, pinchoke with nuts, chocolate and nut covered log roll and chocolate fudge.
—Meier & Frank's: Ninth Floor and Other Candy Sections.



\$9.83 Dinner Sets at \$6.49

150 sets. A very attractive open-stock pattern in the Mayflower shape, as illustrated—pink rose design with dainty blue edge decoration on ivory background. Each set consists of six 4-inch plates, six 7-inch plates, six tea cups and saucers, six fruit saucers, one 8-inch platter and one 6-inch nappy—12 pieces in all.
Other pieces to match may be had at moderate prices.

900 Kitchen Brooms 54c

A special purchase brings 900 of these Portland-made brooms of genuine broom corn, four sewn, polished handles, at 54c.
—Meier & Frank's: Housewares Section, Basement.

60c Fine Linen Crash

A wonderfully good special. Fine quality all-linen crash towel—ing at yard 50c. Limited quantity.
—Meier & Frank's: Second Floor.

\$1.25 Heavy Cotton Damask

64 inches wide. Good heavy quality cotton damask that will give the very utmost in service.
—Meier & Frank's: Second Floor.

8c to 12c Good Wash Laces

10,000 yards of these fine single and two-thread Val, Maltese, Filet and Cluny wash laces to be utilized in your spring sewing. Widths range from 1/2 to 3 inches.
—Meier & Frank's: Main Floor.

Special Embroideries

Cambrie, lawn and Swiss embroideries for neckwear, house dresses, underclothes and children's garments. Blind and eyelet designs. A number have filet edges, 6 to 18 inches wide. The wider ones will make an entire skirt for a child.
—Meier & Frank's: Main Floor.

A Sale of New Curtains

\$3.95, \$4.55, \$5.80

White, cream or ecru marquisette curtains trimmed with effective lace edges and insertions.
A few voile curtains included. Nice sheer ones to flutter at the window in spring and summer breezes.
All extra good at the prices.
First showing.



Direct From the Mill 1500 Yards of Special Cretannes, 49c, 83c

All sorts of things. Light and dark colors. Some warp prints. Some tapestry brocade effects. Some sub-standards. Some in short lengths enough to make only one or two pairs of curtains. Mill oddments worth far more than the marked prices.

Wide variety for spring furnishing schemes.
—Meier & Frank's: Curtain Shop, Seventh Floor.

Two Famous Paintings on Display Here

"The Girl He Left Behind," by Herbert De Moreau and "The Conqueror," by Maxim Platonoff will be displayed at this store beginning tomorrow.

Both of these paintings are widely famed and highly valued. They have been installed in special settings in our Auditorium on the Sixth Floor, where the public is invited to view them.

The showing is complimentary. Exhibition is open from 9:15 a. m. to 5:45 p. m.

Art students and art lovers are especially invited.

24

days of intensive merchandising and selling of determined effort on the part of the whole organization—the continuation through February with added vigor and value of our great January drive to lower prices on WANTED merchandise for the person and the home.
24 days of wonderful value-giving.

Another example of MEIER & FRANK initiative, of MEIER & FRANK leadership, of MEIER & FRANK co-operation with the buying public—that means the whole people of Portland and surrounding territory, for this store's appeal through its merchandise, its service and its values is of the widest.

The items listed on this page are for tomorrow's (Monday) selling. Each day of the 24 we shall bring forward new offerings for the sale. That means 4 full weeks of exceptional interest, of exceptional activity, of exceptional value-giving.

February, 1920, will be a memorable month in this store's calendar.

MEN! Cut Your Hosiery Bills 'Way Down

Mercedized Sox 6 Pns. \$1.55

Pair 39c.

720 pairs. Gray, green, black, tan and cordovan. Double toes, soles and heels. Sizes 9 1/2 to 11. Sub-standards of the regular 65c grade.

Silk Sox Pr. \$1.15

6 Pairs \$6.

Sub-standards of the regular \$2.50-\$2.75 grades heavy silk-toe-600 sox in black only. Fine double mercedized toes, soles, heels. All sizes. 500 pairs.

Cotton Sox 6 Pns. \$1.25

Pair 25c.

600 pairs of black cotton sox with split white feet. Comfortable and serviceable sox in all sizes. Sub-standards of the regular 40c grade.

Silk Sox 6 Pns. \$2.75

Pair 49c.

Sub-standards of the regular \$1.00 grade pure thread silks in black, white and mahogany. Double toes, soles and heels. All sizes. 1500 pairs.

Cotton Sox 6 Pns. 85c

Pair 17c.

600 pairs of black medium weight cotton sox with double toes and heels. Buy at least half a dozen pairs at this very special price.

Silk Sox Pr. 79c

6 Pairs \$4.50.

Sub-standards of the regular \$1.50 grade pure thread silk sox of an excellent quality. Highly mercedized tops. All wanted colors and sizes. 2500 pairs.

—Meier & Frank's: The Store for Men, Main Floor.

MEIER & FRANK Buyers to Leave For Foreign Parts

Mr. Abe Meier and staff of buyers will sail from New York for Europe about the middle of this month.

England, Ireland, France, Belgium, Spain, Switzerland and Italy will be visited by our buyers to assist our commissionaries in the selection of the world's best merchandise for our patrons.

Thus, with the reopening of world channels of trade, the MEIER & FRANK COMPANY renews its connections with the acknowledged centers of fine merchandise in the Old World.

For the Immediate Attention of Golfers

So that it will catch the men's eye we are including here this news of an important sale of golf requisites.

Clubs 1/4 Off
Wright & Ditson golf clubs regularly priced from \$3.50 to \$6.50 can be purchased now at a full fourth discount. Drivers, brassies, mid-irons, mashies, putters, etc.

Golf Bags \$2.50
Regularly \$7.00. Limited number—while any remain. Sporting Goods, Sixth Floor.

65c M. & F. Pound Paper

Lb. 44c

Meier & Frank Special linen pound paper with 76 sheets fine linen writing paper to the box. White only. Envelopes to match, package special 16c.
—Meier & Frank's: Main Floor.

\$1.00 Neapolitan Stationery

Box 69c

Fine quality Neapolitan Cabinet writing paper with 48 sheets paper and 48 envelopes in box. Assorted colors in buff, blue, violet, pink and white.
—Meier & Frank's: Main Floor.

Imitation Ivory Articles

1/3 Off

A special lot of Imperial ivory (Arlington seconds) in this sale at 1-3 off our regular prices. Included are mirrors, hair brushes, combs, powder boxes, hair receivers, etc.
Cocoa Palm and Glycerine Soap, cake special 5c.
—Meier & Frank's: Main Floor.

Hartmann Wardrobe Trunks

\$42.95

Were \$50.00. Regular size Hartmann wardrobe trunks with open cushion tops, 10 hangers, deep hat drawer, etc. Special Hartmann hardware. There are just 10 in this sale at \$42.95.
—Meier & Frank's: Sixth Floor.

Women's \$15-\$40 Blouses

\$10-\$25

One of a kind blouses of the finer sort. Some show slight marks of handling. Otherwise their styles are perfect for wear in any season. Mostly georgette, a few of fine satin. A beautiful black blouse has heavily beaded collar of white—a white blouse has real file—a dark blue chiffon over rust color, fastens in the back—a delit blue has organdy gilet.
—Meier & Frank's: Fourth Floor.

Women's New Spring Gloves

\$1.98

Washable cape gloves in fashionable shades of gray, putty, covert, pearl, brown, tan and khaki. Plain and contrasting embroidered backs. P. K. and P. X. M. sewn. One clasp style. A few have silk linings. Sizes 6 to 7.
—Meier & Frank's: Main Floor.

"Economy" Dresses at \$1.79

These wonderful frocks are so well known in Portland that we need merely to announce a sale like them—and presto, the dresses are sold.

This lot is of gray chambray, guaranteed not to fade, cut full and stamped ready for embroidery as illustrated. All sizes.

Children's White Dresses 59c

200 completely made white lawn dresses stamped for embroidery. Sizes for infants and up to 8 years. Freshly taken out of art needlework packages and reduced because there are only a few of a kind. \$1.25 to \$2.00 values.
—Meier & Frank's: Needlework Shop, Second Floor.

A Sale of Nemo Corsets

\$3.95

Nemo self-reducing and Wonderlift models which we cannot duplicate at their former prices of \$5 to \$7.50. Sizes 21 to 36 in some one or another style. Women who have been in the habit of wearing these particular kinds will wish to lay in a supply.
—Meier & Frank's: Third Floor.

\$18-\$25 Mme. Lyra Corsets

\$10.95

Mme. Lyra corsets in styles not to be continued. Made of beautiful silk brocades and richly trimmed, these are suitable for evening wear, for brides and any important occasion. All have low busts and long hips.

\$4.95 is the special price for Mme. Lyra corsets of other good kinds. Designed for average figures.
—Meier & Frank's: Third Floor.

Women's Smart Neckwear

25c

200 pieces. Venise collars in roll styles. English eyelet collars in ecru. Swiss embroidered models. Georgette crepe collars with lace and embroidery trimming. Fichu collars of net. Remnants of plecting. While any remain, each 25c.
—Meier & Frank's: Main Floor.

Tomatoes, Case \$2.35

100 cases of standard tomatoes in No. 2 1/2 cans. Case of 24 cans \$2.35, dozen \$1.40.

Crown Flour, bbl. \$13.50, 49-lb. sack \$3.40.

Tuna Fish, fine quality, No. 1/2 cans, doz. \$2.50, three cans 65c, can 22c.

Sugar Corn, Del Monte, case \$4.90, doz. \$2.50, three cans 65c, can 22c.

Small White Beans, new crop, 10 lbs. 85c, lb. 9c.

Mission Pineapple, new pack, No. 2 1/2 cans, case \$7.50, doz. \$3.85, three cans \$1.

Special Soap Offer!

8 bars Crystal White soap, 2 pkgs. Crystal White soap flakes, 1 large pkg. Seafoam washing powder—regular \$1.10 value, for this week, 88c. See special demonstration.
—Meier & Frank's: Grocery, Ninth Floor.

The Continental Pattern in

1847 Rogers Bros. Silverware 1/2

Announcement extraordinary!

The "CONTINENTAL" pattern (as illustrated) in the famous 1847 Rogers Bros. "Silver Plate That Wears"—the plate with the long time guarantee of service—at HALF PRICE.

More than a year ago our silverware buyer set out to get a special lot of 1847 Rogers Bros. silverware to sell at a reduced price. He has succeeded in achieving what has been considered the impossible. The Continental pattern in 1847 Rogers Bros.—a pleasing design in bright and gray-combinations—is here in all the pieces enumerated for the selection of those who come tomorrow at HALF the regular prices.

It is a once in a lifetime opportunity.

Some quantities limited. Come early.

In Sets of Six

Tea Spoons . . . \$1.91
Coffee Spoons . . \$1.91
Orange Spoons . . \$2.62
Dessert Spoons . . \$3.57
Ind. Pie Forks . . \$3.81
Medium Forks . . \$3.81
Medium H. H. Forks . . \$5.96
Medium H. H. Knives . . \$5.96

Fancy Pieces, Each

Baby Spoon 60c
Sugar Shell 72c
Butter Knife 79c
Pickle Fork 91c
Cream Ladle \$1.03
Cold Meat Fork . . . \$1.07



Carvers' Sets

2-Pc. Bird Set \$4.05
2-Pc. Game Set \$6.48

ABOVE PRICES SUBJECT TO 5% WAR TAX.
—Meier & Frank's: Silverware Shop, Main Floor.

Men's and Women's Shoes Greatly Underpriced



We have taken 285 pairs of women's shoes and 300 pairs of men's shoes from our regular stocks and greatly reduced them for one day only.

Do not miss this opportunity to secure new shoes at great economies. Two wonderful lots as follows:

\$4.85

for 300 pairs of short and discontinued lines men's shoes. Included in the lot are tan and black calfskin shoes with solid leather soles. English, medium and broad-toe styles. All sizes in the lot, but not in every style. All at less than present cost.

\$8.85

for 285 pairs of women's high shoes. The most wanted styles in black kid, brown kid, maple kid and gray kid lace shoes, some with cloth tops. Military, Cuban and Louis heels. Broken sizes 3 to 9, widths AAA to C. Some J. & T. Cousins shoes.

—Meier & Frank's: Shoe Shop, Third Floor.



Special Purchase and Sale

New House Dress Aprons \$1.98

Smart spring styles in new house dress aprons on sale at this very special price while any of 600 remain.

Made of serviceable percales and cross-bar dimities in figured designs and polka dots. Slipover styles, button front and side button effect with belts and sashes. Some are piped in white.

3 attractive styles sketched.

—Meier & Frank's: House Dress Shop, Third Floor.

Just Received—On Sale Tomorrow For the First Time—

100 New High-Grade Wilton Rugs, 9x12 Feet, \$93.75

We purchased these rugs months ago at prices considerably lower than those prevailing in the market today and we offer the rugs in this special sale at a price less than we would have to pay wholesale for the rugs if purchased today.

100 high-grade Wilton rugs in size 9x12 feet.

Many new patterns and colorings—popular Chinese and oriental designs in wanted shades of taupe and blue, rose, tan and ivory.

These rugs sell regularly at \$115.00—you save more than \$20.00 if you purchase in this sale.
—Meier & Frank's: Rug Store, Seventh Floor.

