

SPECIAL "DELINEATOR" OFFER NOW OPEN—PATTERN SHOP, SECOND FLOOR

Lower Price Store

Good News for Tomorrow

TO STRETCH dollars as far as they will possibly go—and at the same time give satisfactory quality and good style is the mission of the Lower Price Store.

Women's Dresses Reduced to \$17.75

Taffeta, satin, crepe de chine, messaline, georgette crepe, wool jersey and serge dresses—any of them at \$17.75. Odd one and two of a kind models left over from earlier higher priced shipments. New styles. Spring shades. Tunics, draperies, ruffles, peplums, straight line effects: folds, braiding, beading, darned work, silk stitching, ribbon, laces and narrow belts are some of the style notes.

Sizes 16 to 44.

Silk Dresses for Juniors \$14.75

Sizes 12½ to 16½ in these dresses of soft chiffon taffeta. Navy, brown, green and tan. Trimmed with pin tucks, embroidery and buttons.

Silk Poplin and Plaid Skirts \$10

Fashionable all-wool plaids and silk poplin with satin finish. Attractive belts, gathered backs, good looking pockets, button trimmed. Waistbands 26 to 30 inches.

Women's Smocks \$2.98

Linene, a cotton fabric which looks like linen, in rose, blue, pink, navy and copenhagen smocks. Embroidered yokes, pockets and border. All sizes at \$2.98.

White and striped madras and voile smocks with convertible low or high collars also specially priced \$2.98. Sizes 36 to 44.

Spring Millinery Specializ'd at \$2.49, \$3.98, \$5.49

Basket weave hats for women, misses and children at \$2.49. Straw in various combinations of colors including brown, black, navy, white.

Trimmed hats with flowers, fruit, ribbon and ostrich at \$3.98. Turbans, sailors, toques, roll brims and drooping hats. Brown, navy, black, sand.

Tailored hats of visca braid and georgette at \$5.49. Brown, navy, black, turquoise. Many styles.

Boys' Suits With 2 Pairs of Pants \$12.75

6 to 17 year suits at \$12.75.

The price is extraordinarily low.

Wool mixed; stripes, checks and mixtures.

Belted coats with slashed pockets.

2 pairs of pants with each suit. Fully lined. Taped seams. Suits for service.

Remarkable values.

Blue Serge Suits \$12.75

6 to 17 year suits with one pair of pants. Extra good at the price. Fully lined. Well made.

Boys' Overcoats \$5.95

2½ to 8 year spring overcoats at less than today's whole-sale cost.

Every one all-wool and fully lined. Mostly belted styles. Only about 50 coats in the lot. While any remain \$5.95.

Boys' Waists \$1

Cheviot, percale or gingham. Plain colors or shirting stripes. Sizes 6 to 15.

"A Store It Pays to Visit Every Shopping Trip"

—Meier & Frank's: Basement Balcony.

Meier & Frank Co.
ESTABLISHED 1852
THE QUALITY STORE OF PORTLAND
700, 800, 900, 1000, 1100, 1200

All Fitted Bags and Suitcases Quarter Less

A one-day sale of all our fine fitted luggage for men and women. Built of distinctive black leathers. Ivory celluloid toilet fittings for women. Ebony toilet fittings for men. Interesting variety of sizes, styles and linings.

Exceptional gifts for the bride and groom—and for birthdays. Regular prices \$35 to \$85. Saturday's special "quarter-off" prices are \$26.25 to \$63.75. —Meier & Frank's: Luggage Shop, Sixth Floor.

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THE QUALITY STORE OF PORTLAND
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A Free Illustrated Talk on the Honey Bee

will be given in our Sixth Floor Auditorium tomorrow at 2:30 P. M. by Dr. Henry Collins, Bee Expert. The talk will be illustrated by stereopticon slides. Admission free to everybody.

"THE LIFE OF THE BEE"—the most fascinating and interesting of all insect life—will be the subject of tomorrow's talk. It will be of special interest to children, besides proving a source of knowledge and entertainment to grown-ups of both sexes.

Saturday--When Everybody Shops Here!

Toiletries

Reminders of what you and the family will need over the week-end.

Vaucaire Galega tablets, 6 boxes \$5, box 95c.

Bathsweet bath powder, \$1 and 43c.

Pears' unscented soap, doz. \$1.90, cake 17c.

Melba talcum powder, assorted odors, 25c.

Colgate's talcum powder, assorted odors, 25c and 18c.

Colgate's tooth paste, 25c.

Pebeco tooth paste, 45c.

Pepsodent tooth paste, 50c.

Vivaudou peroxide paste, 25c.

Revelation tooth powder, 25c.

llys' toilet water, \$1.50.

llys' extract, \$1.75.

llys' talcum powder, 50c and 25c.

Derwillo liquid powder, 96c.

Hinds' honey almond cream, \$1.10 and 49c.

Oriental cream, \$1.35.

Aminol powder (deodorant), 53c and 28c.

Pussy willow talcum, 35c.

Colgate's large cashmere bouquet soap, box 70c, cake 25c.

Dr. Layman vegetable soap, 15c.

—Meier & Frank's: Main Floor.

Why Not Kodak That Fish?

Mr. Fisherman, be sure to take a Kodak along so that you can get a picture of the prize-winning fish you catch. The Meier & Frank Kodak Shop has a complete stock of kodaks and other cameras at \$2.80 to \$192.53.

Large supply of Eastman films of all sizes. Developing and printing. Enlarging.

—Meier & Frank's: Main Floor.

Latest Popular Fiction Reprints \$1

"The Sky Pilot in No Man's Land".....By Ralph Connor

"The Miracle Man".....By Frank L. Packard

"Youth".....By Joseph Conrad

"The Young Diana".....By Marie Corelli

"The Turtles of Tasmania".....By Jack London

"The White Horse and the Red Haired Girl".....By Kenyon Gambler

"The Tyranny of Eben Tollman".....By Charles Neville Buck

"Six-Foot-Four".....By Jackson Gregory

"Number Seventeen".....By Louis Tracy

"The Man Nobody Knew".....By Holworthy Hall

"The U. P. Trail".....By Zane Grey

—Meier & Frank's: Fifth Floor.

Fluffy Hair Bows Special 53c

Lovely "Butterfly" hair bows for school and best. Tied of 5/8-inch taffeta ribbon. This taffeta is extra good because it has a heavily corded edge.

All the bright colors that girls like. Pink, blue, cardinal, scarlet, navy, old rose, maize, white and black.

It takes 1½ yards to make such fluffy bows as these.

—Meier & Frank's: Main Floor.

75c Candy Log Rolls 49c

Have you tasted them yet? They are one of Portland's favorite candy treats. Made of such good things as sugar, cream, butter, honey and corn syrup, cooked and creamed, then rolled in little logs dipped in delicious chocolate and covered with ground nuts.

Why not take a pound home this week-end. None delivered.

—Meier & Frank's: Ninth Floor.

Sale of Women's Gloves \$2.19

Good quality leather gloves at a remarkably low price because secured in a special purchase. All new—they went on sale today for the first time.

Two-clasp. Over seam sewn. Black, white and tan. All sizes.

Chamoisette 56c

Another unordinary value! White washable chamoisette gloves. Two-clasp. Finely serviceable quality. No phone orders, approval of C. O. D.'s on either of the above.

—Meier & Frank's: Main Floor.

Heatherbloom and Silk Petticoats

"They wear twice as long as silk," say customers and that is the reason why they choose the new colored heatherbloom petticoats. They are not all heatherbloom, however, for their deep flounces are of taffeta. Priced \$5.95. Cotton taffeta petticoats with silk flounces are \$4.95.

Pin-Checked Silk Petticoats

are ever so pretty and new in rose, green or lavender checks. \$5.95.

—Meier & Frank's: Third Floor.

Week-End Groceries

Flour, Royal Banquet, fancy patent, barrel \$12.75, 49-lb. sack \$3.20.

Coffee, M. & F. special roast, lb. 45c.

Asparagus Salad Points, No. 1 cans, dozen \$2.60, 2 cans 45c.

Crisco, No. 9 cans \$3.15, No. 6 cans \$2.10.

Rice, fancy head, 6 lbs. \$1.

Peas, Wilsco fancy sugar, dozen \$2.35, can 20c.

Salmon, fancy Columbia River, No. 1 cans, dozen \$3.50, can 30c; No. ½ cans, dozen \$2.50, can 22c.

Butter, Royal Banquet, fancy fresh, 2-lb. rolls \$1.36.

—Meier & Frank's: Ninth Floor.

Three Special Events in the Girls' Store

First, a brand new shipment of sunshiny dresses for girls 6 to 12 years. Two are pictured. Each is \$3.95.

Other frocks in this lot are of percale at \$2.98, gingham and chambray at \$3.95 to \$6.50. Pretty styles and very good materials and colors.



Model Spring Hats—Wonderful at \$6.50 to \$15

One-of-a-kind hats for little American princesses of 2 to 8 years. So many bewitching styles that we are showing four in the picture and wish we could illustrate the whole collection. Mothers who are looking for something altogether out of the usual are invited. Regular prices would be a great deal more.

Children's Spring Coats \$7.85

Were \$12 and \$15

Sizes 3 to 7 years in well-made coats recently received. Black and white checks, gray mixtures and herringbone weaves or brown materials. Velvet or self collars. Some braid bound, others with embroidered emblems. Double breasted.

—Meier & Frank's: Girls' Store, Second Floor.



Last Day Annual Spring Sale of Paints, Etc.

Tomorrow our great Annual Spring Sale of Paints, Brushes and allied lines will end. Scores of items—too many to enumerate.

Practically Every Conceivable Sort of Paint for Every Purpose

All of highest standard quality at lowest prices—many of the items are SPECIALLY priced.

Now Is the Time to Buy

The sun's rays are beginning to put the paint-needy places to shame and this special featuring makes the occasion particularly advantageous. Expert paint men in attendance.

—Meier & Frank's: Basement.



What Does Your Mirror Say?

Don't say you never look in your mirror. You wouldn't be human if you didn't. Not that you are observed, perhaps, but what does it tell you—personally and confidentially.

Does it show you a man alert, smiling, well groomed, satisfied with his appearance or does it render a dubious verdict or—worse still—are you almost ashamed to consult it?

There Can Be Only One Answer and That Most Favorable

if you wear clothes of quality, of correct style and size for your individual requirements, clothes that fit with proper spirit and seem to say to a man, "I am your friend—it is my pleasure to serve you by making you think well of yourself and having you well thought of by your associates."

Such Clothes Are Society Brand

They have an air of fineness that appeals to every eye. They have a national reputation as the leader of correct style and careful hand workmanship. All wool, of course. Add to your self-respect and the confidence of others in you by wearing Society Brand clothes.

Suits from \$50. Overcoats from \$55.

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

Soisette Union Suits \$2.35

Close to present wholesale cost. With the weather turning warmer, it will pay to lay in the summer's supply at this price.

The garments are, besides, quite exceptional in quality, fit and comfort features.

Made of registered soisette—a silky serviceable fabric. Sizes 34 to 46.

A Special Purchase

New \$10 Hats \$7.50

Styles for men and young men in this assortment of new specially purchased hats in spring shapes and colors. A man can count himself exceedingly fortunate to be able to secure such a spring 1920 hat as this sale offers at \$7.50.

High quality fur felt. First-class workmanship and finish. Light weight. With silk linings to match and full leather sweat bands. The new extremely narrow and semi-narrow bands.

Seal brown, Linden green, Belgian and black. Sizes 6¼ to 7½.

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



Fishermen!

Just a line to remind you that we have the sort of tackle you want at the sort of prices you are glad to pay. For instance: Kingfisher enameled silk lines at 75c to \$1.50—Allcock's best grade imported gut hooks, doz. 60c—fly books 50c to \$5—trout and salmon spoons 10c, 15c—Leonard and Divine rods, Tye salmon eggs, everything of the best at lowest prices. We issue fishing licenses.

—Meier & Frank's: Sporting Goods, Sixth Floor.