



Not Content With Our Own Best Efforts to Date—We Launch
Tomorrow a New Drive Under the Stirring Caption of

SEE ALSO
2 Following Pages and Back
Page This Section, Also Back
Page and Page 7 of Section 2

Back to Normalcy in Prices

WHICH WILL BE THE INSPIRATION FOR THE MOST WONDERFUL
STORE-WIDE REDUCTIONS IN OUR

Giving Portland Lower Prices Campaign

WE HAVE taken six full pages in this paper to give the people of Portland and surrounding territory some idea of the far-reaching importance and money-saving power of this, the greatest merchandising movement since before the war.

Special Center Aisle Bargain Squares
Main Floor Given Over to This

Sale of Silks

in Which We Offer

20,000 Yards of NEW Silks
at Radical Reductions

Silk values such as these haven't been offered to the public in years. Only through our earnest desire to bring prices "back to normal" are we offering these NEW SILKS at such greatly reduced prices.

10,000 YARDS OF SILKS

\$1.89
YARD

Lot 1—5000 yards of extra heavy quality silk crepe de chine. A large assortment of desirable shades including cream, white, flesh, old rose, copenhagen, Belgian blue, seal brown, navy, myrtle, wine, black and others. 40 inches wide. Our sale price is less than half what these silks were last spring, yard.....**\$1.89**

Lot 2—5000 yards of superior quality black silks including peau de soie, satin de luxe, satin de chine and duchess satin. All BRAND NEW—just received in time for this sale. Full 36 inches wide. Qualities that have sold earlier in the year from \$2.50 to \$4 yard on sale at.....**\$1.89**

10,000 YARDS OF SILKS

\$1.69
YARD

These silks, too, are all brand new. A truly remarkable assortment of first quality plain and fancy messaline and taffeta silks at the exceptional price of \$1.69 per yard.

Beautiful changeable taffetas, this season's newest Scotch plaids and sur-

rah twills. Also plain messalines in navy, copenhagen, black, Nile, maize, dark green, plum, taupe, gray, tan, pink, rose, white, sky, etc. All are YARD wide. Qualities that have readily sold at \$2.50 to \$4 yard are offered in this great price reduction sale at, yard.....**\$1.69**

—Meier & Frank's: Center Aisle, Main Floor. (Mail Orders Filled.)

"Back to Normalcy" in Prices More than Emphasized in This

Gigantic Cotton Goods Sale

Prices in this immense cotton goods sale range from one-fourth up to one-third off our already low prices. Read over this list of noteworthy offerings and come early tomorrow prepared to buy all of the cotton goods you will require for months to come.

60c Suitings
39c

32-inch suitings for house dresses, rompers, etc. Plain colors and striped effects.

75c Crepe
50c

30 inches wide. Excellent quality Japanese crepe in 25 different colors.

\$1.25 Poplins
75c

36-inch silk and cotton poplins in taupe, navy, pink, rose, light blue, plum, lavender, etc.

35c Challis
25c

36 inches wide. Serviceable cotton challis in a good selection of medium and dark colors.

50c Percales
40c

36 inches wide. Finest quality percales in a variety of light and dark colors.

\$1.75 Damask
\$1

54 inches wide. Exceptionally good quality of plain mercerized damask.

60c Cambric
39c

36 inches wide. Plain white cambric for underwear, etc.

\$1 Nainsook
75c

39 inches wide. Durable Japanese nainsook in white.

40c Nainsook
25c

36 inches wide. Good quality plain white nainsook.

Airplane Linen
75c

36 inches wide. Natural color only in this fine airplane linen.

\$4 Table Cloths
\$2.98

70x70 inches. Good assortment of designs. Mercerized cloths already hemmed.

\$3.75 Napkins
Doz. \$2.75

19x19-inch hemmed mercerized napkins. Dozen special \$2.75.

\$8.50 Lunch Sets
\$6.25

35x35-inch embroidered airplane linen lunch cloths in natural color with blue, brown and green embroidery. Also four 14-inch napkins to match.

\$4 Bedspreads
\$2.98

78x90-inch hemmed crochet bedspreads of good heavy quality.

\$9 Bedspreads
\$6.50

88x99-inch hemmed satin bedspreads. Fine quality.

\$6 Bedspreads
\$3.98

76x88-inch crochet bedspreads. Hemmed, also scalloped and cut corners.

45c Pillow Cases
25c

42x36-inch pillow cases made of serviceable muslin.

\$1.50 Towels
\$1

Fancy bath towels with colored jacquard borders.

\$2.50 Damask
\$1.69

70 inches wide. Linen and cotton union damask in a heavy quality.

30c Toweling
19c

18 inches wide. Crash toweling with red or blue borders. Suitable for roller or dish towels.

\$7.50 Blankets
\$5.50

Heavy plaid blankets in blue, pink, tan and gray. Double bed size. Pair \$5.50.

\$9 Blankets
\$6.55

Wool and cotton mixed double blankets in white, gray and plaids with colored borders, some have bound edges.

\$18.50 Blankets
\$13.75

All-wool Oregon-made double blankets in size 72x84 inches. Gray. Weigh 6 pounds.

\$5 Blankets
\$3.75

64x76-inch wool-finished double blankets in gray, tan and white with colored borders.

\$3.25 Blankets
\$2.35

60x76 and 62x76-inch cotton double blankets in white and gray with colored borders.

\$8 Comforts
\$4.95

Full-size white cotton comforts covered with silkline in floral designs.

\$2.25 Sheets
\$1.75

81x90-inch sheets made of a good sturdy quality muslin.

\$2 Pillows
\$1.59

21x27-inch all feather-filled pillows covered with good quality art ticking.

35c Eden Cloth
25c

Eden cloth is a material between muslin and outing. Very soft and with a short nap. In white for pajamas and khaki for men's shirts.

50c Outing
25c

Extra heavy smooth weave white outing for night wear and diapers, 27 inches wide.

50c Outing
35c

Good medium weight striped outings in pink, tan and blue. Full 36 inches wide.

40c Flannelettes
20c

A large variety of patterns and colorings in these 36-inch flannelettes for kimono and quilts. Short lengths 2 to 8 yards—none cut.

—Meier & Frank's: Second Floor. (Mail Orders Filled.)

SEE Following Pages for Other Important Helpful News of This Great New Meier & Frank "Back to Normalcy in Prices" Drive—Please Notice the New Lower Prices on STAPLE Every-Day-Wanted Needs and Especially the Great

Canned Goods Sale

Details on Next Page.