



Always the New Things First at Meier & Frank's

This dictum, like the other, "It Always Pays to Shop at Meier & Frank's," has won wide recognition as expressing this store's perpetual and successful striving to excel in these regards. The special advance exposition and sale of new merchandise which we launch tomorrow will provide at once many happy illustrations of the truth of both these sayings.

Meier & Frank Executives and Buyers Left Portland Weeks Ago—Many Went to the Eastern Fashion Centers, Others Sailed for Europe—Some of Our Buyers Have Returned—Some Are Now on Their Second Trip in Connection With Purchasing Spring 1921 Requirements.

From this it will be seen that the premier buying organization of the Pacific coast, with the utmost in resources at its disposal, has been long intent on securing the best new merchandise as quickly as obtainable for the supplying of Meier & Frank patrons' new season requirements.

This Advance Exposition and Sale of Spring 1921 Arrivals, Whilst Stressing This Store's Early Readiness With the New Season Things, Will Be Remarkable, Also, by Reason of Its Showing the Noticeably Lower Prices at Which They Are to Be Had NOW at Meier & Frank's.

And while this presentation, to which we cordially invite the people of Portland and surrounding territory tomorrow and succeeding days, is not in the nature of a formal "opening," it will prove, we are sure, of unusual interest as giving women opportunity for viewing the newest and best of the advance spring modes and for setting about the delightful task of planning new spring clothes—a pleasure sure to be accentuated when one notes the interesting prices at which the new things are to be had at Meier & Frank's.

It Will Be a Treat to See Our Window Displays of This New Merchandise—Every One of Our 32 Show Windows Exhibits Some of the New Arrivals.

Having seen these, it is natural that one will wish to walk through the store and make closer acquaintance with the beauty and glamor of the NEW as evidenced in the splendid merchandise featured in the various departments NOW.

Prominent Among the New Displays:

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| <i>New Suits</i> | <i>New Frocks</i> | <i>New Wraps</i> | <i>New Coats</i> |
| <i>New Skirts</i> | <i>New Blouses</i> | <i>New Hats</i> | <i>New Veilings</i> |
| <i>New Neckwear</i> | <i>New Cloves</i> | <i>New Shoes</i> | <i>New Underthings</i> |
| <i>New Satins</i> | <i>New Dress Cottons</i> | <i>New Chiffons</i> | <i>New Taffetas</i> |
| <i>New Laces</i> | <i>New Linings</i> | <i>New Needlework</i> | <i>New Embroideries</i> |
| <i>New Things for Misses and Children</i> | | <i>New Things for Men and Boys</i> | |

A Host of Other New Things

is here—new ribbons, new handkerchiefs, new toiletries, new stationery, new books, new Community Plate silverware, new curtains and other new things for the home.

New Things Are Flowing Into the Store

hurried out by our buyers now in the East and all are the BEST qualities at the LOWEST prices. As this is written, boxes of new things are being opened. Every day, every express will bring more new things. The store will grow more interesting every day.

**"It Always Pays to Shop
at Meier & Frank's"**

Meier & Frank Co.

The Quality Store
of Portland

All Charge Purchases
tomorrow go on February statements, dated March 1.

School Supplies
Complete stocks of standard lines—many at special low prices.
—Meier & Frank's: Main Floor.

Valentines
Why not choose your valentines now while our selections are complete and fresh and while you have plenty of time for your choosing? Varieties are almost endless and prices moderate.
—Meier & Frank's: Main, Fifth and Ninth Floors.

May Peterson
soloist with Portland Symphony Orchestra at Hellig theatre concert next Wednesday evening makes records exclusively for the Vocalion. We are sole Portland agents for Aeolian Vocalion Phonographs and Records. Come in and hear selections by May Peterson.
—Meier & Frank's: Sixth Floor.

The Ask Mr. Foster Travel Information Service
will help plan your trip, reserve Pullman or ship accommodations, purchase your ticket, engage rooms at hotel, supply free information about travel anywhere. No fees.
—Meier & Frank's: Sixth Floor.

Seeds
We now have in a special section all the standard varieties of vegetable and flower seeds. Out-of-town readers write for our free 1921 Garden Annual.
—Meier & Frank's: Ninth Floor.

ILLUSTRATIONS BY OUR ARTIST FROM ACTUAL GARMENTS AND HATS IN THE FASHION SALONS

