

MUNICIPAL CONCERT PUBLIC AUDITORIUM, 3 P. M. TODAY—SOLOISTS AND PIPE ORGAN—ADMISSION 15c

Permanent Hair Waving Fluid

The Notion Shop makes a special demonstration of Garrity's Permanent Waving Fluid and Garrity's Wavers. The fluid is 50c (plus 2c tax), the wavers 45c for a card of five.
—Meier & Frank's: Main Floor.

Premium Quality Seeds

We have in a special section all standard varieties of northern grown flower and vegetable seeds. Meier & Frank Premium Quality seeds are the best.
—Meier & Frank's: Ninth Floor.

Newly Received Neckwear

from Crowley and other noted designers includes 3-piece vest sets, separate panel vests, collar and cuff sets, etc. New colors. Effectively trimmed. See Fifth Street Window.
—Meier & Frank's: Main Floor.



Established 1857
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

New Luncheon Sets \$1.25

Attractive new 13-piece luncheon sets stamped in simple stitching pattern for embroidery in blue and white. Sets consist of six 10-inch and six 6-inch dollies and centerpiece.
—Meier & Frank's: Second Floor.

Reduced The "Universal" Electric Washer
at a New Lower Price
\$185
Your own terms—in reason.
—Meier & Frank's:

35c Peanut Brittle Lb. Box 20c

Meier & Frank peanut brittle filled with small peanuts. Delicious quality. Packed in one-pound boxes. None delivered. See Sixth Street window.
—Meier & Frank's: All Candy Sections.

First With New Goods, First With New Low Prices

It is a Pleasure to Walk Through the Store and See the Abundant Proofs of Both of These on Every Hand

Extraordinary!

Sale of Lamp Shade Materials

With the FREE INSTRUCTIONS which we give to those who purchase their materials here it will be a simple matter for a woman to make her own lamp shades and provide herself with a fascinating occupation for her leisure hours. The EXTRAORDINARY values which this special-purchase sale brings will make it doubly worth while for women to take up lamp-shade making forthwith and create beautiful things for the home.



Fringes, Yd. 60c

Formerly as high as \$2 to \$5 per yard. All silk fringes, 2 to 6 inches, assorted colors.

Edging 65c

Silk moss edging in gold, black, rose, blue and other wanted colors. Formerly \$1.25 to \$1.75 yard.

Gold Braids 10c

15c quality, yard 10c. The 35c quality, yard 20c. the 85c quality, yard 50c.

Habutai \$1.35

Formerly to \$3.20 yard. 36-inch silk habutai in rose, gold, blue, white and mulberry.

Gauze \$2.35

Formerly \$6 yard. 50-inch silk gauze in putty, gold, mulberry, etc.

Tassels and Ornaments Are Reduced

See Fifth and Alder corner window.

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

Regular \$4.25 to \$5.50 Women's Gloves \$2.31

Broken lines of women's one and two-clasp style gloves including

Perrin's Trefousse Bacmo

Chanut, Fownes and other well-known makes. French kid, suede, mocha and lambskin gloves in white, champagne, pearl, gray, mode, tan and black. Sizes 5 1/2 to 6 3/4, but not all colors in every kind or size.

See Fifth Street Window Display

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

"Always the New Things First at Meier & Frank's"

New Spring Silks

including the following just received at the new lower prices:

- New Tal-ly-Ho Sport Silks
- New Kitten-ear Satin (Navy and Black)
- New Satin Striped Canton Crepe (New Colors)
- New Charmeuse (New Colors)
- New Hairline Striped Taffeta Silks
- New Georgette Crepes (Latest Colors)
- New Moonglo Satins
- New Moonglo Crepe
- New Fairway and Fantasi Sport Silks
- New Satin de Lyon
- New Satin Panne

See Fifth Street window.

New Dress Goods

include the following:

- New French and Suiting Serge
- New All-Wool Tricotine

All-Wool Coatings

\$3.50 and \$4.50

5 1/2-inch medium weight all wool coatings. Specially priced.

Tailoring Service

We will cut, baste and fit any style of tailored skirt at a very small cost. Satisfaction assured.

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



\$47.50

\$65.00

\$52.50

\$39.50

MORE

- New Spring Dresses
- New Spring Suits
- New Spring Coats
- New Spring Skirts

NEW LOWER PRICES, TOO

HERE

Spring and lower prices exercise a potent sway over the woman who likes to be well dressed.

At this store moderate sums buy clothes of such good quality and correct new style that one may satisfy the desire for the new and fine without the feeling of extravagance.

With Easter little more than a month away, this is a favorable time to experience the advantages of choosing from Meier & Frank's most complete stocks of fashionable spring apparel at the new lower prices.

Dresses from \$15. Suits from \$35. Coats from \$25. Skirts from \$10.

See Fifth Street window displays.

—Meier & Frank's: Fashion Salons, Fourth Floor. (Mail Orders Filled.)

New Spring Furs

New fur neckpieces of wolf, fox and lynx in taupe, brown and black. Styles range from small choker to large animal scarf effects. Prices range from \$25 to \$115.

See Fifth Street window displays.

—Meier & Frank's: Fur Salons, Fourth Floor. (Mail Orders Filled.)

New Spring Hats

The spring hat is accorded its proper importance in our displays. Individualized new millinery for every occasion here in wide variety at moderate prices. Every becoming shape.

See Fifth Street window display.

—Meier & Frank's: Millinery Salons, Fourth Floor. (Mail Orders Filled.)

Exceptional

New Spring Blouses

Specially \$6.00 Priced

Blouses of a quality heretofore associated with a price several dollars higher here now thanks to a special purchase at \$6 . . . and in new spring models!

Of georgette crepe in white, flesh, honeydew, tomato red, rust and other new shades. Belt-in, hipline and tie-back models. Some trimmed with Venise lace, some have pleated frills.

—Meier & Frank's: Blouse Shop, Fourth Floor. (Mail Orders Filled.)



Save Twenty Dollars On This Cabinet Style "Acorn" Gas Range



Installed Complete \$70

Only a limited number available at this saving. Good baking and stability of construction are two outstanding features of the Acorn gas range. Acorn gas ranges are made of best quality extra heavy material, graceful in design and finished in durable black enamel and white porcelain with plain nickel trimmings.

18-Inch Oven

White splasher and oven door panels, automatic lighter for top cooking surface. Installed complete for \$70 instead of \$90.

\$70

Installed Complete

Make Your Own Terms in Reason

See Alder Street window display.

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

\$15 Wavy Switches \$12.49

22-inch switches made of finest wavy hair on three separate stems.

Switches \$14.98

Gray switches of first quality wavy hair. Were \$16.50.

Crepe Hair 50c

White crepe hair for making colonial wigs. Yard 50c.

Our Service Features

Marcel waving and costume hair dressing skillfully done by our expert operators. Children's hair cutting a specialty. Our graduate licensed chiropodist will relieve your foot ills quickly.

—Meier & Frank's: Hair Goods Salons, Fifth Floor.

For Spring Sewing Eldredge Two-Spool Sewing Machines



The inconvenience of winding, replacing or refilling bobbins is eliminated by the use of an ordinary size spool of silk or cotton thread. The automatic tension is another time-saving feature, enabling one to sew any fabric from sheerest chiffon to heaviest wools with a perfect stitch without adjustments of tension.

Easy terms if desired. Liberal allowance for your old machine.

National Adjustable Dress Forms

are easy to operate, all adjustments being made from the outside of the form.

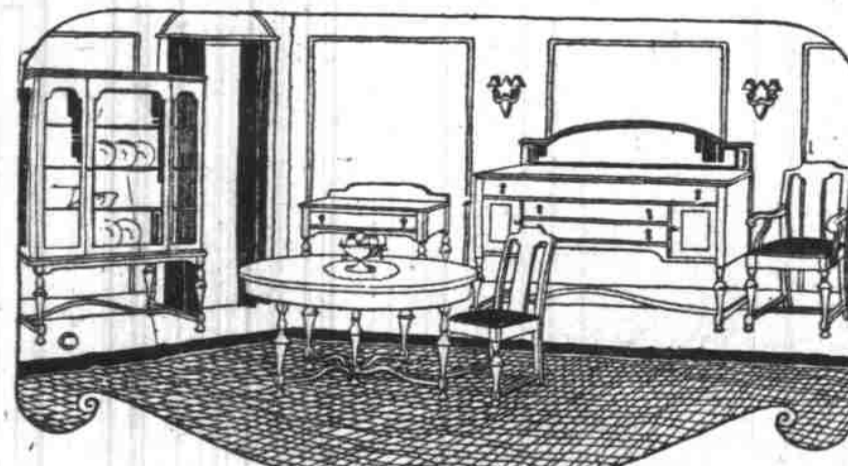
Easy terms if desired.

—Meier & Frank's: Sewing Machine Section, Second Floor.

Every Home Can Share in This February Sale of Furniture

at Reductions of 20 to 50 Per Cent

Furniture representative of every kind in the Meier & Frank stocks of home furniture—greatest in the Northwest. Suites and separate pieces of living room, dining room and bedroom furniture at large reductions. Here are examples:



Dining Room Furniture

- \$1630 Mah. dining room suite consisting of 72-inch sideboard, oval table, china cabinet, serving table, 6 chairs and 2 arm chairs. . . \$815.25
- \$1000 Walnut dining suite consisting of buffet, din'g table, china cabinet, serving table, 5 chairs and arm chair. \$495
- \$197 Dining table, solid mahogany Chippendale, 48x60-inch top, 8-ft. extension. . \$98.50
- \$17 Jacobean oak dining chair, leather seat . . . \$8.50
- \$25 Jacobean oak dining chair, leather seat . . . \$12.50
- \$21.75 Mahogany finish chair, leather seat . . . \$12.50
- \$30.50 Dining chair, mahogany or walnut finish, tapestry seat . . . \$15.25
- \$30 Mahogany finish arm chair, leather seat . . . \$17.50
- \$39.75 Arm chair, mah. or walnut finish, tap. seat. . \$19.75

Bedroom Furniture

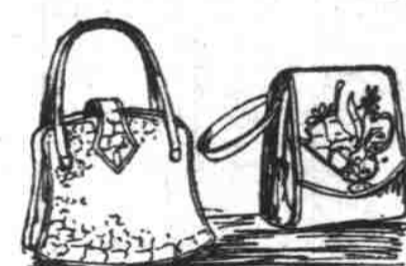
- \$1825 Solid Walnut bedroom suite, nine pieces. . \$912.50
- \$810 Mahogany bedroom suite, six pieces . . . \$595.00
- \$1185 Walnut bedroom suite, eight pieces . . . \$592.50
- \$92.00 Ivory Dresser. . \$73.60
- \$76.00 Ivory Dresser. . \$59.60
- \$54 Ivory enamel dresser, 38-in. base, 22x28 mirror. . \$36
- \$183 Mahogany Queen Anne dresser . . . \$139.50
- \$46.00 Ivory chiffonier. \$29.85
- \$118 Mahogany chiffonier. \$59
- \$120 Dressing table. . . \$60
- Mattress, 40-lb., art ticking, roll edge . . . \$7.25

Living Room Furniture

- \$97.50 Open desk, mah. . \$48
- \$337 Davenport, sateen down cushions . . . \$168.50
- \$165.00 Sateen down cushion chair . . . \$82.75
- \$100 Sateen chair. . . \$49.00
- \$95.00 Chair, tapestry upholstered . . . \$47.50
- \$30 Reed chair, unfinished. \$15
- \$27 Reed chair, unfin. . \$13.50

SEE SIXTH STREET WINDOW DISPLAYS

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



New Swagger Bags \$5

We have a great variety of these popular bags in the new shades of gray and brown with alligator and velvet finish. One illustrated.

Canteen Bags

for spring in new leathers, shapes and with new fittings. \$6.50 up.

New Handbags

Popular embossed leather bags in a beautiful shade of brown. The new swagger shape. Nicely lined. Fitted with coin purse and mirror. One illustrated, \$1.95 to \$5.50. See Sixth and Alder window.

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

"Oregon Prune Week"

Eat more prunes. They're good for you and you help a great Oregon industry. Meier & Frank Company enters into the spirit of Oregon Prune Week (February 14 to 19) and offers special price incentives on NEW Oregon prunes this week.

- 25-lb. wooden boxes \$1.95. In bulk, 6 lbs. 50c, lb. 9c.
- 6-lb. cartons, our own packing, large 30 to 40 size, \$1.05.
- Three lbs. 55c, lb. 20c.
- 6-lb. cartons, our own packing, 50 to 60 size, 69c. Three lbs. 35c. See Alder Street window.

The Bakery Features

- Prune bread, loaf 15c.
- Prune cakes, square cuts, each 25c.
- Prune pies, each 35c.
- Coffee cake, prune filling, each 25c.
- Layer cakes, prune center, several icings, each 50c.
- Prune cookies, ginger or lemon flavor, dozen 20c.

The Dairy Lunch

counter will feature prune pie, prune cake, prune pineapple salads and prune whip.

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