

THIS IS THE FIRST OF FOUR PAGES (SEE ALSO PAGES 10, 11 AND 20) IN THIS SECTION FILLED WITH EXCELLING VALUES FOR MEIER & FRANK'S GREATEST OF ALL ANNIVERSARY SALES

Meier & Frank Co.
 ESTABLISHED 1857
 THE QUALITY STORE
 OF PORTLAND

65th Anniversary Sales

New Victor
 Records
 for May on Sale
 Sixth Floor.

CELEBRATING—WITH BETTER VALUES—“SIXTY-FIVE YEARS IN PORTLAND”

VALUES

\$2.00 Wash Satins \$1.59

36 inches wide. Good quality wash satins in every desirable color. Fine for every-day garments, for lingerie, etc.
 —Meier & Frank's: Second Floor.

\$6 Chiffon Velvets \$3.98

All silk black chiffon dress velvets in a beautiful quality and finish. 38 inches wide. Limited quantity at \$3.98 yard.
 —Meier & Frank's: Second Floor.

\$5-\$6 Dress Goods \$2.50

Half price and less for fancy striped, checked and plaid satin prunella cloth, also fine French serges. 54 inches wide.
 —Meier & Frank's: Second Floor.

75c-\$1 Voiles, Yard 49c

36 inches wide. A big selection of dress voiles in printed and embroidered designs.
 —Meier & Frank's: Second Floor.

25c Percales, Yard 19c

36 inches wide. Excellent quality percales in a good assortment of light colors.
 —Meier & Frank's: Second Floor.

50c-\$1 Wash Goods 39c

A big lot of white wash goods, including flaxons, gabardines, beach clothes, ripples, etc. Choice at 39c yard.
 —Meier & Frank's: Second Floor.

20c White Nainsook 15c

36 inches wide. Save a fourth on fine quality soft finished nainsook.
 —Meier & Frank's: Second Floor.

\$11-\$15 Centers \$7-\$10

Hand-made all linen cluny-center pieces. The \$11 cloths, 36 inch, \$7. The \$12 cloths, 45 inch, \$8. The \$15 cloths, 54 inch, \$10.
 —Meier & Frank's: Second Floor.

\$1.98-\$2.39 Allovers \$1.49

36-inch radiom allover in black, brown, navy, white, sand, rose, orchid and henna. Also 9 to 27-inch imported novelty colored lace bands and flouncings. Chantilly laces and 36-inch silk dotted nets.
 —Meier & Frank's: Main Floor.

12c-18c Wash Laces 10c

2000 yards of imported wash laces, including Calais, val, cotton torchon and heavy linen finish laces for women's and children's wear. ¼ to 4 inches wide.
 —Meier & Frank's: Main Floor.

\$1.50 Laces 69c

Venise and fillet lace edges and embroidered net bands for vestees and collars. White and cream. 2 to 9 inches wide.
 —Meier & Frank's: Main Floor.

59c-85c Bead Girdles 39c

Novelty wooden bead girdles in bright color combinations. For wear with sweaters and one-piece dresses.
 —Meier & Frank's: Main Floor.

45c-\$1 Tassels 39c

Limited number of tassels for girdles and capes at this special price. Light, medium and dark shades.
 —Meier & Frank's: Main Floor.

25c White Outing 18c

1000 yards of 36-inch white outing flannel at this special Anniversary price.
 —Meier & Frank's: Second Floor.

\$1.25 Wool Flannel 98c

36 inches wide. All wool flannel in khaki color. 300 yards at 98c yard.
 —Meier & Frank's: Second Floor.

15c-17c Kerchiefs 9c

Women's and misses' sheer lawn handkerchiefs in hand-loom embroidered designs, also initialed styles. ¼ inch hemstitched hem. 4 for 33c.
 —Meier & Frank's: Main Floor.

25c-35c Kerchiefs 15c

Women's crepe de chine handkerchiefs in colored allover designs. Also plain styles with lace edges.
 —Meier & Frank's: Main Floor.

Sale of Ivory Finish Toilet Articles

49c 89c \$1.39

A big new shipment of ivory finished toilet articles just received in time for the Anniversary sales. All are offered at savings of one-third to more than one-half.

at 49c at 89c

Hair receivers, puff boxes, combs, hair pin holders, perfume bottles, hat brushes and manicure scissors. Excellent choice at 49c each.

Nail buffers, jewel boxes, pin cushions, bud vases, picture frames, clothes brushes. Also nail file, cuticle knife, shoes horn—three for 89c.

at \$1.39
 Hair brushes, mirrors, trays, jewel boxes and clocks.
 —Meier & Frank's: Main Floor.

Quality! Value! Service! Accommodation! Cardinal Tenets of This Store

¶ The reputation of the Meier & Frank store—growing continuously greater over a period of three score and five years in Portland—has been built primarily upon these.

¶ While we never abate one iota of our insistence on Meier & Frank quality and Meier & Frank service and accommodation, choosing, however, to have the people prove these things for themselves rather than persistently parade them in print, yet so great are our resources and outlets that Meier & Frank VALUES are always in the public eye.

¶ It is these values, combined with high standards of quality, service and accommodation that have won for this store a unique place among the merchandising institutions of the West, supplying the wants of thousands of people daily to their advantage and satisfaction.

¶ In celebrating the 65th Anniversary of the Meier & Frank store (the only store that can point to sixty-five years of continuous business in this city) it is fitting that we stress VALUES! And values there are—well pressed down and running over—values in desirable new-fashion and staple goods of all kinds—values in all of our hundred departments, in all of our windows.

¶ The spirit of a joyful Anniversary celebration pervades the whole institution, every one of the 2000-odd Meier & Frank co-workers.

¶ The sixty-fifth Anniversary celebration has something for YOU and every member of your family. Come and celebrate with us.

Silk Stockings 95c

Regularly \$1.50. Women's pure thread silk stockings with lisle tops and soles, mock-seam legs. Embroidered fronts, also fancy lace satin-striped effects. Black, cordovan and rust.
 —Meier & Frank's: Main Floor.

Silk Stockings \$1.47

Seconds of the \$2.25 and \$2.50 grades. Women's medium weight pure thread silk stockings with reinforced lisle tops and soles. "Pointed" and square heels. Black, gray, nude, beaver, beige, etc.
 —Meier & Frank's: Main Floor.

Silk Stockings \$1.65

Regularly \$2. Women's FULL-FASHIONED pure thread silk stockings with lisle tops, heels and soles. Black and white.
 —Meier & Frank's: Main Floor.

Children's Stockings 25c

Children's medium weight cotton stockings with elastic ribbed legs. Black only.
 —Meier & Frank's: Main Floor.

Infants' Stockings 29c

Infants' fine lisle stockings with ribbed legs. Black and cordovan.
 —Meier & Frank's: Main Floor.

Children's Socks 79c

Wool-and-cotton three-quarter sox in fancy ribbed and drop-stitch effects with roll tops. Brown, blue and gray heathers. Broken sizes.
 —Meier & Frank's: Main Floor.

\$3-\$3.50 Bloomers \$2.59

Women's medium weight glove silk bloomers in flesh color. Sizes 5, 6 and 7.
 —Meier & Frank's: Main Floor.

\$2.95-\$4 Vests \$1.69

Women's glove silk vests from one of our best makers. Mostly pink. Bodice and built-up shoulder styles. All sizes in the lot.
 —Meier & Frank's: Main Floor.

\$2.25-\$2.50 Unions \$1.39

Samples of women's "Swan" brand, imported and domestic swiss ribbed and plain ribbed union suits in bodice and regular top styles. Medium sizes.
 —Meier & Frank's: Main Floor.

Child's Union Suits 59c

Seconds of the \$1 grades. Children's "Munsing" athletic style union suits of cross-barred muslin. Buttons at waist. Hose supporter attachments.
 —Meier & Frank's: Main Floor.

\$5 Silk Umbrellas \$2.98

Extra special. Good quality all-silk coverings in blue, green, purple, taupe, brown, red and gray. Fancy ring, leather strap and crook handles. All have fancy tips and ferrules.
 —Meier & Frank's: Main Floor.

\$2.25 Women's Gloves \$1.49

New novelty fabric gauntlet gloves with four rows of embroidery on back. White, mastic, mode, beaver, gray, covert and brown. Sizes 5½ to 7½.
 —Meier & Frank's: Main Floor.

\$1.00 Fabric Gloves 69c

Imported two-clasp fabric gloves in white, gray, mode, beaver, beige and black. Spearpoint stitching. Sizes 5½ to 8.
 —Meier & Frank's: Main Floor.

\$1.25 Fabric Gloves 95c

Women's 16-button fabric gloves with three rows of embroidery on back. White, mode, buff and gray. Sizes 5½ to 7.
 —Meier & Frank's: Main Floor.

\$4 Ribbon Camisoles \$1.95

Hand-made camisoles of all-silk taffeta and satin ribbons, some in combinations of the two. Plain colors, figured effects, etc., in pink, blue, coral, navy, brown, etc.
 —Meier & Frank's: Main Floor.

85c-\$1 Novelties 50c

Baby bonnet bows and children's garters to be used on half socks. The garters are made of two colors of satin ribbon shirred on elastic. Finished with knotted rosettes and hand-made ribbon flowers. The bonnet bows are made of brocaded wash ribbons in pink, blue and white.
 —Meier & Frank's: Main Floor.

Women's Drape Veils 69c

Shetland mesh drape veils with woven borders. Taupe, purple, beige, navy, sky, honeydew, buff, black and white.
 —Meier & Frank's: Main Floor.

Anniversary Sale of New Underthings

You can now purchase your spring underwear in sets that include gowns, camisoles, vests, bloomers and envelopes.

VESTS

in shades of orchid, peach and flesh, piped with white and trimmed with small tucks. Regularly \$1.98.

Special \$1.59

CAMISOLES

In orchid, peach, flesh and white, tailored or lace and medallion trimmed. Regularly \$1.98 and \$2.50.

Special \$1.59 and \$1.98

STEP-IN DRAWERS

—in orchid, flesh, peach and white muslin, made in tailored styles. Regularly \$1.98.

Special \$1.59

BLOOMERS

With elastic top and knee, finished with fillet lace trimmed ruffle and with butterfly medallion insert. Regularly \$1.98 and \$2.50.

Special \$1.59 and \$1.98

ENVELOPE CHEMISE

Trimmed with fillet lace and embroidery. Regularly \$2.50, \$3.50 and \$5.00.

Special .. \$1.98, \$2.45 and \$3.75



Madame Irene Corsets \$8.95

Values from \$10 to \$16.50

Fashioned of striped coutil and fancy pink brocades. In low and medium bust styles and with long hips.

Irene and Frolset Corsets

of plain and striped coutils and in fancy pink brocades, with low and medium bust for medium and large figures. Values from \$6.50 to \$8.50.

Special \$5.95

DRAWER AND VEST

A new combination that buttons under the arms—colored in soft muslin—orchid, peach and white. Also in white trimmed with narrow fillet lace. Regularly \$3.95 and \$5.00.

Special .. \$2.95, \$3.45 and \$3.75

GOWNS

Plain, sleeveless or with kimono sleeves—flesh, orchid and peach tints—piped in white or trimmed with fillet edging and butterfly medallion inserts. Regularly \$3.45.

Special \$2.45

MUSLIN GOWNS

Silpon patterns with strap or kimono sleeves, trimmed with fillet and narrow val lace edgings.

\$1.25 Values 98c \$3.50 Values \$2.45
 \$1.75 Values \$1.49 \$3.95 Values \$2.95
 \$1.98 Values \$1.59 \$5.00 Values \$3.75
 \$2.50 Values \$1.98

SILK GOWNS

—in tints of yellow, orchid, light blue and flesh. Regularly \$7.50 and \$9.00.

Special \$5.95 and \$7.95

WASH PETTICOATS

Many have double panels. Others are scalloped or finished with embroidery and lace trimmed ruffles.

\$1.25 Values 98c
 \$1.75 Values \$1.25
 \$3.50 Values \$2.45
 —Meier & Frank's: Third Floor.

VALUES

\$4.98-\$6.98 Scarfs \$3.98

A new shipment of fiber silk sports scarfs in fancy drop-stitch effects. 9 to 16 inches wide, 66 to 76 inches long. Tied fringed ends. Many desirable colors.
 —Meier & Frank's: Main Floor.

\$3.98 Sports Scarfs \$2.98

New fiber silk sports scarfs in plain colors and Roman striped effects. Plain and fancy weaves. Tied fringed ends.
 —Meier & Frank's: Main Floor.

\$1.50-\$2.50 Vestees 98c

New lace vestees in long fillet effects, Bromley, Peggy and Tuxedo styles. A few are combined with net. White, cream and ecru.
 —Meier & Frank's: Main Floor.

\$1.25-\$1.50 Guimpes 89c

New sleeve guimpes of swiss and figured wash materials. Some of gingham. Bromley and round neck collars.
 —Meier & Frank's: Main Floor.

20c Handkerchiefs 13c

Men's white lawn handkerchiefs in hand-loom embroidered initial styles. ½-inch hemstitched hems.
 —Meier & Frank's: Main Floor.

\$10-\$25 Handbags \$5

Half price and less for duvety, beaded silk, beaded velvet, mocha, suede and seal handbags. Some have 14-karat gold trimmings. Limited number.
 —Meier & Frank's: Main Floor.

\$25-\$35 Handbags \$12.50

Half price and less for exquisite beaded bags in envelope and drawstring effects. ALL IMPORTED bags. Limited number.
 —Meier & Frank's: Main Floor.

\$2.50-\$25 Combs 1/2

Entire stocks of plain and fancy Spanish combs, set with rhinestones and colored stones at half price.
 —Meier & Frank's: Main Floor.

\$10-\$175 Necklaces 1/2

Genuine stone necklaces—jade, lapis, crystal, amethyst, topaz, coral, Korean, amber—entire stock regularly \$10 to \$175 at half price.
 —Meier & Frank's: Main Floor.

\$20-\$65 Watches 1/4 Off

Limited number of Swiss watches in round, cushion, octagon and rectangular shapes. 15-jewel movement. Gold filled, 18-karat white gold, 14-karat green and yellow gold cases.
 —Meier & Frank's: Main Floor.

\$12-\$75 Clocks 1/2

Mahogany and veneered mantle clocks with porcelain and silver dials. Eight-day movements. Strike on the hour and half-hour, some have chiming.
 —Meier & Frank's: Main Floor.

\$6-\$10 Low Shoes \$3.35

Limited number of women's pumps and oxfords including some of the famous J. & T. Cousins make at this low price while any remain. No phone orders or exchanges. No mail orders.
 —Meier & Frank's: Third Floor.

\$3.50 Boys' Shoes \$1.39

Sizes 11 to 13½, were \$3.50, now \$1.39. Sizes 1 to 6, were \$4, now \$1.75. Boys' tan and black leather shoes with extra heavy soles.
 —Meier & Frank's: Third Floor.

\$2.50 Lunch Sets 98c

Luncheon sets stamped for embroidery on linen finish Indian Head. Sets consist of one 54-inch cloth and four napkins to match.
 —Meier & Frank's: Second Floor.

\$1 Baby Dresses 59c

Stamped for embroidery on dainty nainsook. Simple, easily worked designs. Infants', 1 and 2-year sizes.
 —Meier & Frank's: Second Floor.

\$1.00 Needlework 69c

Stamped for embroidery in simple cross-stitch and lazy dazy designs on tan needleweave. Scarfs, pillows and center pieces.
 —Meier & Frank's: Second Floor.

Center Aisle Sale 2000 Yards Silks

\$1.45

Extraordinary values. 2000 yards of Meier & Frank standard quality silks are included in this special selling at \$1.45 yard—the regular values range from \$1.75 to \$2.50. All desirable colors.

Choose From These

36 inch taffeta silks in plain colors and fancy effects.
 36 inch messalines.
 40 inch foulards.

36 inch changeable taffetas.
 40 inch radiom silks.
 40 inch crepe de chine.
 36 inch kimono silks.
 —Meier & Frank's: Main Floor.