

All Credit Purchases Today and Balance of the Month Go On Jan. Account Payable on Feb. 1st

THE MEIER & FRANK STORE'S GREAT ANNUAL CLEARANCE SALES

Every Article Is Reduced
The Premier Value-Giving Event of the Year

With more than half of Winter weather yet to come, you may choose from our mammoth stocks of fresh, new, dependable merchandise at sacrifice prices!

All Portland has learned to wait for this great Annual Clearance Sale at Meier & Frank's! Our sensational an-

nouncement of Sunday brought hundreds with the stroke of 8 this morning. Remember, every single article is reduced—contract goods alone excepted.

In conjunction, our great January Carnival of White is in full sway. Snowy New Muslinwear, Linens, White Goods, Etc.

A Tremendous Clearance of New Winter Garments

All Suits, Dresses, Coats, Waists and Negligee Reduced

It's the event that women look forward to and plan for—this great Annual Clearance of Ready-to-Wear Apparel. Every garment in our immense stocks now at wonderful savings. Big assortments, varied choice, high-quality and lowest prices make shopping worth while.



The Suits--

Smart, new Tailored Suits—every one of them. Of handsome woolen materials, velvets and corduroys. Jaunty severe tailored and fancy dressy models. All cut on the narrow silhouette lines of the day. Front and jaunty side fastenings. Notch and large collars with narrow and wide revers. Large buttons, velvets and rich braids add to the effectiveness of the dressy styles. Every color.

\$15.00 to \$20.00 Suits at \$ 9.85
\$22.50 to \$25.00 Suits at \$14.85
\$28.00 to \$35.00 Suits at \$18.45
\$38.00 to \$40.00 Suits at \$22.45
\$45.00 to \$48.00 Suits at \$26.65
\$50.00 to \$60.00 Suits at \$32.45

The Dresses--

Wonderful variety of models to choose from in the cleverest, becoming styles. Lovely shimmering silk and rich woolen fabrics. Dainty lace yokes and Dutch neck styles. Long and short sleeved styles. Plain and loose panel backs—large collars—the peplum and other late fashion notes.

\$15 to \$18.50 Dresses at \$ 9.45
\$20 to \$22.50 Dresses at \$12.45
\$25 to \$27.50 Dresses at \$15.85
Odd lots to \$65 Dresses \$22.45

The Coats--

Nothing ever received with such popularity as these clever Double-Textured and Reversible Coats. Smart, practical styles in browns, blues, grays, etc.

\$15.00 to \$20.00 Coats at \$ 9.85
\$22.50 to \$30.00 Coats at \$12.45
\$30.00 to \$45.00 Coats at \$19.65

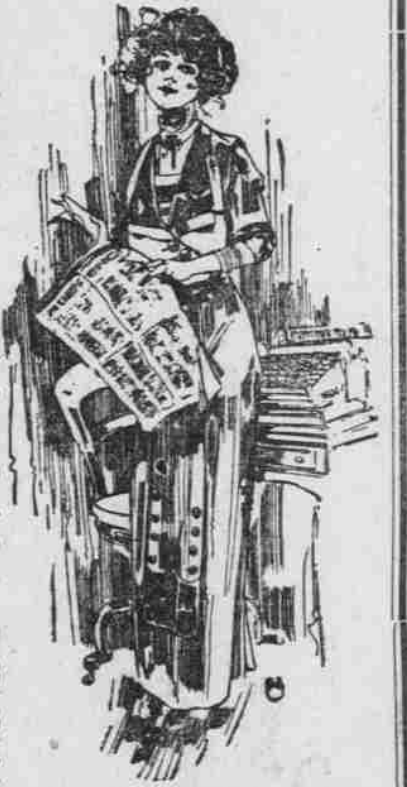
Plush and Velvet Coats Reduced—
\$25.00 Coats priced only \$18.75
\$30.00 Coats priced only \$22.50
\$35.00 Coats priced only \$26.25
\$40.00 Coats priced only \$30.00
\$48.00 Coats priced only \$36.00

The Waists

\$5 to \$7.50 Voile and Silk Waists—attractive styles of pretty voiles, messalines and taffetas. Also nets in ecru, white and black. Tailored and semi-dress styles. Choose them in Clearance Sale today at **\$2.95**

\$5.50 to \$9 Silk Skirts—the popular severe tailored styles. In rich crepe metors, messalines, crepes, taffetas and poplins. Soft collars and cuffs. Clearance today at **\$3.85**

\$5 Crepe and Mull Waists \$2.72
\$1.50 Wash Tailor'd Shirts \$1.18
\$1.25 Madras Waists, spec'l, \$2c



All Linens Are Now Greatly Reduced \$1.25 Heavy Irish Damask, \$1.00

Our own importation direct from the Belfast maker. Also splendid quality Austrian Damask, noted for its wonderful wearing quality. Both are extraordinarily good **\$1.25** grades, 72-in. wide, pure white or silver bleach, yd.

\$2.50 Cloths, 8-4, specially priced, \$1.98 **\$3.50 Cloths, 8-10, specially priced, \$2.98**
\$3.00 Cloths, 8-19, specially priced, \$2.48 **\$4 Napkins to match, 20-inch, doz., \$3.25**
\$3.00 Cloths, 8-4, specially priced, \$2.48 **\$8 Napkins, 15-inch, priced, doz., \$6.50**

Towel Specials

35c Turkish Towels—Extra heavy, full bleached, 25c.
35c Linen Towels—Fine quality, hemstitched, 25c.

Wash Goods

12 1/2c New Percales—Light and dark colors, 36-inch, yd., 9c.
12 1/2c New Gingham—1812 designs, per yard 9c

7c Standard Prints—Great assortment of new light and dark patterns. Yard, 5c.
75c Poplins—In handsome silk striped patterns. Wide variety of colors. Clearance sale price, only sp'l, 50c

Great Clearance of Lace Curtains



MEIER & FRANK'S—THIRD FLOOR NEW BUILDING.
 Only one pair of a pattern—our accumulation of Curtains from the season's selling for quick clearance at half and less!

At 95c

Over 50 patterns, only one pair of a kind, in Nottingham, Cluny, Irish Points, Cable Nets, etc. Regular \$2 to \$3.50 grades.

At \$2.85

Over 75 patterns, one pair of a kind, in Renaissance, Cluny, Serims, Irish Points, etc. Regular prices \$4 to \$8.75 a pair.

At \$1.65

100 odd Panel Curtains of best French net with Renaissance braid designs, 30 to 50 inches wide. Average retail price \$4.50.

At \$4.65

In this lot choose from 50 patterns, one pair of a kind, in handsome Irish Points, Serims and novelties. Worth \$9.50 to \$12.50.

At \$9.85

Are elegant Saxony Brussels, Dutches, Irish Points and Lace Curtains, only one pair of a design. Regular prices \$18.50 to \$60.

Blue Label Catsup at 18c

TELEPHONE CLERKS HERE AT 7 A. M. TO TAKE YOUR ORDERS.
25c Bottles of the famous Blue Label Catsup, special today, in our Pure Food Grocery at the low price of only 18c

Cove Oysters 10c size, at 4 for **30c**
Citron Peel, per pound, special, only **15c**
Postum Cereal, per package, only **20c**
85c bottle Queen Olives, special, **40c**
Swift's Pride Soap, special 7 bars **25c**
Holly Milk, special, four cans for **30c**
Fancy Oranges, the dozen, special, **25c**

Canned Corn, special, three cans **25c**
Canned Tomatoes, at, special, 3 cans **25c**
Grizzly Bluff Butter, two pounds at **65c**
Orego Asparagus, large can for **15c**
Victor Flour, per sack at only **\$1.25**
Small White Beans, 5 pounds, at **26c**
Snider's Pork and Beans, 3 cans at **25c**



Second Floor

Never Were Quality Undermuslins Sold Lower

An amazing array of snowy, white Undergarments—many new lots that have just arrived in time for the Great Carnival of White! All new style garments made to conform with the present narrow silhouette modes.

Gowns all neatly made of muslins, cambries and nainsook. Dainty trimmings of laces, embroideries, tucks and ribbons. Clearance Sale prices, **73c, 97c, \$1.22, \$1.47, \$1.63, \$1.89 to \$18.**

Corset Covers—Made of the finest of cambries, nainsooks and lawns. Trimmed in Val and Torehon laces. Many in the tight-fitting styles included. Sale at **25c, 39c, 43c, 67c, \$1.43, \$1.95 to \$2.19.**

Skirts—All modeled for the coming season's styles. Lace and embroidery flounces. Clearance Sale prices at **95c, \$1.27, \$1.67, \$1.93 and \$2.97.**

Drawers—Every style included. Even the famous La Greque Tailored Drawers. Some with fitted waistbands. Clearance Sale prices at **39c, 47c, 63c, 98c, \$1.27, \$1.59 to \$3.95.**

Slips—The most popular Princess Slips for wear under lingerie dresses. Of fine lawns and nainsooks, with trimmings of laces and embroideries. Clearance Sale prices, **\$1.93, \$2.89, \$3.57 and \$4.35.**

Crope Garments—Popular and practical since they can be used without ironing if you like. Gowns and Combinations of corset cover and drawers at **98c, \$1.43, \$1.67 to \$1.93.**

All White Goods Reduced \$1.50 Bolts Longcloth \$1

We secured 1000 bolts of this fine, soft, chamois-finished Longcloth, for the Carnival of White! Original 12-yard pieces, worth \$1.50. While lot lasts, at the bolt **\$1.00**

\$2.50 Bolts Long Cloth—Full 36-inch, soft-finished quality, 12-yd. bolts, **\$1.98.**

25c Embroidered Batistes—For dainty frocks and waists. White Sale, yd., **12 1/2c**

Imported Waisting—Of beautiful, fine quality, in neatest of designs and colors. 75c grades, 59c; 60c grades, 49c; **39c** and 50c grades at only, special,

Bed Spreads—

\$1.75 Spreads—Extra large crocheted style, hemmed ends, **\$1.48.**
\$2.75 Spreads—Large size with fringe and cut corners, **\$2.25.**
\$4 Satin Spreads—Rich, heavy quality in beautiful Marseilles patterns, **\$3.15.**

Pequot Sheets, Cases, Sheetings Reduced—
54x90-in. Sheets, now 60c **72x90-in. Sheets, now 80c** **90x99-in. Sheets, now 95c**
63x90-in. Sheets, now 65c **81x99-in. Sheets, now 85c** **90x108-in. Sheets, now \$1**
72x90-in. Sheets, now 70c **81x108-in. Sheets, now 95c** **65c Sheets, 72x90-in., 55c**
72x90-in. Sheets, now 80c **90x90-in. Sheets, now 85c** **75c Seamless Sheet, 81x90, now 60c**

Buy Your Embroideries Now!

Each year at this time Portland women lay in a supply of beautiful Embroideries for Summer dresses, waists, lingerie, etc.

Nearly 100,000 yards of handsome Embroideries bought just for this Annual White event. The lots include 2 to 6-inch Edges and Insertions, 18 to 45-inch Flouncings, 20-inch All-overs and 3 to 6-inch Galloons:

85c to \$1.00 Grades, only 69c **\$2.25 to \$3.00 Grades \$1.69**
\$1.25 to \$1.50 Grades at 95c **\$3.50 to \$4.00 Grades \$1.98**
\$1.75 to \$2.00 Grades \$1.39 **\$4.50 to \$7.00 Grades \$2.00**

Short Lengths of Embroideries—

Over 10,000 yards of loom-lengths of Embroidery, Edges, Insertions and Flouncings, 1 to 18 inches wide, on Swiss and nainsook.
18c to 25c Grades, on sale, the yard 7c
40c to \$1 Matched Sets, per yard 25c

15c to 25c EMBROIDERIES AT 10c.
 Edges and Insertions of swiss, cambrie and nainsook, 1 to 18 inches wide. The 40c to 75c grades at 25c; 15c to 25c grades at the very special price of **10c**

To \$1.50 Emb. Strips, 50c—
 Sample Strips of Embroideries, 1/4 and 5-yard lengths, Edges and Insertions, 1 to 9-inch, on Swiss, cambrie and nainsook. Worth \$1.00 to \$1.50, at only **50c**

Val. Lace Specials—
 Edges and Insertions, 1/4 to 1 1/2 ins. wide: **8c to 10c Grades, on sale, at only, yard 3c**
12c to 20c Grades, on sale, yard, only 5c

\$1 to \$1.50 NET ALLOVERS AT 59c.
 Neat, attractive patterns for yokes, waists and trimmings. In white and cream. 18 inches wide. Clearance Sale price today at the special price, per yard, **59c**



TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101.