

Mail Order Patrons Should Take Advantage of Clearance Sale Prices—Orders Will Be Filled From Catalogue or Daily Advertisement  
Dine Today in Our Tea Room—Breakfast, 8 to 11:30; Luncheon, 11:30 to 2:30—Orchestra Music and Singing—Special Elevator

The Oregon Cat Club holds its third annual championship Cat Show January 23, 24 and 25 at The Meier & Frank store. Entries now open. Secure entry blank, sixth floor.

Nursery on the fourth floor—for the convenience of mothers who bring children and infants to the store while shopping. Trained nurse in charge.



Hear the Record of songs to be sung by Carrie Jacobs Bond—"I Love You Truly," "A Perfect Day," "Just a-Wearyin' for You," etc. Fifth floor.

Purchase Furniture on our Household Club Plan of easy installments—this applies to all Furniture bought at regular or sale prices.

# Greatest of all January Clearance Sales

IS there a man or woman in all Portland and the West who can but acknowledge the supremacy of this—the Greatest of all Clearance Sales at The Big Store? Think of it—every article in this mammoth establishment is now offered at a reduced price. Only contract goods are excepted. Men's and women's apparel, shoes, hats—every need for the person—articles for the home—all are reduced! Men and women have but to consider the immensity of stocks, the varied assort-

ments, the ever-new merchandise of quality—to appreciate the importance of this sweeping event. Merchandise that can be no other than new, due to the wonderful outpouring of goods and the continual resupplying from the world centers of production. Come to The Quality Store of Portland today—purchase now the needs for the home and person. Every article now at a reduced price.



## Never Such a Clearance of Rugs and Carpets

Thousands of Styles of Hearth and Room-Size Rugs, Carpets and Linoleums Enter This Event—And All at Reduced Prices

**\$27 to \$30 Axminster Rugs Only \$18.75**

And they're all of the highest quality Axminsters—these Rugs we offer at such decided reductions! Size 9x12. And regularly sell at \$27 to \$30. At the Clearance Sale, special, for only **\$18.75** Axminster Rugs, 8-3x10-6, special for Clearance **\$16.65**

**\$18 Seamless Brussels Rugs, Special at \$13.85**

The needed Rugs for the home can readily be selected from this wonderful variety of seamless Tapestry Brussels! All of extra heavy weight. Size 9x12. Regularly \$18. Clearance price **\$13.85** Seamless Tapestry Brussels Rugs, 8-3x10-6, for **\$11.85**

**\$25 Velmontone Rugs at \$18.00**

Rich and beautiful is each one of these Seamless Velmontone Rugs. Your choice of tans, browns, greens and figured borders. 9x12 size. Regularly \$25. Clearance Sale price at low figure of **\$18.00** \$22 Seamless Velmontone Rugs in the 8-3x10-6 size for the low price **\$16.90**

**Fine 9x12 Tapestry Rugs Only \$11.85**

Those who prefer Tapestry Rugs will find great savings in this offer, in which we especially price 9x12 Tapestry Rugs for the low price of only **\$11.85** Tapestry Rugs, 8.3x10.6, special at **\$9.75**

## Phenomenal Purchase Hartford-Saxony Rugs

Special Purchase of Discontinued Makes—Unprecedented Reductions for Clearance

A MOST fortunate purchase made by our Carpet chief—these Hartford-Saxony Rugs we specially price for this Clearance. They're discontinued patterns of very high quality. In two-toned and Oriental effects. Choose at these phenomenal reductions:

- \$ 5.00 Saxony Rugs, 27x36, at **\$3.50**
- \$ 7.50 Saxony Rugs, 27x54, at **\$5.50**
- \$12.00 Saxony Rugs, 3x6 ft., at **\$8.35**
- \$25.00 Saxony Rugs, 4-6x7-6, **\$18.00**
- \$37.50 Saxony Rugs, 6x9 feet, **\$27.50**
- \$55.00 Saxony Rugs, 9x12 ft., **\$39.00**
- \$ 75.00 Saxony Rugs, 10-6x12, **\$58.00**
- \$ 85.00 Sax'y Rugs, 10-6x13-6, **\$63.00**
- \$100.00 Saxony Rugs, 11-3x15, **\$75.00**

All Rag Rugs Are Reduced Exactly **25 Per Cent**

**ART SQUARES AT LESS**  
Included for this Clearance are 100 All-Wool Art Squares at reductions ranging from **35 to 50 Per Cent**.

**AXMINSTER RUGS, SPECIAL, \$1.95**  
An extraordinary opportunity to purchase hearth-size Rugs for the home! Fully 300 Axminster Rugs. In size 27x54 inches. Specially priced for this event, each, **\$1.95**.

**High-Grade \$45 Wiltons, \$33.50**

Think of purchasing the high-grade Wilton Rugs that regularly sell at \$45, for only \$33.50! Scores of homes will be the possessors of these beautiful Rugs at such an extremely low price. Choose today while assortment is the most varied. Regular \$45 Wilton Rugs only **\$33.50**

**Small Size Wilton Rugs Reduced**

One special lot of Small Rugs in the high-grade Wilton. Specially reduced for this Clearance.  
27x54-inch size at **\$3.65**  
36x63-inch size, **\$5.75**  
36x36-inch size, **\$1.90**



Hear Latest Records in Phonograph Parlor—Fifth Floor

Every Article Reduced

Entire Stock of Women's Outer Garments Reduced

## Our Entire Stock of Men's Fancy Suits and Overcoats Grouped for Clearance

Into 2 Great Lots

**\$18.75 for Any \$25-\$35 Garment**

Choose from our entire stock of finest hand-tailored Fancy Suits and high-grade Winter Overcoats—regular \$25 to \$35 garments at only \$18.75. Suits of the smartest, nobbiest cuts and fabric. Coats that meet the requirements of men in every walk of life. Choose from any \$25 to \$35 Suit or Overcoat today at only \$18.75.

**\$15 to \$18 Garments for \$11.75**

Better Suits can't be purchased at \$15 and \$18 than we offer for the Clearance today at \$11.75. And the same can we claim for the smart Winter Overcoats included in the showing. Of heavy new Winter cloaking—correct in style and splendid in finish and tailoring. Take your unrestricted choice of \$15 to \$18 Suits or Overcoats at only \$11.75.

**\$3.35 For Boys' \$5 Double Breasted and Norfolk Suits**

A special lot of unusually well-made double-breasted and Norfolk Suits for boys enters this great Clearance Sale. Regular \$5 Suits specially priced at only \$3.35.

**\$3.85 For Juniors' Overcoats**

Mothers—There are fully 450 Junior Overcoats offered to you in this sale at tremendous reductions. In all sizes, 4 to 9 years. Regular \$8.50 Overcoats, only \$3.85. —Third Floor, New Building.—Mail Orders Filled.

For the Clearance All Blue and Black Suits and Overcoats at 10% Off

Choose from our matchless showing of high-grade staple Blue and Black Suits and Overcoats at 10 per cent off. Prices regularly range from \$25 to \$40.

**\$7.45 for Boys' \$8.50 to \$15 Knicker Suits**

The famous Sampeck Suits for boys are well and favorably known to hundreds of Portland and Western mothers! Choose for the boy today. Regular \$8.50 to \$15.00 double-breasted Knicker Suits, of Sampeck make. For ages 7 to 14 years, at only \$7.45.

## All Notions Less

Contract Goods Only Excepted

Whether advertised or not, you'll find greatest savings in Notions here in our First Floor section.

**Special Thread Offer Dress Pattern Free**

As a special introductory offer, on the new and popular "Bowstring" Thread, special coupons have been placed in each spool—and these coupons entitle you to Dress Patterns Free. 12 coupons good for any 10c patterns; 18 coupons for any 15c pattern—including choice of the famous Butterick Patterns. "Bowstring" Thread is 6-cord and 200-yard. 5c the spool, **6 FOR 25c**.  
35c White Silk Dress Shields, No. 2 and 3, plain and fancy covered, **15c**.  
5c Hooks and Eyes, black and white, 2 cds. **5c**  
3c Corset Laces, 5-yard, white, 4 for **5c**  
5c Safety Pins, nickel'd, all sizes, 1-doz. cd. **3c**  
5c Tape Measures, 60-inch reversible, each, **3c**

## Women's Underwear Entire Stock Reduced

INCLUDING such famous makes as Munsing, Harvard Mills, Sterling, Swan Brand, Richelieu, Viola, Springfield and Essex Mills.

Women's 50c Vests and Pants—Of heavy weight, fleece-lined. They come in white only, in all sizes. The Clearance Price is only, garment, **39c**

Women's 75c and 85c Union Suits—In heavy weight, fleece-lined. They come Regular and extra sizes. Special, the suit, for low price of **57c**

Women's \$2 and \$2.50 Union Suits—Of wool and silk-and-wool. High neck, long sleeves, ankle-length. Regular and extra sizes. Suit **\$1.29**

Women's 75c Vests and Pants—Of medium weight fleece-lined. In white only. All sizes in the lot. Specially priced for this great Clearance Sale at only, the garment **47c**  
\*First Floor, Main Building.—Mail Orders Filled.

## Men's Shirt Sale Continues

Offering Famous E. & W., Gotham, Star and Columbia Culturn at Less

ALL men who have not taken advantage of this exceptional event should do so today! It's our regular after-holiday sale of famous makes of Shirts. In every newest style and pattern. For today the following unusual reductions continue in force:

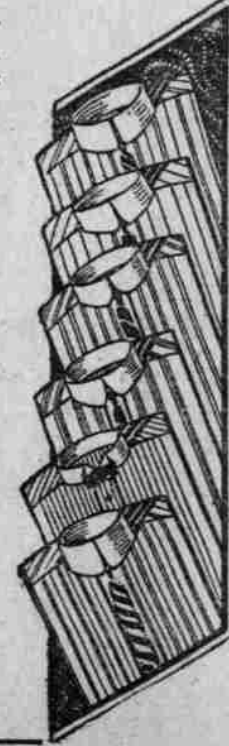
- \$1.50 Shirts, special at **\$1.15**
- \$2.00 Shirts, special at **\$1.35**
- \$2.50 Shirts, special at **\$1.75**
- \$3.00 Shirts, special at **\$1.95**
- \$3.50 Shirts, special at **\$2.55**
- \$4.00 Shirts, special at **\$2.75**
- \$5.00 Shirts, special at **\$3.35**
- \$6.00 Shirts, special at **\$4.25**
- \$7.00 Shirts, special at **\$4.95**

**1/2 For Men's Fancy Silk Neckwear 1/2 EVERY STYLE NOW REDUCED**

Again today this incomparable sale of Men's Ties continues! Every style, in every beautiful and exclusive pattern of men's Ties is included at Half Price.

**98c Any \$2 and \$2.50 Silk-Knit and Crochet Ties 98c**

Choose them today from our immense stock of wondrous patterns—handsome silk knit and crochet Four-in-Hands. Any \$2 and \$2.50 Silk Knit or Crochet Tie is included in this offer.



## Royal Banquet Flour, Sack, \$1.15

DAILY gaining popularity with the discriminating housewife is this Royal Banquet Flour. Exclusively used in hundreds of homes. Special, barrel, **\$4.50**; sack **\$1.15**

- Corn Meal, in Sacks, special today, **27c**
- Shredded Coconut, the pound at **18c**
- Runcles Cocoa, 2c cans, special **19c**
- Sapallo, four cakes, special at **30c**
- Codfish in bricks, special at brick, **18c**
- Seeded Raisins, three packages for **22c**
- Fancy Prunes, 2 1/2 pounds, special, **25c**
- Royal Banquet Olive Oil, large bot. **73c**
- Carnation Milk, three cans for only **25c**
- New Walnuts, special the pound, **18c**
- Black Figs, special four pounds at **25c**
- White Figs, special four pounds at **25c**

## Gigantic Furniture Clearance Sale in Full Force—Fourth Floor



THE QUALITY STORE OF PORTLAND  
Fifth, Sixth, Morrison & Alder Streets