

Mail Order Patrons Should Certainly Share in the Numerous Clearance Offerings—Order From Catalogue or Daily Advertisements
Shoppers Should Lunch Today in Our Tea Room—Irreproachable Service, Excellent Cuisine, Orchestra Music—Take 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—Where mothers may bring children and infants during shopping hours in the store. Trained nurse in charge.



PURCHASE FURNITURE ON OUR HOUSEHOLD CLUB PLAN of easy installments. This applies to all Furniture whether bought at regular or sale prices.

CARRIE JACOBS BOND SINGS "I Love You Truly," "A Perfect Day," "Just a Wearing for You" and other favorites. Hear the records in our fifth-floor Talking Machine Parlors

1196th Friday Surprise Sale

January Clearance In Conjunction With 1196th Friday Surprise Sale

Gigantic January Clearance Sale

Aside From the Sweeping Reductions in Every Section of The Big Store

Every Article Reduced These Remarkable Offerings for One Day Only Every Article Reduced

January Clearance and 1196th Friday Surprise. **\$20 to \$25 Dresses at \$12.65**



\$12.65

FEW women who will not find this the vital time to purchase the Dresses for afternoon and street wear! We have included one-piece Dresses, in corduroy, velvet, messaline, charmeuse, silk poplin, serges and brocades. Assuredly a wonderful variety of fabrics. One style just as illustrated. In navy, brown, rose, light gray, tan, champagne and violet. Styles with Robespierre collars, tight-fitting sleeves, lace collars and yokes. Regular \$20 to \$25 dresses, special only

\$12.65

January Clearance and 1196th Friday Surprise. **\$22.50 and \$25 Suits at \$14.25**



\$14.25

HUNDREDS of women and misses have been awaiting this Gigantic Clearance Sale to purchase the needed Suits! Today we offer in vast assortment, plain and semi-fancy tailored style. Jackets cut on straight lines or empire back effect. Also cutaway style. One just as illustrated.

Suits of serges, chevot, broadcloth, tweeds, worsteds, corduroys and mannish mixtures. In navy, black, brown, green. Regular \$20 and \$22.50 to \$25 Suits. Clearance price

\$14.25

January Clearance and 1196th Friday Surprise. **\$5 to \$5.50 Waists at \$2.98**



\$2.98

DAINTY Waists of chiffon. Fancy and semi-dress silks. Also tailored silk and pongee Shirts are offered today for only \$2.98!

One style just as illustrated and other attractive and pleasing creations. The mannish pongee and tailored silk Shirts, have soft collars and cuffs. They're regular \$5 and \$5.50 Waists, on which we make this exceptional offer.

\$3 Tailored Waists \$1.68

Especially popular with business women are these Tailored Waists of linen and madras. Made in shirt and shirt-waist style, have wide pleats and tucks, soft and stiff collars and cuffs.

January Clearance and 1196th Friday Surprise. **\$15 to \$18 Coats Only \$9.85**



\$9.85

FOR women or misses you'll find the Coats in this group. One style just as illustrated. Three-quarter and full-length models. Of worsteds, tweeds, serges, zibelines, chinchillas and double textures. Cut on newest straight lines. Empire or semi-fitted backs, close-fitting or shawl collars. In navy, gray, silver, black and white stripes, tans, check and mixtures. Regularly \$15 to \$18. Clearance Sale price only

\$9.85

January Clearance and 1196th Friday Surprise Sale. **Men's 25c to 50c Pure Linen Kerchiefs at 17c**



THREE FOR 50c

ASSUREDLY the Handkerchief event that will appeal to hundreds of men, their mothers and wives, is this clearance offering we make for today! They're broken lines, of 25c, 35c and 50c Handkerchiefs. Of fine quality. With block, Japanese, scroll and long style initials. Hand-embroidered, 1/8 and 1/4-inch hemstitched borders. See them in the main aisle. Two large tables devoted to this Surprise. Your choice, 3 for 50c; each..... **17c**

Men's \$1.50 Gloves, 98c

Seldom that such an opportunity is given to men as this for today! A large assortment of cape tan, kid, street and dress Gloves. Also oak and red tans. In light, medium and dark shades. Regular and cadet sizes. Outseam sewn, well-finished. Reg. \$1.50 Gloves, Clearance Surprise. pr. **98c**

50c to \$1 Aviation Caps and Toques—In wonderful variety. See them in the men's section, first floor! Of finest quality worsted and silk. In plain and combination colors. White, red and navy. Popular alike with men, women and children. Clearance Sale Surprise at only **39c**

Clearance & Surprise Sale **Women's 50c to 75c Neckw'r 25c**

A wonderful variety of women's Neckwear, shadow lace guimpes, sample line of stocks, jabots, collars, bows and Robespierre collars. Regularly 50c to \$1.00, on sale today at low price of only, each **25c**

Clearance & Surprise Sale **10c, 12 1/2c and 15c Kerchiefs for 7c**

Women's Handkerchiefs, with embroidered corners. Full name or initial style. Have quarter-inch hemstitched borders. Regularly 10c, 12 1/2c and 15c. Special today for this sale on, dozen 75c; each **7c**

Clearance & Surprise Sale **50c Dotted Seco Silk Scarfs at 19c**

Note the extraordinary reductions made for today only, on dotted Seco Silk Scarfs! They're 2 yards long, have 1 1/2-inch hemstitched ends. Your choice of white, pink, lavender, maize, blue and green. Regular 50c Silk Scarfs. Clearance Surprise, ea. **19c**

Clearance & Surprise Sale **25c to 50c Silk Ribbons for 17c**

Especially suited for hair bows and fancy work are these heavy all-silk Ribbons. 5 and 6-inch widths. Plain and fancy. Light and dark colors. Regularly sold at 25c to 50c. Special price the yard **17c**

Clearance & Surprise Sale **Sale of Women's 50c Vests at 25c**

Specially reduced to close out today, is one lot of women's fleece-lined Vests. With high neck and long sleeves. In white and cream. They're regular 50c Vests, and while any remain today, choice at **25c**

Clearance & Surprise Sale **\$5 to \$6.50 Silk Umbrellas, \$3.75**

The much-wanted colored silk Umbrella may be purchased today at great reductions. For today only we include women's Umbrellas of colored silk. In brown, green, red, gray and purple. Eight and 10-ribbed styles, with the new and fashionable long handles. Regular \$5.00 to \$6.50 colored Silk Umbrellas at only **\$3.75**

January Clearance and 1196th Friday Surprise Sale. **Child's \$1 to \$2.50 Sweaters Including Some Sweater Sets at 75c**



ASTOUNDING reductions are made today in children's Sweaters, including a few Sweater Coat and Cap Sets.

In great variety will mothers find these Sweaters. A few slightly soiled from handling. Sweaters in red, gray and white. Sets in white only, with pink or blue trimming. Sizes 2, 3 and 4 years. Regular \$1, \$1.50, \$2 and \$2.50 grades, for only **75c**

Women's Flannelette Gowns Are Reduced Included are many styles of Flannelette Gowns for women. All of excellent quality flannelette. In white and colors, all sizes. **\$1.00 Gowns, priced only 89c**

\$1.25 Gowns, priced only \$1.15

\$1.50 Gowns, priced only \$1.25

\$1.75 Gowns, priced only \$1.45

\$2.00 Gowns, priced only \$1.50

\$1.25 Crepe Combinations—For women. Combination of corset cover and drawers. Of best quality crepe. Corset cover and drawers both trimmed with linen-finished lace. All sizes **75c** will be found in this lot. They're regular \$1.25 grades, for **75c**

75c and \$1 Vest Chemise—Made of fine nainsook, trimmed in lace and embroidery. All sizes to select from. Regular 75c and 50c \$1 Chemise. In the Friday Clearance-Surprise at only, ea. **50c**

\$2 on Purchase, \$1 Week Sends Any 'Willamette' Sewing Machine TO YOUR HOME

January Clearance and 1196th Surprise Sale. **White and Gold Cups, Saucers and Plates 10c**



FULLY 5000 pieces of white and gold semi-porcelain to be sold today at 10c a piece. You must see this ware to fully appreciate what an exceptional offer this is. Of high-grade America semi-porcelain, with gold edge. Cups and Saucers, Dinner Plates, Breakfast Plates and Dessert Plates, your choice at 1196th Surprise Sale for. **10c**

25c Women's 50c to \$1 Hose 25c

Think of purchasing women's imported Fancy Hose that regularly sells at 50c to \$1 for only 25c the pair! That's the offer we make today. And thousands of pairs will find ready purchasers. In black, white and colors, with silk embroidered boots. In self and combination colors. Also beautiful patterns in lace Boots. Regular and outsizes.

—First Floor, Main Building.—Mail Orders Filled.

Phonograph Cabinets, Record Albums and Needles now at reduced prices.

Friday Grocery Spec's

Phone Orders Taken After 7 A. M. Daily

Jersey Butter, 2 lbs., spec'l. 67c	Tea Room Blend Coffee, lb. 39c
Butternut Butter, 2 lbs. for 69c	Royal Banquet Coffee, lb. 45c
Cloverleaf Butter, 2 lbs. for 70c	Early Dawn Coffee, pound 32c
Avondale Butter, 2 lbs. for 72c	Meierfrank Coffee, pound 35c
Royal Banquet But'r, 2 lbs. 82c	High-grade Teas, 75c grades 42c
Blue Ribbon Butter, 2 lbs. 84c	Stuffed Olives, 3 bottles for 25c
Special Coffee at the lb. 30c	White Grape Juice, 25c bot. 20c
Victor Coffee, special, lb. 32c	Asparagus, special, per can. 20c

Furniture, Rugs and Carpet Clearance continues in full force. Entire stocks reduced.

January Clearance and Friday Surprise Sale. **Brass and Copper Ware 1/3 Off**



FOR one day only—Friday, is this offer made on all Brass and Copper Ware! Included are Umbrella Stands, Jardinieres, Vases, Wine Coolers, Trays, Flower Baskets, Fern Dishes, etc. It's the popular Russian hammered Brassware we **1/3 Off** specially price for one day only

Clearance and Surprise Sale **\$3.50 Card Tables \$2.23**

\$2.23

ACME Folding Card Tables, specially reduced for today only. Have 36-inch square top, covered with felt or leatherette, high-grade mahogany finish frame. Regular \$3.50 Card Tables, for today's sale only, each **\$2.23**

5th Floor, Main Bldg.

Clearance and Surprise Sale **Specials in Books**

\$1 Alger and Henty Books—Always popular with the boys. Special for today's sale only, each **15c**

50c School Globes—Good size and accurate map. Sp'l today **25c**

"Just for Two" Cook Book—A regular 90c edition. Specially priced for today's sale, each **25c**

Mrs. Potter's Secrets of Beauty and Mystery of Health—\$1, paper editions. Special today, each **19c**

—BOOK STORE, BASEMENT ANNEX. MAIL ORDERS FILLED.



Clearance and Surprise Sale **To \$12.50 Furs \$6.45**

MUFFS and Scarfs, of black and brown opossum, natural raccoon. Scarfs in three styles—large and plain shawl effect; another style with head and back and tail-trimming. Also shaped animal scarfs. Regular \$10.00 and \$12.50 grades. Special price, each **\$6.45**

\$5.00 and \$6.00 Scarfs and Muffs—Of black cony, scarfs made plain shawl style with tab fronts, plain pillow muffs. Regularly \$5 and \$6; special price, each **\$3.45**

Clearance and Surprise Sale **House Dresses \$1.98**

\$2.75, \$3.25 and \$3.50 Grades

NOT to be compared with the ordinary sort of House Dresses are these we specialize for the Friday Surprise at \$1.98. Of excellent quality percales, gingham and chambrays. Plain and in checks and stripes. Trimmed with bands and fine embroideries. Neat, attractive styles. \$2.75 to \$3.50 grades, **\$1.98** Friday Surprise Sale price, only

\$3.00 Sweaters—for women and misses. Comfortable styles of plain weave, with the popular ruff neck. In red, gray and white. Choose them Friday **\$1.98**

—Second Floor, Main Building. Mail Orders Filled.