

Out-of-Town People Profiting by These JANUARY CLEARANCE SALES

Meier & Frank Co.

1857

1915

THE QUALITY STORE OF PORTLAND

Fifth, Sixth, Morrison, Alder Sts.

MAIL ORDERS FILLED WITHIN 3
DAYS OF DATE OF THIS PAPER.

Personal Shopping
Clerks Furnished
Upon Request

If your time is limited and you do not know the exact location of every department in this great store, ask any floorman or sales clerk to call one of our experienced Personal Shoppers from our Mail Order Department. This young woman will assist you in every way possible and conduct you to any or all of the 75 different departments in the store without delay, and see that you are served promptly and carefully. By taking advantage of this opportunity you will be able to do your shopping with a great saving of time.

Women's Balmacaan Coats \$5

The Balmacaan is a favorite model of this season. Made with the full, loose back or belted style. High collars closing snugly at the throat. Your choice of grays, navy, white, green and a variety of novelty mixtures. All sizes included.

—Fourth Floor, Sixth-St. Bldg.

Women's Very Modish Dresses for \$5

Satin, serge and taffeta materials in the fashionable shades of navy, plum, brown, green and black. Many show charming lingerie collars and vestees—the new high girdles and long, tight-fitting sleeves or three-quarter length. All sizes.

—Fourth Floor, Sixth-St. Bldg.

4.00 to 6.50 Fur Stoles 2.68

You may select from the following assortment—brown and black Coney, Natural Opossum and Natural Raccoon. Stoles made in plain shawl style or the favorite one-animal effects.

—Fourth Floor, Sixth-St. Bldg.

Women's Up to 7.50 Skirts at 1.95

The assortment is varied in style, materials and sizes. Serge, poplin and novelty weaves in navy, black, tan, gray and brown. For best selection we'd advise early shopping—as the assortment is so varied.

—Fourth Floor, Sixth-St. Bldg.

\$1 and 1.25 Printed Nets and Chiffons 75c

40 and 36-inch widths—suitable for waists and tunics. White grounds, with handsome Dresden and large floral designs in effective color combinations.

Real Hand-Made Laces Less 1/4-1/2

Comprising Duchesse, Point, Applique, Point Gaze, Venice and Princess. Edges, bands and flouncings. A splendid assortment for selection.

Fine Printed Georgette 1/2 Crepe

\$5.00 grade for \$2.50; \$6.50 grade for \$3.25; \$10 grade for \$5. 42 inches wide. Dark grounds, colored designs. Also Broche Chiffons, combined with metal—for bodices and girdles.

—First Floor, Sixth-St. Bldg.

Fancy Silks, the Yard Reg. \$1-1.25 Grades 50c

Silks for dresses and waists in a great range of effects. Light and dark colors. Stripes, brocaded effects and figured styles. Materials and patterns suited to street, house and evening wear.

—Third Floor, Sixth-St. Bldg.

50c All-Wool French Challies 29c

Light, dark and medium colors—a good assortment of stripes, dots and small figures to select from.

—Third Floor, Sixth-St. Bldg.

Grocery Specials

Royal Banquet Butter, reduced to, roll 69c
Solid Tomatoes, new pack, Griffon brand, can. 10c
White Beans, large-sized, 5-lb. cloth sacks 29c
Sago or Tapioca, best quality, 5-lb. cloth sack 29c
Dimple Peas, fancy new pack, doz. 1.75
can 15c
Cottage Hams, sugar cured, nearly boneless, lb. 15c
Fine Bacon, whole or half strips, lb. 22c
Table Peaches, August brand, dozen 1.40
can 12c
38c Cabinet Coffee, superior blend, lb 30c
Sauer Kraut, Libby's, solid pack, No. 2 1/2 cans 12c
Sweet Oranges, new 316 size, dozen 15c
Karo Syrup, No. 5 Blue Label, can 29c
—Pure Food Grocery, Basement, Sixth-St. Bldg.

In every way, this is the best of our January Clearance Sales; strange, if it were not the case—experience, if profited by intelligently, always tends to betterment. Meier & Frank's stocks are better today than ever before; they move faster—the new is continually replacing the old. And this sale's price-cuts are deeper, so that we may have more room, which, in turn, gives you a better, finer stock to choose from this Spring.

Come here to find what is new and desirable—the things you want today for yourself, your family, your home or your friends. No worthless or antiquated stuff at any price, however low. Meier & Frank merchandise goes out too rapidly to stagnate.

The lowest prices of six months—in many cases of the year—prevail in every part of the store. And their purpose is to reduce our stocks far below normal, together with a quick disposal of all small lots, odd lots, styles not to be continued—all for the sake of betterment, and in order always to

KEEP THIS STORE'S STOCKS NEW AND COMPLETE

THE WHITE SALE

Bountiful Stocks of Fine Undermuslins for Women and Infants at Splendid Price Economies.

Every item in the White Sale is offered at considerably less than regular and together they make a notable sale. Yet the offerings below are but illustrations of the many good chances for exceptional economy presented in this Meier & Frank White Sale.

And bear in mind, please, that all Meier & Frank garments are made of the best materials, well finished, all seams turned, all embroideries and laces dainty and of good quality, well made, well cut; all charming garments.



NEW \$1 GOWNS

69c

Neatness and fullness are exemplified in the making of these new Gowns so remarkably low-priced for this event. Materials are nainsook, white and figured crepe—attractively trimmed with pretty laces and embroideries.

NEW \$1 COMBINATIONS

79c

Unusually well made are these garments combining corset cover and drawers. Materials are good quality nainsook and crepe. Choice of many styles, including the popular Knickerbocker. Neatly trimmed in lace.

NEW 39c CORSET COVERS

25c

You'll wonder that such excellently made Corset Covers could sell for such low price and offer many styles for selection. Cambric and nainsook materials. Trimmed in Torsion lace and embroidery edging, ribbon and beading.

NEW \$1 DRAWERS

69c

Fine handloom embroidery and pretty laces utilized in the trimming of these new Drawers so reasonably priced for January White Sale. Materials are cambric and nainsook.

Other New Wonderful Offerings in Our January White Sale!

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| New \$1.50 Gowns at 98c | New \$4.00 Combinations at \$2.98 |
| New \$2.00 Gowns at \$1.19 | New 59c Corset Covers at 39c |
| New \$2.50 Gowns at \$1.59 | New 39c White Drawers at 25c |
| New \$3.00 Gowns at \$1.98 | New 59c White Drawers at 39c |
| New \$4.00 Gowns at \$2.98 | New White Petticoats at 59c |
| New \$6.00 to \$18.00 Gowns at \$3.98 to \$10.50 | New \$2.50 and \$3.00 Petticoats at \$1.98 |
| New \$1.50 Combinations at 98c | New \$1.50 White Petticoats at 98c |
| New \$2.50 and \$3.00 Combinations at \$1.98 | New \$1.50 White Petticoats at 79c |
| | Other New White Petticoats at \$2.29 to \$10.75 |

THRIFTY MOTHERS HAVE BEEN CAREFULLY CONSIDERED IN JANUARY WHITE SALE OF NEEDS FOR INFANTS.

Infants' \$1.25 Dresses—Of nainsook. Embroidered yokes, skirts trimmed with pretty lace edge or embroidered ruffles. White Sale Price 85c
Infants' \$1.25 Skirts—Of excellent quality nainsook. Are appropriately trimmed with lace edge or embroidery ruffle. White Sale Price on 85c these Infants' Skirts.
Infants' 35c to \$1.50 Vests—Broken lines of splendid silk and wool, all wool and cotton and wool. Also a quantity of Infants' Bands in broken sizes. To close out in White Sale at 20c to 98c.
All Infants' Pillow Cases—Handmade. Sizes 12x16 or 14x18. Formerly \$1.25 to \$7.50. 1/2 Price On sale now at.
Infants' \$2.50 and \$3 Skirts—Handmade, of very fine nainsook. Hand-scattered hems. Made on 1.59
waists. White Sale price \$1.50 and \$1.50 Wicker Wardrobes—for infants. White on 1/2 Price
ameled finish. Now \$2.50 to \$10 Afghans—Slightly soiled from display and 1/2 Price handling. On sale at.
—Infants' Wear Section—Second Floor, Sixth-St. Bldg.

Wise Women Will Replenish Their Supply for Weeks to Come in This Great Reduction Sale of Women's Neckwear!

All clever conceits that reflect the latest New York styles. Thousands of pieces assembled in three great lots, as well as many others.

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| Lot One. Comprises 25c to 75c Neckwear 10c | Lot Two Comprises 50c to 2.00 Neckwear 25c | Lot Three Comprises Up to 2.50 Neckwear 65c |
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Collars, guimpes and many other styles. Laces, nets, embroidered effects and Swiss pieces all included at this price.
Samples and pieces from our regular stocks, somewhat soiled from handling. Collars, Sets, Vestees, Guimpes.
Plauen and St. Gall Neckwear, Collars, Sets, Vestees and Guimpes. A great assortment of beautiful effects.

Also These Special Items From Our Regular Stocks

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| All 25c Neckwear, 2 pieces 40c—each 21c | All 65c Neckwear, 2 pieces 90c—each 47c | All \$1.00 Neckwear, 2 pcs. \$1.50—each 77c |
| All 35c Neckwear, 2 pieces 50c—each 27c | All 75c Neckwear, 2 pieces \$1.00—each 57c | All \$1.50 Neckwear, 2 pcs. \$2.30—ea. \$1.17 |
| All 50c Neckwear, 2 pieces 70c—each 37c | All 85c Neckwear, 2 pieces \$1.30—each 67c | All \$1.75 Neckwear, 2 pcs. \$2.50—ea. \$1.27 |

ALL NECKWEAR, REGULARLY \$2 TO \$32.50, FOR CLEARANCE LESS ONE-THIRD

ENTIRE STOCKS OF FANS, SCARFS, MARABOU AND OSTRICH, FOR CLEARANCE—1/2 PRICE

—First Floor, Sixth-St. Bldg.

While They Last Today

200 Amazing Bargains in This January Sale of

2.59 to 3.25 Fine
PETTICOATS **1.89**

Only 200 of these beautiful Silk Petticoats offered for Clearance at this amazingly low price! A most desirable selection from messaline or jersey top materials. Both string or fitted top styles. All desired colors and lengths. Early choosing assures best selection. This is a rare occasion—act promptly.

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| \$1.25 and \$1.50 "Eppo" PETTICOATS 98c | \$3.85 SILK PETTICOATS 2.95 | \$6 and \$7.50 "S. H. & M" PETTICOATS 3.39 |
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The famous "Eppo" Cotton Petticoats of Halcyon and novelty cloths. Fitted top style. Well made. Desirable shades. Note the savings you realize in buying now.
All makes Silk Petticoats reduced (\$5 Eppos and \$5 Kiosfits excepted). All sales of Petticoats final. None exchanged. None returnable.

—Fifth Floor, Sixth-St. Bldg.



Our Entire Stock

of the

James R. Keiser Line of

Men's

Neckwear

AT **1/2**

This sale is sure to be a crowd-bringing one.

Your choice of the latest shapes, designs and colorings.

Most men will want to stock up for a whole season's supply.

Regular prices range from 50c up to \$2.50—at one-half off.

—Men's Store—First Floor, Temporary Annex



Clearance of Notions

Clark's or Charter Oak **45c**

Sold everywhere for 5c a spool. 200-

yard length, 6 cord, choice of white or black.

25c Dressmakers' Skirt Gauges, ea. 15c

10c Yeiser Hooks and Eyes, black and white, card. 5c

25c "Sew-On" Hose Supporters. 15c

7c "Dragon" Basting Thread, cream color only, three spools. 10c

5c five-yard Corset Laces, linen finished, two for. 5c

25c "Alco" Self-Heating Curling Irons, special, each. 15c

20c White Elastic Webbing, 1 1/2 to 1 3/4 width, yard. 10c

New prices on Corticelli and Carlson-Currier Best Sewing Silk, 100-yard spools, dozen, 80c; each, 10c

—First Floor, Sixth-St. Bldg.

Men's \$5 Shoes 2.89

Special, Pair

An assortment of odd lines—500 pairs in the lot. Tan Russia Calf Shoes, in lace, blucher or button style, and black calf, lace or button styles. All have well-sewed soles.

—Third Floor, Sixth-St. Bldg.

Women's 3.50-4.00 Shoes at 2.89

Patent Colt Button Shoes, with mal kid tops and Cuban heels. Gunmetal Lace and Button Shoes with well soles and Cuban heels and tan Russia calf, button and lace styles, with well soles and Cuban or military heels. All sizes.

—Third Floor, Sixth-St. Bldg.

Handsome Hair Ornaments at 39c

Including fancy shell Back Combs, Barrettes and Hairpins. Some stone set in smart effects—others plain. Also included are Jet Hair Ornaments.

—First Floor, Sixth-St. Bldg.

\$30 9x12 Fine Axminster Rugs 22.50

Seamless, rich designs and colorings; also \$18 Axminster Rugs, 9x12 size, for only \$13.75.

—Seventh Floor, Temporary Annex

80 7.50 to 9.50 Trunks, Special 5.95

Canvas-covered basswood boxes, some metal bound, others—fiber bound. Cold rolled steel corners, locks and protectors. Extra deep hat trays, with reinforced steel bottoms.

—Fifth Floor, Temporary Annex

Boys' 1.00 and 1.50 Blouse Waists, Now 49c

5 to 16-Year Sizes—Famous K. & E. brand, known to all mothers. These are of fancy French flannel, full cut with military collars. Nearly all have the "loop" draw-string. Sizes 5 to 16 years.

—Second Floor, Temporary Annex

Clearance of Picture Frames

\$1.25 and \$1.35 Antique GOLD FRAMES. 39c

Oval shapes, handsome floral designs. Sizes 7x9, 8x10 and 10x12.

\$1.50 to \$3.00 Antique PICTURE FRAMES. 69c

Oval-shaped Frames in a variety of designs and sizes.

\$2.50 Gold and ANTIQUE FRAMES. 98c

Three-inch width Frames, 16x20-inch size.

—Eighth Floor, Temporary Annex

Set of 3 Aluminum Saucepans 99c

Made of good weight, pure Aluminum that will not chip, rust or scale. Three lipped Saucepans, 1 1/2-quart, 2-quart and 3-quart sizes, all with long handles.

—Third Floor, Temporary Annex

4.50 White Wool Blankets, the Pair 3.45

Full-bed size, soft white wool with colored borders. Bound with two-inch silk binding.

—Ninth Floor, Temporary Annex

\$4, \$5, \$6, \$7, \$8 Cop.& Nickelware 1.98

Included are Vases, Jardinieres, Umbrella Stands, Smokers' Stands, Fern Dishes, Trays, Cigar Jars and many other ornamental and useful articles for the home. Handsome new designs effectively finished.

—Fourth Floor, Temporary Annex