

JANUARY CLEARANCE SALES



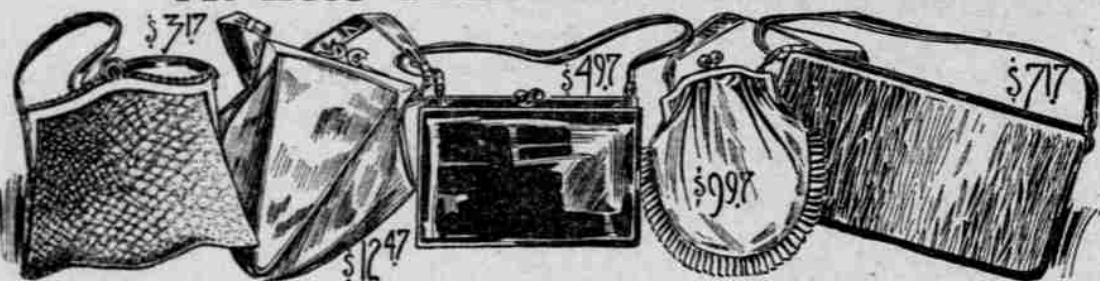
The Keynote of This Advertisement Is Economy--- How to Make a Little Money Go a Very Long Way

And that keynote is struck all through the Meier & Frank Store just now. Nobody wants to go without the comforts and pleasures of life, yet everybody wants to keep down the cost of living. And the answer is—Meier & Frank's. You can read it in the news of marvelous underprice offerings that we tell of here today. You can make it concrete for yourself by shopping here today.

This is not a "bargain" store, filled with broken stocks. We aim to have always well-rounded stocks of every grade of merchandise that is worth having to make certain of service for all who come here. But this is just now a store very full of "bargains" in the best sense of that much abused word. There has never been a time when such a variety of desirable and useful merchandise could be bought for so little money.

Great Lessening of Prices on Men's Overcoats

Women's Finest Handbags At Less Than Wholesale Cost



They comprise only one or two of a kind—the balance left after our immense holiday selling.

All the newest and smartest styles developed in dull pin seal, pigskin, suede and dozens of other novelties.

HANDBAGS FORMERLY PRICED \$5 NOW \$2.47

Formerly \$6.50, now **\$3.17** Formerly \$10.00, now **\$4.97** Formerly \$14.50-\$15, **\$7.17**
Formerly \$7.50, now **\$3.67** Formerly \$12-\$12.50, **\$5.97** Formerly \$20.00, now **\$9.97**
Formerly \$8.50 & \$9, **\$4.17** Formerly \$13.50, now **\$6.67** Formerly \$22.50-\$25 **\$12.47**

Because of the limited quantity we cannot send Bags on approval. None exchanged or credited. —First Floor, Sixth-St. Bldg.

Out-of-Town Mail Orders Filled From This Ad

IF RECEIVED WITHIN THREE DAYS OF DATE THIS PAPER

Ours is not exactly a mail-order "system"—it is, rather, a systematized shopping service which gives the personal attention of a trained shopper to every order.

Your order is studied and promptly filled with as much "intelligent interest" as if you were here yourself.

Should you come in person we will be glad, upon request, to have one of our experienced shoppers assist and conduct you to any or all of the 75 different departments. There is no charge.

- 15.00 Overcoats Now Reduced to **11²⁵**
- 20.00 Overcoats Now Reduced to **15⁰⁰**
- 25.00 Overcoats Now Reduced to **18⁷⁵**
- 30.00 Overcoats Now Reduced to **22⁵⁰**
- 35.00 Overcoats Now Reduced to **26²⁵**



Included are Storm Coats with convertible collars; Balmacaan Overcoats with Prussian or convertible collars; three-quarter length Overcoats with velvet or stock collars. Plain shades of blue, brown, tan, gray, green and mixtures in immense variety. Some made of double-wear cloth with plaid backs; others full lined. Full range of sizes from 33 to 46.

Meier & Frank Overcoats are cut with a more than usual nicety of line and style, out of cloths selected by us—and half a hundred patterns chosen from a thousand; tailored with a cleverness and thoroughness which mark them as DIFFERENT.

Meier & Frank Overcoats are the standard of the West—that covers it all.

Today—this great lessening of prices. The experience of all previous years compels us to counsel early coming. Extra salesmen in attendance.

Men's \$25 and \$30 Mandelberg Raincoats Now at \$17

Gabardine rainproofed material, in grays, browns and tans. Made perfect in every detail. All sizes.

\$5 Mackinaw Coats at 3.85 Men's 2.50-\$3 Pants for 1.98

Every desirable color and combination included. All sizes. \$6.50 and \$7.50 Mackinaw Coats.....\$4.85 \$8.50 and \$10 Mackinaw Coats.....\$6.85 \$12.50 and \$15 Mackinaw Coats.....\$9.85

Here's a Big Golden Special in This Sale of Men's \$25, \$30, and \$35 Fancy Suits Now for **19.15**

Every Suit is from our regular stock, comprising such famous makes as Rogers-Peet Co., Hickey-Freeman, Adler Bros., Nannburg & Co. and Alfred, Decker and Cohn, manufacturers of the famous "Society" brand.

Boys' 6.50, 7.50 and 8.50 Overcoats at 4.85

100 in the group. Splendidly tailored throughout. Fully lined. Made on mannish lines, with shawl or military collar. Tan, brown and gray mixed all-wool chevrons. In sizes 8 to 16 years.

The Name 'James R. Keiser' on Your Necktie Shows You Know!

Entire Stock James R. Keiser's Distinctive and Fashionable **NECKWEAR FOR MEN** 1/2 Price Today! Regularly 50c to 2.50

Our Immense Combined Stocks of "Gotham" and "Manhattan" Shirts At January Clearance Sale Prices!

Men, Here's an Occasion That Appears but Twice Each Year! Choose 6 Months' Shirt Needs From Greatest Stocks of Famous Makes Ever Seen in Portland! Entire Stock Manhattan Shirts at Clearance Prices Also.

Men's Silk and Linen Handkerchiefs at Extreme Low Prices! Men's 50c Colored Bordered Silk Handkerchiefs—Good weight silk, attractive colored borders in a pleasing variety. Three for \$1; each 35c

Children's 98c Gowns 59c

Very good quality of striped crepe material. High neck, long-sleeved gowns, buttoning down the front. Trimming of embroidered beading and ribbon at neck and sleeves. Sizes 4 to 14 years.



Children's \$1.50 Flannelette Pajamas, 98c Warm, well-made and serviceable sleeping garments for children 2 to 12 years. Especially suited to outdoor sleeping wear. Pink, blue and tan grounds, with nursery and fancy designs, trimming border to match. Closing at front with fancy braided ornaments. Children's \$1.59 Wool Sweaters at Only 79c Basket or link-weave Sweaters, in a very good weight. Colors include tans, cardinal, navy, oxford and white. Ruff-neck or military collar styles to select from. Sizes range from 2 to 4 years, inclusive.

Misses', Juniors' & Small Women's Tailored Suits 8.45

17.50 to 19.50 Models for Clearance—Junior Sizes 15 to 19 Years. Misses' Sizes 16 to 18 Years. Good serviceable materials—serges, chevrons and poplins—in the fashionable Winter shades of navy, brown and black. These Suits are made in jaunty, youthful styles. Medium-length jackets, skirts in vogue or tunic style. Russian blouse, Norfolk and wide belted jackets, with velvet or broadcloth cuffs and collars in contrasting color or self-color. This very radical reduction is made for rapid out-clearance to make room for incoming stocks.

Women's Gloves

Women's \$1.75 Trefousse French Kid Gloves—Real French Kid Gloves of a very superior quality. Overseam sewn, with two clasps. The line is broken, but all sizes in the assortment, which consists of black, white, tan, mode, champagne, gray and brown shades. Pair.....\$1 Women's \$2 and \$2.25 Trefousse French Kid Gloves—Very fine quality, in black, white, tans, browns, grays and champagne. Two and three-pearl clasp style, overseam and pique sewn. A broken assortment of colors and sizes. Pair.....1.25 Women's \$1.25 and \$1.50 Kid Gloves—Ireland Bros., Baeco and Trefousse French Kid Gloves included. One and two-clasp style. Black, white and colors, but not every size in each color. 75c Pair.....

Children's Winter Coats

\$13.50 to \$15.00 Coats, Special. 8.75 \$18.50 to \$25 Coats, Special. 12.75

These two lots comprise the balance of our stocks of high-grade Winter Coats. They are white and navy chinchilla, imported novelty cloths and broadcloth coats in the lots. A diversity of models in each group. Sizes 10, 12 and 14 years. All \$10.00 to \$12.50 Coats \$ 6.95 All \$13.75 to \$15.00 Coats \$ 8.95 All \$17.50 to \$22.50 Coats \$12.50

Children's Dresses

Girls' Dresses, 6 to 16-Year Sizes —A comprehensive assortment that allows of wide variety in choosing. Fine wool crepes, imported serges, handsome novelty suitings, splendid-wearing silk corduroy and plain velvets used in the making of these Dresses. Tunic style and regulation long-waisted Dresses in many colors and showing many trimming effects. All 1/3 Off

Children's \$4.50 to \$8.75 Serge Dresses, including our entire stocks selling at these prices. All new and youthful styles. Made of fine quality all-wool serges and novelty materials. Sizes range from 2 to 18 years. Clearance Sale **3.95** price.

15c and 20c Plates, Each 5c English semi-porcelain. 7-inch size, in two different styles of decoration. —Fourth Floor, Temporary Annex

LAST DAY! Drug and Toilet Goods Sale

- Pebeco Tooth Paste for 28c
- Hudnut's \$1.50 Perfumes, \$1.29
- Sheffield's Tooth Paste...15c
- Jergen's Violet or Rose Talcum, one-pound tins...19c
- Jergen's Eutaska Toilet Water on sale now at...59c
- Pompeian Massage Cream...63c, 47c and 29c
- Stillman's Freckle Cream 29c
- Rarus Theatrical Cream, one-pound jars...39c
- Imperial Nail Polish...12c
- 2-quart "Rival" or "Minerva" Fountain Syringe, guaranteed...69c
- "Rival" Hot Water Bottles, 2, 3 or 4-quart sizes...63c
- "Rival" Combination Hot Water Bottle and Syringe, 2, 3 or 4-quart...\$1.29
- Household Rubber Gloves, all sizes, guaranteed, pair...79c
- All Pearl-Handled Knives, \$1 to \$5 grades, now at...1/4 off signs
- 50c Canthrox (hair shampoo), special...29c
- 25c Laxative Bromo Quinine, two boxes for...25c
- Jad Salts...59c

FREE with every purchase of 50c or more Saturday in Toilet Goods Section, we will include, without charge, a leather-back renewable buffer. About 4 1/2 inches long. Convenient and practical size for carrying in handbag.

—First Floor, Sixth-St. Bldg.

ALL Calendars 1/2 Price

20c Oranges, Per Dozen 15c

Sweet, juicy California fruit in 200-case size. Doz. 15c, case \$2.35. Large Sweet Oranges—126 size. Case \$2.35 dozen...27 1/2c Fine Hams—Sugar-cured well smoked. Lb. 18 1/2c Victor Coffee—Rich and fragrant blend. Lb. 29c Victor Pineapple—No. 2 1/2 cans of 8 slices. Dozen. \$1.70; can...15c Royal Banquet Butter—Roll...69c Fancy Bacon—8 to 10-pound strips, half strips, pound...25 1/2c Pork Sausage—Freshly made, small links. Pound...17 1/2c Boiled Ham—Fat removed. Sliced to order. Pound...40c



—Pure Food Grocery, Basement, Sixth-St. Bldg.