

# WIRELESS MESSAGES!

## Of Tremendous Importance to Every One, Today on Meier & Frank's January Clearance Sales

It's the most important sale of the season. The merchandise detectives have delved deep into the fixtures, showcases and reserve stockrooms, and all oddments, broken lots, discontinued lines have been sentenced to the firing line for instant dismissal at prices that are the lowest in our history. The whole store just now is simply a huge bargain bazaar of worth-while bargains from top to bottom. It's a time to spend generously, for the more you spend the more the saving will be.

SHOP EARLY



### MEN Take Your Choice Today Any Man's \$15 to \$20 Fancy Suit, Overcoat or Raincoat in Our Big Stocks at the Sale Price of **11.85**

One of the biggest sales of the season—even at Meier & Frank's! It's a clearance, for the best of the news is—these Suits, Overcoats and Raincoats are from our regular stocks. The sale price is wholesale cost and less.

The Suits, Overcoats, Raincoats Are So Handsome, So Stylish, So Splendidly Made and Faultlessly Fitting That Men Will Walk Out With Them Today at 11.85

Every yard of the fabrics is cold-water shrunk and of a quality that always goes into standard \$15.00 and \$20.00 Suits and Overcoats. Every seam is taped and every garment worked into shape, and therefore will retain its shape until the last time you wear it.



#### SUITS IN ALL THE NEWEST PATTERNS AND COLORINGS

Made of cashmeres, worsteds, chevots and tweeds. Your choice of blues, grays, browns, greens and handsome mixtures. Regimental, pin and Roman stripes, Tartan checks and Glenarlet plaids. Made in regulation models, English and conservative styles. Sizes 32 to 38.

#### BALMACAAN, MEDIUM WEIGHT OR STORM COATS

Made of splendid materials, including chinchillas, cashmeres and chevots. Great variety of colors and mixtures. Bal-macaan coats with convertible or Prussian collars; three-quarter-length coats with velvet or stock collars, and heavy storm coats with convertible or shawl collars.

#### CRAVENETTED OR RUBBERIZED RAINCOATS

In tans, grays and browns. Either convertible or military collars. Just what you need for the present and coming rainy days.

And more good news is we can fit every man in this sale. Sizes for the stout man, slender man, tall man, short man, the average man. Furthermore, you never take any chances when buying at Meier & Frank's, for we insist that our customers bring back any purchases that do not give entire satisfaction.

Make up your mind to come early today and secure a brand-new Suit, Overcoat or Raincoat at a 1-3 to a 1/2-price saving.

Men's \$25 and \$30 Mandelberg Raincoats—Now only \$17.

—Temporary Annex, Second Floor.



### OUT-OF-TOWN MAIL ORDERS FILLED FROM THIS AD

IF RECEIVED WITHIN THREE DAYS OF DATE OF 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.

### Hosiery for the Children at Bargain Prices Today

Infants' 25c Hose, Pair **21c**  
Children's 35c Hose, Pair **29c**  
Children's 20c Hose, Pair **12 1/2c**

Soft finished cashmere, with mercerized heels and toes. Black and white only. 3 pairs 60c.  
Fine ribbed black cashmere, in soft fine. In black and tan. Sizes 6 to 10.  
Fine gauge cotton, in black and tan. Seamless feet. Sizes 5 1/2 to 8 1/2.

—First Floor, Sixth-St. Bldg.

### Demonstration and Sale of "Wearever" Aluminum

Today Miss Emily Horan will demonstrate making of Fudge in "Wearever" Saucepan without stirring.

- 60c "Wearever" Aluminum Shallow Stewpans **33c**
- 50c "Wearever" Aluminum Handled Stewpans **27c**
- 45c "Wearever" Aluminum Lipped Saucepans **25c**
- 30c "Wearever" Aluminum Lipped Saucepans **43c**

—Temporary Annex, Third Floor

### LACES

75c to \$1.25 Shadow All-Over. In white and cream. Large or small designs included. Also 18-inch tucked nets suitable for waists and yokes—**39c**

25c to 50c Hand-Torchon Laces. Edges and insertions, 3/4 to 1-inch widths. Broken assortments. Yard—**19c**

50c to \$1.00 Values, 1 to 2-inch widths, yard—**39c**

65c to \$1.50 Real Irish Crochet Motifs—**39c**

—First Floor, Sixth-St. Bldg.

### Children's 75c Sleeping Garments 59c

Good heavy quality outing in flannel, plain white and pink and blue stripes. Made with feet buttoning down the front and pocket at side. Sizes 1 to 8 years.

### Misses' and Children's \$1 and 1.25 Gowns 79c

Made of heavy grade muslin or cambric. High-necked style, with tucked yokes and embroidery trimming; also elbower gowns with embroidery insertion and heavy lace combined yokes. Finished with lace edge and ribbon heading. Sizes 2 to 16 years.

### Misses' and Children's 59c Muslin Gowns 33c

Made of muslin of good grade. High-neck gown with tucked yoke, ruffle round neck and sleeves. Sizes 2 to 14 years.

### Misses' 39c Drawers 19c

Nainsook material of good quality. Knickerbocker style, embroidery trimmed, or lace with heading and ribbon finishing. Sizes 14, 16 and 18 years.

—Second Floor, Sixth-St. Bldg.

### A Crowd-Bringing Clearance Sale of Men's 1.50 Genuine Dents' or Perrins' Gloves at Only **1.15**

Every man knows these two famous makes of gloves. Every man knows what high-class, splendidly made gloves they are. This sale will be a sensation for such a sharp reduction in price is most unusual. Choice of tan or English red shades. Cape and pique stitched styles. You'll want two or three pairs for dress or business wear. Today they are yours for \$1.15 instead of \$1.50.



### Every 50c Fancy Necktie in Stock, Only **25c**

Here's another sensation in value-giving that will bring men "on the run" to this store today. Take your choice—there is no restriction. 50c Neckwear for **25c**.

### Men's Gotham and Manhattan Shirts

Twice a year, and twice only, does this unparalleled opportunity come. Many men supply their needs for months to come from this sale.

- \$1.50 Shirts at **\$1.15**
- \$2.00 Shirts at **\$1.35**
- \$2.50 Shirts at **\$1.85**
- \$3.00 Shirts at **\$2.25**
- \$3.50 Shirts at **\$2.65**
- \$4.00 Shirts at **\$2.85**
- \$5.00 Shirts at **\$3.55**
- \$6.00 Shirts at **\$4.45**
- \$7.50 Shirts at **\$5.45**
- \$10.00 Shirts at **\$6.45**

All Men's and Boys' Underwear Radically Reduced in Price. —Temporary Annex, First Floor.

### Every Woman in Portland Should Heed This Sale Women's 1.75 Cape Skin Street Wear Gloves 1.19 2 Pairs 2.30

Excellent wearing qualities and style, both combined to make this sale of Gloves bring extraordinary response. Thrift-wise women will all supply many pairs at this low price—\$1.19. Included are famous Baco make of Cape Gloves in 1-clasp style. Spear Point backs. Pique sewn in tan, gray, black and white. Also 1-clasp, P. X. M. style, in black, white and tan. All with 3 rows heavy embroidery in contrasting colors. All Sizes for Women.

<b>Perrin's \$1.50 Cape Gloves, Pr. 1.25</b> 1-clasp, pique sewn. Fancy colored embroidered backs. Tan Gloves only. Also 1-clasp Pique, P. X. M. in plain stitched backs. All sizes. In tan.	<b>Baco \$1.50 Cape Gloves Pair \$1</b> 1-clasp P. X. M. style. Spear Point backs and fancy attached backs. Tan, gray, black and white. All sizes.	<b>Perrin's \$1.75 Cape Gloves, Pr. 1.39</b> Washable Cape Gloves in 1-clasp style. Tan only. P. X. M. sewn. Also Perrin's 1-clasp Pique with heavy embroidered backs. Two styles.
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**Meier & Frank Co.**  
1857 1915  
THE QUALITY STORE OF PORTLAND  
Fifth, Sixth, Morrison, Alder Sts.

### CAMERAS AT CUT PRICES

- \$60 3-A Film-Plate Promo Special, 1913 model, fitted with Zeiss-Kodak Anastigmat lens and compound shutter, now—**46.90**
- \$81 3-A Speed Graphic Camera, 1913 model, fitted with Zeiss-Tessar 11-B lens and focal plane shutter, speeds up to 1-1000 of a second, post-card size—**67.80**
- \$57 1-A Speed Kodak (discontinued model) with speeds up to 1-1000 of a second, size 2 1/2 x 4 1/4, now—**46.90**
- \$85 1-A Graflex Camera (slight-used) now—**\$55**
- \$26.25 Zeiss-Kodak Anastigmat Lens—**\$20.85**

### GROCERY BARGAINS

- Sugar-Cured Ham—Well cured, thoroughly smoked and correctly trimmed. **18c**
- Found **63c**
- Victor Butter—High-grade brand. Roll. **63c**
- Sliced Peaches—No. 2 1/2 cans. **15c**
- Victor Coffee—our popular 35c blend. **15c**
- Pine Bacon—10 to 12-lb. strips. Whole or half strips. **22 1/2c**
- Pork Sausage—Freshly made. Small links. **17 1/2c**
- Oregon Cheese—Rich Tillamook make. **20c**
- Royal Banquet Butter—Freshly made. Roll. **65c**
- Shoulder Ham—Sugar cured. Medium size. **13c**
- 20c—20c size Oranges. Case, **\$1.95**; dozen **17 1/2c**
- 17c—17c size Oranges. Case, **\$1.95**; dozen **17 1/2c**

### Entire Vanity Cases In This Big Clearance Sale

Every one reduced right down to a quick-selling point. Every one a beauty which you should see.

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| <b>Sterling Silver Vanities</b><br>\$4 values at <b>\$4.75</b><br>\$6 values at <b>\$6.00</b><br>\$8 values at <b>\$8.50</b><br>\$10 values at <b>\$11.00</b><br>\$12 values at <b>\$13.50</b><br>\$15 values at <b>\$18.00</b><br>\$20 values at <b>\$24.00</b><br>\$25 values at <b>\$30.00</b><br>\$30 values at <b>\$36.00</b><br>\$40 values at <b>\$48.00</b><br>\$50 values at <b>\$60.00</b> | <b>Sterling Silver Card Cases and Purses</b><br>\$2.75 values at <b>\$2.50</b><br>\$3 values at <b>\$2.75</b><br>\$4 values at <b>\$3.50</b><br>\$5 values at <b>\$4.00</b><br>\$6 values at <b>\$4.50</b><br>\$8 values at <b>\$6.00</b><br>\$10 values at <b>\$7.50</b><br>\$12 values at <b>\$9.00</b><br>\$15 values at <b>\$11.25</b><br>\$20 values at <b>\$15.00</b><br>\$25 values at <b>\$18.75</b> | <b>Gun Metal Vanities</b><br>\$3 values at <b>\$1.50</b><br>\$4 values at <b>\$2.00</b><br>\$5 values at <b>\$2.50</b><br>\$6 values at <b>\$3.00</b><br>\$8 values at <b>\$4.00</b><br>\$10 values at <b>\$5.00</b><br>\$12 values at <b>\$6.00</b> |
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—First Floor, Sixth-St. Bldg.



### GREAT COAT SALE!

125 Balmacaan Coats, Women's and Misses', at **\$5** | \$10 - 18.50 Women's, Misses', Juniors' Coats **7.65**

The Coats most in demand at the present day for general utility wear are the Balmacaans and for early Spring wear their popularity will be as great! This group, made of shower-proof tweeds, in conservative mixtures—Oxford, olive and brown. Very full style, 48 inches long. Sizes 16 years to 40 bust only.

—Fourth Floor, Sixth-St. Bldg.