

A Full Page of Grocery Savings for Tomorrow—It's Our Big January Sale—Turn to Front Page of Section Four—Read Every Word Best of Service and Cuisine in Our Beautiful 7th-Floor Restaurant—Make Use of Our Free Rental Bureau, Located on the Fourth Floor

# Last Week of The Meier & Frank Store's Great Annual Clearance and White Carnival--Every Article Reduced!

### Third Amateur Aviation Contest Opens Feb. 17!

Dozens of boys began work on their model aeroplanes yesterday for our third Annual Amateur Aviation Contest and Meet, final entries in which close Monday night, February 12. An expert aeroplane builder will have charge of the event. He'll be found on the fifth floor, where model aircraft, plans and specifications may be seen and advice secured.

**FIRST PRIZE** — \$30 cash; second prize, \$20 cash; third prize, \$10 cash; fourth prize, \$7.50 merchandise order; sixth prize, \$5 merchandise order; five prizes of year's subscription to Aircraft, \$1.50 each.

**Y. M. C. A. SPECIAL PRIZES**—Year's membership to boy whose model aeroplane makes best flight from top of Meier & Frank's to Y. M. C. A. building; second best flight, six-months' membership; third prize, three-months' membership.

Now for the final week of the greatest January Clearance selling in our history! All through the store you'll find thousands of small lots reduced to the lowest level for a quick, final close-out. Next Saturday night at store-closing, the scale of reductions

## Up to \$30 Paris Hats, Now \$5

**SECOND FLOOR—NEW BUILDING.** Think of paying \$5 for one of these beautiful Pattern Hats, which you'll be proud to finish out the season with! Nearly a hundred creations, bearing the names of exclusive Paris and American makers. Small, medium and large shapes, of velvet and silk, trimmed with handsome wings, feathers (plumes excepted) and ornaments. For Clearance

## \$5

which has been in force on every article in the store (contract goods excepted) will be taken off. It's your opportunity to buy warm apparel for men, women, children—staple merchandise of every kind at most decisive savings. Read on. Come at 8 tomorrow.

## Prettiest \$30 to \$45 One-Piece Dresses \$16.45

Such grace of line—such variety of charming styles—such handsome silk and woolen materials—they're beautiful every one of them. Soft, clinging silks, rich serges, broad-cloths and mannish mixtures. Latest fashion features shown—high waist lines, slashed skirts. Attractive trimmings of velvets, silks and laces. Short and long sleeves.



High and collarless styles. Choose from these \$30-\$45 dresses at **\$16.45**

## New Arrivals in Coats at Our Clearance Prices

An opportunity that women will appreciate—that of choosing smart new Coats for Winter and early Spring wear at Clearance Sale prices! Heavy tweeds, double textures and mannish mixtures; full length, with large or military collars. Three special groups, at **\$18.45, \$16.45 and \$14.45**

## New Books on Social Hygiene

**BOOK DEPARTMENT—BASEMENT.** A series of Books treating with the social evils of the day, and proper enlightenment of sex education for both young and old, have been compiled and recommended by Portland Social Hygiene Society. "The American Boy and the Social Evil"—Robert N. Willson, M. D. \$1. "The Training of the Young in Laws of Sex"—E. Lyttleton, \$1. "The Boy Problem" (a pamphlet) only 10c. "Reproduction and Sexual Hygiene"—Hall, M. D., \$1. "From Youth Into Manhood"—Hall, M. D., 50c.

### A Word From Our Buyers In the East

Leaving our special Pullman in Chicago, the big force of Meier & Frank department managers which left Portland last Sunday has scattered to all parts of the East! Already we have news of special purchases of manufacturers' end-of-season surpluses, which will be rushed here by fastest freight and express. The ocean greyhound Oceanic, which sails from New York February 10, will carry to European markets the buyers whose lines cannot be completed in America. Our greatly enlarged foreign organization includes offices in Paris, London, Berlin, Belfast, Calcutta, Nottingham and other principal cities. Here we shall welcome anyone coming from the Northwest, offering them the privilege of shopping abroad, having purchases applied to their account here and paying upon return to Portland.

## St. Gall Embroidery Purchase Arrived for the Final Week!

**BEAR, NEW BUILDING. ORDER BY MAIL.** Bigger Embroidery offerings than ever for the last week of our great January Sale. It's an immense purchase direct from the St. Gall, Switzerland, manufacturer of over 5000 yards of snowy, new Embroideries in scores of Spring and Summer designs. Edges and Insertions, 1 to 12-inch; Flouncings, 18 to 45-inch, on sheer swiss for lingerie gowns, waists and graduation dresses.



85c to \$1.50 Embroideries at only **69c** \$1.50 to \$3.50 Embroideries at only **98c**

To \$3 Emb. Allovers, \$1.39 To \$1 Flouncings, Yard 49c

Flouncings for new dresses, underskirts and combination garments; full 27 inches, on fine swiss; dozens of pretty floral and eyelet designs to choose from; 85c to \$1 grades, yd. **49c**

Exquisite all-over Embroideries, 20 inches wide, on sheerest swiss and batiste; Baby Irish and floral designs for new Summer waists and dresses; \$1.75 to \$3 grades **\$1.39**

## To \$1 Chamoisette Gloves 33c

One of the best Clearance offers for tomorrow is on these 50c to \$1.00 Gloves at 33c pair. Natural Chamoisette Gloves in two-clasp style. While the lot holds out tomorrow **33c**



36c TO 50c ALL-SILK RIBBONS, 25c Wonderful assortment of high-grade hair-bow Ribbons; plaids, stripes, checks, warp prints and extra heavy taffetas; 5 to 8 inches wide; plain and in handsome combinations; 35c to 25c 50c Ribbons at 25c

50c TO \$1 EMBROIDERED COLLARS AT 25c A clearance of embroidered linen Collars, Trouville, Spring Maid and Standing Collars, some slightly mused, so we offer 25c 50c to \$1 Collars at 25c

50c AND 75c HANKERCHIEFS AT 23c Dainty embroidered linen Handkerchiefs, crossbar, initial and novelty colored styles; slightly mused from handling; 50c and 75c grades for 23c

\$1.25 TO \$2 IMPORTED TIE STOCKS, 53c They're highly popular with the tailored girl, the business or school girl, for those who ride and drive. Smart croak stocks of fancy piques, ducks; plain white and with a bit of color—53c or. To \$2 stocks 53c

## \$4-\$4.50 Lace Curtains \$2.35

**THIRD FLOOR—MAIN BUILDING. ORDER BY MAIL.** The balance of an extraordinary Lace Curtain purchase for Clearance tomorrow at about half! Fully 20 different designs in Battenbergs, Irish Points, Cluny Laces and Serims, all of splendid \$4.00 and \$4.50 grades; white or ecru; 45 to 50 inches wide and 2 1/2 and 3 yards long. Final week of Clearance, the pair **\$2.35**

## Clearance Sale of Fancy Silks

**MEIER & FRANK'S—FIRST FLOOR. ORDER BY MAIL.** About half to pay tomorrow for these pretty Fancy Silks in pretty plaid, checked, stripes and figured designs of all wanted shades for waists and dresses! It's an extraordinary clearance no woman should fail to investigate.

\$1.25 Fancy Silks, yard, **57c** \$1.50 Fancy Silks, yard, **73c**

\$1.25 Dress Goods 69c A table of excellent all-wool black Dress Goods in self-figured designs for suits, skirts and coats. Our \$1.25 grades 69c for final week of clearance at, yd.

75c Fr'ch Challies 50c Our best 75c grades of these pretty French Challies in fully 50 dainty bordered, striped, Persian and figured designs. Final week Clearance, yard **50c**

## Undermuslins Tomorrow Sample French Lingerie at 1/2

**SECOND FLOOR—NEW BUILDING. ORDER BY MAIL.** Dainty, filmy, exquisite French Undergarments for fastidious women. Gowns, Chemise, Drawers and Combination Corset Cover and Short Skirts. Of sheer nainsooks and French batistes trimmed in the daintiest of laces, many real Vals and hand-embroidered styles. Lingerie that 1/2 Price sells reg. at \$5 to \$150 at **1/2 Price**

## All Styles of Gowns Reduced

The prettiest of empire, high and low-neck styles, trimmed in dainty laces, embroideries and tiny tucks; \$1.50 grades, **98c**; \$2 grades, **\$1.47**; \$2.25 grades, **\$1.63**; \$2.50 grades, **\$1.89** and \$3.00 and \$3.50 grades at only **\$2.47**

**Underskirts** Made to conform with the present styles, of fine nainsook, cambrics and lawns, prettily trimmed. \$1.50 Skirts at only **98c** \$1.75 Skirts at only **\$1.27** \$2.50 Skirts at only **\$1.89** \$3 and \$3.50 Skirts, **\$2.73**

**Corset Covers** Neatly made of the finest of cambrics, nainsooks, lawns and allovers, trimmed in Val and tureen laces. 50c Corset Covers only **39c** 75c Corset Covers only **43c** \$1.00 Corset Covers at **67c** \$1.50 Corset Covers at **98c**



## \$1.90 'Rayo' Lamps \$1.49

It's the perfection in an oil-burning Lamp, giving a clear, steady, brilliant white light!

The famous Rayo Lamps, exactly as illustrated, complete with No. 2 round burner and white translucent shade. Regularly \$1.90. We specially price them in the Clearance Sale tomorrow at only **\$1.49**



**19c** Is Clearance on 30c Lindsay Gas Mantles

We've 10,000 of them for this phenomenal Clearance Sale offering tomorrow! Genuine Lindsay Gas Mantles—no better made—giving high candle power. Used the land over. Selling regularly at 30c, tomorrow only **19c**

## Odd Lots of Linens for the Final Week at Half Price!



**FIRST FLOOR—NEW BUILDING. ORDER BY MAIL.** A big table filled with all odd lots of Linen Scarfs, Cloths, Center Pieces and Doilies, beautifully hand-embroidered, scalloped and cluny lace-trimmed. Regular prices from 25c to \$10. For **1/2 Price** last week of sale

**\$4 PRETTY NEW BED SETS FOR \$1.98** Just 25 of these dainty sets, which sold at \$4, including one sheet 81x90 inches and two pillow cases 45x46 in.; scalloped, hemstitched **\$1.98**

**25c WHITE POPLINS TOMORROW AT 19c** Fifty pieces of beautiful new white cotton Poplins, so pretty and popular for new mannish waists. Best 25c quality, tomorrow while they last at only, yard **19c**

**75c RICH SILK POPLINS, 50c** A third off regular price on 1500 yards of these beautiful, new silk and linen Poplins! All daytime and evening shades; 75c grades tomorrow at only **50c**

## Couch Covers \$1.79

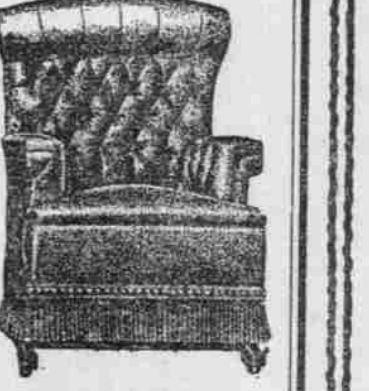
Durable Kashgar Couch Covers, 63 inches wide and 3 yards long, in double-faced designs of rich Oriental color—**\$1.79** Reg. \$2.50. Clearance

## \$1 Soutache Lace, 29c

A manufacturer sold us his entire factory output at a decided concession; that's why we can offer these attractive Soutache Laces at 29c. Full 27 inches wide. Popular for small windows and side drapes. Various designs and colorings. \$1.00 Soutache Laces, tomorrow, a yard, only **29c**

## Last of Furniture Sale \$22.50 Rockers, \$12.98

Just a few of these handsome, massive Chase Leather Turkish Rockers, as illustrated. Regularly \$22.50, **\$12.98** final week of Clearance at



**\$35.00 Brown Leather Turkish Rocker, \$23.85** **\$40.00 Sleepy Hollow Rocker or Chair, \$29.85** **\$45.00 Genuine Brn. Lea. Turk. Rocker, \$31.50** **\$52.50 Black Leather Turkish Rocker, \$39.85** **\$60.00 Black Leather Turkish Rocker, \$44.65** **\$75.00 Black Leather Turkish Rocker, \$53.50**

**All Other Furniture Is Now Reduced From 20 to 40%**

- All Brass and Metal Beds for Clearance, 20 per cent off
- All Dining Tables, Buffets, China Closets, 25 per cent off
- All Life-time Mission Furniture at 25 per cent off
- Library Tables, Pedestals, Tabourettes, 25 per cent off
- Rockers, mahogany and oak, Clearance 25 per cent off
- Widdicomb high-grade Bedroom Suites 25 per cent off



TELEPHONES—PACIFIC, PRIVATE EXCHANGE 4; HOME, A 6101