


Furniture Clearance Begins Tomorrow--Every Article Reduced Excepting Globe-Wernicke Cases and Ostermoor Mattresses--See Back Page Sec. 3

To the Public We Give-- The Inside Story of Our January Clearance Sale!



ADDRESS ALL CORRESPONDENCES TO THE COMPANY
Meier & Frank Co.
1827 1913
PORTLAND, OREGON 12/28/13

TO OUR FORTY-FIVE BUYERS--

On Monday next, December 29, we launch our annual JANUARY Clearance Sale--and I am determined that this event shall out-do every previous Clearance Sale in the history of this Store.


The people of Portland expect of the Meier & Frank Store the greatest achievements in merchandising and the most sweeping out-clearing of stocks must be made at this time. Every article must be reduced, with the exception of goods which you have bought to sell at contract prices, and as usual groceries will be excepted from this sale. Clearance must be the uppermost thought for this event and price a secondary consideration.

Please advise the Publicity Department in writing, condition of your stocks and just how deeply you think it advisable to cut prices to insure the most rapid and certain Clearance of all merchandise. Let's make this a selling event such as has never been known in this City, and this you will do I am confident.

Julius L. Meier

"Plain facts, plainly and truthfully told, are the strongest means of conveying to the people your message about the merchandise you have for your sales," was my answer to the executives of this store when called into conference as to the best way to have every woman and every man in Portland learn of this, the greatest Clearance Event, ever known to this store, and with that thought as the consensus of opinion, I have embodied in this advertisement the inside story of our Annual January Clearance, which begins promptly at 9 o'clock tomorrow morning. Here it is, from the manager to the buyers, from the buyers to you! Read the story--every word--and we know you'll be here early tomorrow to reap the good and the astounding savings this sweeping Clearance offers you.

—PUBLICITY MANAGER.



Meier & Frank Co.

Jewelry

PUBLICITY DEPARTMENT--

The prices I am marking Mesh Bags and Vanities for Clearance are simply wonderful. Any one of these would make a most acceptable New Year's gift. I am offering 5-inch German Silver Ring Mesh Bags, kid lined, with fancy French gray frame; 7 1/2-inch French Gray Silver Frame Unbreakable Mesh Bags; also the celebrated Beecher Silver Mesh Bags in 6-inch frame. All these at the remarkably low Clearance price of \$2.98.

The Beecher Fancy Chased Silver Vanities can hardly be distinguished from Sterling silver, and these have full compartments. Very specially priced at \$1.98.

The newest fad in Vanities, the "Auto Vanity," reduced for Clearance Sale to \$2.48.

If good values and low prices count, these Mesh Bags and Vanities should not remain long.

Yours truly,

Julius L. Meier

Every Article Reduced Except Contract Goods and Groceries

Men's Furnishings

PUBLICITY DEPARTMENT--

Here is just an indication of what the Clearance Sale reductions will be in the Men's Furnishings Section:

All Men's 12 1/2c Initial Handkerchiefs reduced to 5c.

All Men's 17c Linen Initial Handkerchiefs reduced to 8c.

All Men's 25c Linen Initial Handkerchiefs reduced to 10c.

All Men's 35c Linen Initial Handkerchiefs reduced to 15c.

All Men's 50c Linen Initial Handkerchiefs reduced to 25c.

All Men's 75c Linen Initial Handkerchiefs reduced to 35c.

All Men's \$1 Linen Initial Handkerchiefs reduced to 50c.

The foregoing is merely an example of reductions taken in one line; of equal importance are hundreds of items throughout the department.

Yours truly,

Sheepwright

Men's Clothing

PUBLICITY DEPARTMENT--

The Men's Clothing Department is prepared for the Clearance Sale in every particular.

Every garment in our entire Third-Floor Men's Department is to be reduced from 10 per cent to 50 per cent less than the original selling price. This includes Men's Fancy Suits and

Overcoats in an endless variety of materials, styles, and colors--including our regular \$25.00 garments. A feature will be Suits and Overcoats selling to \$25.00--reduced--Suits to \$12.50. Overcoats to \$17.00.

Our entire stocks of Men's Odd Pants in different weights and materials (excepting Uniform Blue) will be reduced 30 per cent.

ALL BLUES AND BLACKS 10 PER CENT OFF.

Stewart

Millinery

PUBLICITY DEPARTMENT--

For this Great Clearance Sale, I have--in the Millinery Department--one lot of Felt and Velour Hats, usually selling from \$2.00 to \$4.50, to sell for Clearance at, each, 50c--one lot of \$3.00 to \$6.50 Imported Velour and Silk Felt Hats to sell at \$1.45--one lot of \$2.00 to \$5.00 Silk Velvet Shapes, in

black only, to sell at 55c--one lot of \$20.00 to \$35.00 Imported Hats to sell at \$5.95--and all Imported Hats ranging in price from \$25.00 to \$95.00, to sell at just Half Price--all Imported Flowers, including Corsage Bouquets, at 1/2 off--and all Fancy Feathers at 1/2 off.

Yours truly,

B. Hagenblast

Laces and Embroideries

PUBLICITY DEPARTMENT--

Meier & Frank Store.

Gentlemen--When in the New York markets this year I bought a quantity of Silk, Shadow and Chantilly Lace Flouncings, in black, white and cream--advance showing for Spring styles. These Laces have just arrived, and I'm putting them in for the great January Clearance Sale. They are the finest quality Calais manufacture. Early Spring styles point to a lavish display of filmy effects, and at the reductions I've made on this Flouncing this will be one of the best offers of the season. These Laces would sell ordinarily from \$2.25 to \$4.50 a yard, but I've concluded to mark them at \$1.98.

The second item is an exceptional showing of Shadow Lace Flouncing, in white and cream, 12 to 27 inches wide, selling regularly from 65c to \$1.25 a yard. Which I'm pricing at 49c a yard. Also an assortment selling usually from 40c to \$1.00 reduced to 25c a yard.

In Embroideries I've the finest lot of the popular Convent Edges, in widths from 1 to 9 inches, in dainty floral and eyelet designs suitable for lingerie, selling usually from 25c to 55c a yard, which I'm reducing to 25c. Another splendid item is lawn embroidered flouncing, 18 to 27 inches wide, in various designs, including ruffled baby flouncings, selling always from 55c to \$1.25, which for Clearance will be priced at the yard, 55c.

Francis E. Hanley

Women's Apparel

PUBLICITY DEPARTMENT--

The Women's Apparel Department is, indeed, prepared for this, the greatest Clearance Sale this store has ever known. In response to Mr. Meier's letter we're giving you the following details, though it is impossible for us, in this space, to more than touch upon the possibilities of this great sale. Every garment in our immense stocks comes under the rule--and prices are lowered to meet the demand that this is the GREATEST OF CLEARANCE SALES. Dresses for all occasions; Suits, fancy, plain and severely tailored; Coats for all needs; Skirts,

Waists, Raincoats--all at extraordinary reductions. For instance:

Afternoon and evening dresses, selling usually from \$20 to \$45, are reduced to \$9.75 and \$23.25. All suits, selling always \$12.50 to \$65, now \$8.95 to \$38.50. Coats--dress and utility coats--formerly \$10 to \$40, Clearance Price \$5 to \$24.45. Immense reductions are made on all style waists, including a great showing of Lingerie. These Laces have just arrived, and I'm putting them in for the great January Clearance Sale. They are the finest quality Calais manufacture. Early Spring styles point to a lavish display of filmy effects, and at the reductions I've made on this Flouncing this will be one of the best offers of the season. These Laces would sell ordinarily from \$2.25 to \$4.50 a yard, but I've concluded to mark them at \$1.98.

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A. C. Pool

Rugs and Carpets

PUBLICITY DEPARTMENT--

Regarding the Clearance Sale in the Rug and Carpet Department, would say that I've taken all discontinued patterns of Wiltons, Axminster, Body Brussels, Wool and Fiber, Seamless Velvet, Wool Ingrain Art Squares and Granite Art Squares, and made immediate reduction on the entire stock, as per the attached list.

Tom Kindred

Linens and Wash Goods

PUBLICITY DEPARTMENT--

For this Clearance Sale I've decided to offer some of the finest Imported Table Linens and at prices remarkably low, even for Clearance prices. The quantities purchased were so large that we are able to quote exceptionally low prices, and hotel managers, boarding-house keepers and others who buy in large quantities will find it advantageous to replenish their supplies for the next six months, during this sale.

I am quoting prices on some of the larger sizes, which are very fine quality damask and of the famous John S. Brown & Son's manufacture.

90 x 90 in. Cloths, worth \$2.00; Clearance price \$1.00.

90 x 90 in. Cloths, worth \$10.00; Clearance price \$7.50.

90 x 90 in. Cloths, worth \$15.00; Clearance price \$10.00.

90 x 90 in. Cloths, worth \$28.00; Clearance price \$15.00.

90 x 108 in. Cloths, worth \$12.00; Clearance price \$7.00.

90 x 108 in. Cloths, worth \$18.00; Clearance price \$10.00.

90 x 144 in. Cloths, worth \$27.00; Clearance price \$15.00.

I also have a lot of Fancy Linen Cloths, Center Pieces and Scarfs, which are lace trimmed, embroidered, and some have hand drawn work. These pieces are slightly soiled from the Holiday rush, and are marked one-third to one-half off regular prices.

Japanese Drawn Work Lunch Cloths, beautifully hand embroidered, regular \$4.00 Lunch Cloths, 45 x 45 in., at \$2.50

each; regular \$5.00 Lunch Cloths, 54 x 54 in., each, \$3.00.

Dinner Napkins, full size, fine heavy weight, pure Irish damask of excellent grade. Regular \$8.00 Napkins, dozen, \$5.00; regular \$15.00 Napkins, dozen, \$10.00; regular \$25.00 Napkins, dozen, \$15.00.

Austrian fine linen damask Lunch Cloths in handsome stripe effects, with border to match and hemstitched all around; regular \$5.00 Lunch Cloths, each, \$2.38.

Pure Irish Linen Napkins, fine quality, in pretty floral designs, size 2 1/2 x 24-inch; regular \$4.00 dozen for \$5.00.

Battenberg Sideboard Scarfs, fine hand worked, 18 x 52-inch; regular \$2 Scarfs, special at \$1.25 each.

I am also making some very special offers in piece goods, which should not be overlooked; for instance, there is All White Goods Reduced--50c Madras Waistings, 39c; \$1.25 yard Embroidered Batiste, yard, 88c; \$1.25 Eyelet effects, 25 inches wide, yard, 98c.

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Colored Wash Goods--32-inch Scotch Ginghams, regularly 25c, special at 12 1/2c yd. Silk and Cotton Foulards, regular 35c, special at 19c; regular 50c Voiles in Dresden patterns, special at 25c yard.

Crochet Bed Spreads, extra large, hemmed or fringed ends and cut corners, regular \$1.75, special at \$2.19.

Pillow Cases, sizes 42 x 36 and 45 x 36 inches, regular 15c quality, special at 11c each.

Tours truly,

F. B. Reebush

Books and Calendars

PUBLICITY DEPARTMENT--

The Book Department's representation in the Great Clearance Sale is to be unparalleled, and the very deepest reductions will be made on the great stocks to be found in this section. I have a splendid collection of dainty Leather Gift Books for New Year's tokens; New Year's Greeting Cards and Booklets that I'm reducing, for clearance, to just half price. Also our great assortment of calendars will be sold at half price. One especially good item is our Bible offering--that is--every Bible is NOW HALF PRICE. All sets of the works of the standard authors will also be sold at Half Price during the Clearance Sale. In addition to these few items I have mentioned, there will be an immense assortment of books of all kinds--all most radically reduced in price.

Wm. P. Cooley

Undermuslins and Infants' Wear

PUBLICITY DEPARTMENT--

Complying with the request from the Executive Office that I send you a list of the lowest possible prices on high-grade merchandise from my departments, I have selected from the Women's Muslinwear Department:

\$1.25 Gowns--lace and embroidery trimmed--to sell for Clearance at 72c; \$1 Colored Crepe Gowns, trimmed with lace and ribbon, special at 75c; \$1.50 to \$2 Nainsook and Cambric Gowns, embroidery and lace trimmed, to sell at \$1.23; \$1.98 to \$2.50 Gowns of cambric and nainsook, trimmed with lace and embroidery, to special at \$1.49; \$2.50 Nainsook Gowns, beautifully trimmed with embroidery medallions, laces and ribbons, at \$2.49; \$7.00 to \$10 Gowns, exquisitely trimmed, to sell at \$4.59; \$2 and \$2.50 Skirts, made in new straight model of cambric and nainsook, at \$1.59; \$3.50 Skirts, with lace and embroidery flounces, at \$2.45; \$6.00 to \$7.50 Skirts at \$3.95; 75c Corset Covers at 50c; 50c Corset Covers at 35c; 50c and 75c Drawers at 47c; 1 1/2 White Aprons at 65c; all French Hand-made Underwear at one-third off.

In the Misses' Muslinwear Department I have \$1.59 and \$1.75 Skirts, in sizes from 8 to 16 years, lace and embroidery trimmed, to sell at \$1.23; \$1.25 Skirts, finished with flounces, tucks and embroidery, at 75c; \$1.50 Princess Slips, lace and embroidery trimmed, sizes 14 to 16 years, at 97c; Children's \$2.50 French Handmade Skirts, with hand scalloped edges, at \$1.59; \$1.50 to \$1.75 Corset Covers, lace and embroidery trimmed, at 72c.

In the Infants' Wear Department I have \$5 Flannel Skirts, beautifully hand-scalloped, to sell at \$2.29; \$2.50 Barrow Coats, of all wool or Stork-nest Flannel, special at \$1.59; \$1.50 hand-embroidered Bibs, made with heavy pads, at 85c; \$1.75 Dresses, lace and embroidery trimmed, made with dainty yokes, to sell at \$1.23; \$1.25 Handmade Skirts, with scalloped bottom, at 85c; \$3.50 Handmade Skirts on Waists, of nainsook, finished with scalloped edge, to sell at \$1.75; \$1 Dresses, of muslin or nainsook, at 75c.

Trimmings

PUBLICITY DEPARTMENT--

When in the New York market last August I placed orders for Trimmings to be filled in December, in anticipation of the Clearance Sale. All the trimmings now reduced will be in great demand this coming season for party frocks, for they are the advance Spring trimmings.

I am offering an entire line of dress trimmings at one-quarter off, including the popular jets, pearls, gold and silver beads, narrow edges and appliques; also embroidered bands and ornaments, festoons, etc., in all the new high colors and color combinations, such as will be worn on the new Spring garments.

All buttons, frogs, tassels and ornaments will be sold during the Clearance Sale at 10 per cent less than usual prices.

Wm. P. Cooley

Gloves, Neckwear, Umbrellas

PUBLICITY DEPARTMENT--

Meier & Frank Co.

What are the reductions I shall make for clearance in my various departments--Gloves, Neckwear, Handkerchiefs, Ribbons and Umbrellas?

I find, in going through my stocks, that I can make some very deep cuts in prices for this great sale.

In the Glove Department I find over 2000 pairs of imported Lambskin Gloves I shall specially price at 50c and 75c pair. Entire stock of women's and children's Kid and Fabric Gloves will be deeply reduced.

In the Handkerchief Department I've decided to reduce the entire stock also, including Women's and Children's Handkerchiefs of all grades.

The Neckwear Department will offer unequalled inducements--as I'm putting the price on all Marabou and Ostrich Sets and Handmade Neckwear just in half; and all neckwear selling usually

from 25c to \$3 will be reduced to 15c to \$2.12.

The Ribbon Section will offer some of the most extraordinary bargains--wonderfully low prices being placed upon one of the greatest stocks of Ribbons to be found anywhere. It is utterly impossible to enumerate these bargains in the space of a letter, but I assure you they are worth the consideration of our patrons.

In Umbrellas it is the same story. A particularly good feature will be a lot of Children's 50c Umbrellas that will be sold at 25c--just half. All Umbrellas from 75c to \$4 will be sold from 50c to \$2.15, and a discount of 25 to 30 per cent given on all umbrellas selling at \$5 and up. I am prepared with clean, fresh and up-to-date merchandise in every department, and will see that the best only is placed before the patrons of this store during this great January Clearance Sale.

O. S. Roush

Children's Apparel, Women's Negligees

PUBLICITY DEPARTMENT--

In my departments I'm making splendid reductions on Sweaters, Bath-ropes, Petticoats and House Dresses. In the Children's Department, Dresses and Coats will be most deeply cut in price. One of the good offers I'm making is a regular \$5.50 "Klondike" Petticoat to be sold at \$2.85--\$2.50 and \$2.25 Chiffon Taffeta Petticoats reduced to \$2.80 and \$1.95. Another special is \$1.75 Crinkled Gingham and Percale House Dresses reduced to 90c.

In the Children's Department the underpricing is most pronounced, and I'm sure all mothers will appreciate the great bargains to be obtained in this department during the Clearance Sale. My merchandise is in perfect condition, and my prices will be the lowest possible.

E. B. Gabel

Corsets

PUBLICITY DEPARTMENT--

In compliance with the request of Mr. Meier for good Clearance Sale items, I have taken some exceptionally good lines of CORSETS (including the popular front lace models), and made such reductions as will interest every woman. Every corset has genuine Watoh filling, and are good seasonable models such as will be worn with the new suits and costumes. Fitted free of charge. Corsets which have sold in regular stock from \$6.50 to \$15 a pair, are now very materially reduced for the Clearance Sale to \$2.98. Yours truly,

Emma E. Estee

Draperies

PUBLICITY DEPARTMENT--

The Clearance Sale in the Drapery Department is going to be one of the greatest events we have ever inaugurated. Our stocks are complete in every respect, and we're going to offer the best we have at the lowest prices during this great sale. Everything in the section will come in for underpricing--yard goods, table runners, kimono or drapery silks, portieres, handsome drapery materials, lace, scrim and marquisette curtains in the most wonderful assortment reduced to almost unbelievably low prices. All upholstery goods will be sold at 20 per cent less than the usual price, while a great assortment of fringes, cords, laces and insertions will be reduced to just half price. Space forbids our enumerating even a fraction of the great variety of merchandise we are reducing, or the extremely low prices we are placing upon it. But we will say that the Clearance Sale in the Drapery Department will fulfill instructions in every particular--it will be a genuine sale at deep reductions.

M. B. Lunde

Women's Hosiery, Underwear

PUBLICITY DEPARTMENT--

For this Clearance Sale I am making more drastic reductions than ever before. In the Women's and Children's UNDERWEAR, such brands are included as "Munsing", "Swan", "Sterling", "Kaiser", "Harvard Mills", "Athens" and "Viola"--all at Clearance Sale prices.

All Women's and Children's HOSE (contract goods excepted) will be sold at much less than their regular prices.

All NOTIONS (contract goods alone excepted) will be greatly reduced during this sale.

Such low prices prevail throughout my entire department as to make it worth while for women to lay in a supply for the months to come.

G. O. Lady

Bring the Children to See This Show \$50,000 Group of Performing Arabian Horses

In a Wonderful Performance 4 Shows Daily 10 A. M., 2 P. M., 3:30 P. M., 5 P. M. Fifth Floor, New Bldg.

Restaurant and Tea Room Seventh Floor

50c Luncheon Served Daily From 11:30 to 2:30 P. M. A la carte service and afternoon tea, 2:30 to 5:30 P. M. --First Floor, New Bldg.

Unique Demonstration Tomorrow

How to Make Paper Flowers, Favors, Etc. --First Floor, New Bldg.

Silks and Dress Goods

PUBLICITY DEPARTMENT--

One of the strongest offerings I have ever made is this 46-inch Silk and Wool Radiant Bengaline and Moire Silk Suiting. These are the very best Silk and Wool Goods the silk looms produce and sell regularly for \$4 to \$5 the yard. For this Clearance Sale the price is \$2.98. Suitable for making Tailored Suits, Dresses and Coats.

Brocaded Crepe de Chine is one of the most wanted fabrics for evening gowns, and I have the best designs in all the wanted evening shades. Regular \$2 quality, 42 inches wide, specially reduced to the yard, \$2.19.

W. L. Harman