

Bring Down Living Costs

So we used our enormous purchasing power to advantage and exercised on behalf of our many thousands of friends and patrons the great influence we command among leading manufacturers.

We bought far ahead of actual requirements, placing orders frequently so as to have NEW GOODS coming in all the time.

And now we have the goods at the most favorable prices possible and we are going to let our public share fully in these advantages.

This then is the story of the January Sales which begin tomorrow in practically all of our 70-odd departments and which are resolutely determined TO BRING DOWN LIVING COSTS.

Bring Down Living Costs

- 50c to \$1.50 Books 39c**
Children's books, slightly shop worn, splendid selection. —Meier & Frank's: Fifth Floor.
- Dress Trimmings 10c**
Odds and ends of fringes, tassels, drops, embroidered festoons, cords and remnants of braids. —Meier & Frank's: Main Floor.
- \$6.50 Imitation Pearl Beads \$4.29**
The finer kinds; limited quantity. —Meier & Frank's: Main Floor.
- Bag Frames 89c**
Long January nights give plenty of time to make one's own artistic bag with these attractive frames. —Meier & Frank's: Main Floor.
- \$1.25 Casque Combs 79c**
Paved with rhinestones, extremely good-looking. —Meier & Frank's: Main Floor.
- 50c Pearl Earrings 29c**
Effective imitation pearl beads which will give a great deal of pleasure. —Meier & Frank's: Main Floor.
- To 45c Yarn 23c Ball**
Odds and ends of Shetland floss, four-fold Germantown and Saxony yarns. —Meier & Frank's: Second Floor.
- Hand Embroidered Models \$2.19**
Less than half price for children's dresses, scarfs, pin cushions, aprons, centerpieces. —Meier & Frank's: Second Floor.
- 40c Daisy Cloth 29c**
Sold in lengths of 2 1/2 to 7 1/2 yards only; all white, 29 inches wide. Good for night clothes, baby's garments, diapers. —Meier & Frank's: Second Floor.
- 35c Outing Cloth 25c**
Thirty-two-inch cream colored outing cloth, well fleeced, heavy quality, wears better than white and soon bleaches; used for sleeping garments and sheets for children's beds. —Meier & Frank's: Second Floor.
- 45c Chocolate Blocks 35c**
A. B. C. blocks made of good chocolate are the "special" of the daylight candy shop. —Meier & Frank's: Ninth Floor.

We Offer 2200 Pairs
Women's Pure Thread Silk Hose \$1.49



Phenomenal values!
Women's pure thread silk stockings with lisle tops, heels and toes for extra service. Reinforced at all wearing points.

First quality and sub-standards, but imperfections, where such exist, are of a most trivial nature.

Black, white, cordovan and navy.

All are offered at great deal less than their real worth for the January Sales.

—Meier & Frank's: Hosiery Shop, Main Floor.

\$5-\$38.50 Hand Bags
1/3 Off



A splendid assortment of handbags selected from our regular stock and reduced a third for quick disposal.

Special lots of velvet, leather and mocha hand bags in various shapes and sizes. Were \$5 to \$38.50—now \$3.33 to \$25.67.

For the January sales we offer odds and ends of leather goods that are slightly soiled or scratched at great reductions. Music folders, address books, picture frames, tie cases, kerchief cases, flasks, fitalls, children's purses, envelope purses, belts, etc.

—Meier & Frank's: Leather Goods Shop, Main Floor.

Neckwear
1/2

Now 63c to \$5 for our regular \$1.25 to \$10 collars, guimpes, etc. Odd ones, including organdy vestees, bertha collars with net top laces, stock collars and jabots of net trimmed with lace, high neck guimpes, embroidered georgette crepe collars, organdy collar-and-cuff sets, embroidered Swiss collars and fichus with Valenciennes lace and frills. A few are trimmed with real lace.

—Meier & Frank's: Neckwear Shop, Main Floor.

Sale Pattern Table Cloths \$7

Extra fine quality mercerized pattern table cloths made on linen looms and in linen patterns—manufactured in Ireland. Beautiful cloths that will wear exceptionally well and that will launder nicely. The 2x2-yard cloths, \$7. The 2x2 1/2-yard cloths, \$8.

Napkins to match in 22x22-inch size special at, dozen, \$6.50.

Table Cloths \$3
Fine quality mercerized table cloths woven in circular designs—beautiful floral effects. Size 64x64 inches. These cloths will launder nicely.

Table Cloths \$2.50
Good quality mercerized table cloths that are hemstitched (square) or scalloped (round) and are all finished ready for use. Size 72x72 inches. Special \$2.50.

Table Cloths \$1.98
Mercerized table cloths in regular woven patterns. All finished ready for use. Size 64x64 inches. Limited number for the January sales at \$1.98.

Damask, Yard \$1.50
Extra heavy quality mercerized table damask that stands the wear and tear of the laundry. 70 inches wide. Fine for restaurant use.

Linen Damask \$2.75
Pure linen Irish table damask that is 70 inches wide. This is a very low price for pure linen damask of such quality. Napkins to match, dozen \$10.

Hand Towels 20c
Huckaback hand towels in a good weight and in the 19x38-inch size. These towels are just the thing for general use, for hotels, rooming houses, etc. Dozen \$2.35.

—Meier & Frank's: Linen Shop, Second Floor.

\$60 Wardrobe Trunks
\$47.50



Just 12 of these 3-ply veneer fiber-covered trunks with all round corners and cretonne lining. Eight hangers and shoe pockets.

Standard make trunks that will give good service. 40 inches high. Come early.

\$7.00 Suitcases \$3.85

Women's serviceable fabricoid suitcases in black and tan. Durable linings. Sizes 20 and 22 inches. With place for waists and adjustable strap for holding toilet articles.

—Meier & Frank's: Luggage Shop, Sixth Floor.

Groceries

Sauer kraut, extra quality, No. 2 1/2 cans, case \$2.75, dozen \$1.40, can 12c.

Tomatoes, Victor solid pack, No. 2 cans, case \$3.75, dozen \$1.90.

Pineapple, Del Monte, sliced or grated, fancy new pack, No. 2 cans, doz. \$3.65, three cans 95c, can 32c.

White Beans, fancy California, new crop, small size, 10 lbs. \$1, lb. 11c.

Flour, Crown or Royal Banquet, 49-lb. sack \$3.15.

Jap Rice, fancy new crop, 6 lbs. 90c.

Macaroni, fancy short cut, 5 lbs. 45c.

—Meier & Frank's: Grocery, Ninth Floor.

Sale Blankets, Comforts, Pillows

\$3.25 cotton blankets, tan, white and gray with pink and blue borders, size 64x76 inches, special at \$2.95.

\$4.25 cotton blankets, gray and white with pink and blue borders, size 70x80 inches, pair special \$3.95.

\$9.00 blankets in white, gray or fancy plaid effects, specially priced at \$7.95.

\$4.50 comforts covered with silkoline in small floral patterns, some with border and stitched all over, \$3.85.

\$2.25 Emmerich feather pillows covered with blue art ticking, 21x27 inches, special \$1.85.

—Meier & Frank's: Blanket Shop, Second Floor.

\$5 Leather Photo Albums
\$3.39

Just a limited number of these \$5 genuine leather-covered photo albums containing 50 black leaves in size 10x12 inches for the January sale at \$3.39.

—Meier & Frank's: Kodak Shop, Main Floor.

GOLFERS! ATTENTION! A Sale of Golf Bags 1/2

Limited number of brown golf bags with leather reinforcing, 6-inch top with ball pocket, were \$8.00, now \$4.

The 5-inch top golf bags, were \$7.00, now \$3.50.

—Meier & Frank's: Sporting Goods, Sixth Floor.



Extra!

A Great Sale of Women's Gloves Pair \$1.73

Included are Vallier French kid gloves in white—sizes 5 1/2, 5 3/4 and 6. Perrin's cape gloves, made in America from imported skins—Newport, ivory and pearl—all sizes. French kid gloves in black—small sizes. Mocha gloves in gray and white, including "Washrite"—sizes 6 1/2 to 7 1/4.

One and two-clasp styles. Plain stitched and fancy embroidered backs. P. K. and P. X. M. sewn. No phone orders, approvals or C. O. D.s.

—Meier & Frank's: Glove Shop, Main Floor.

ALL CHARGE PURCHASES GO ON JAN. BILLS RENDERED FEB. 1

Meier & Frank Co.

Established 1857

THE QUALITY STORE OF PORTLAND

Fifth, Sixth, Morrison, Alder Sts.

MEN! 6 Big Broad Values

The January Sales bring the very things you need now at much less than you would ordinarily pay. Here are six ways to bring down living costs.

Cotton Sox 13c

We are lucky to have several thousand pairs to offer at this price, for the demand is sure to be big when good, sound, durable quality sox can be bought at 2 pairs for 25c.

Practically all wanted colors. Made with double toes and heels. All sizes.



Silk Sox 45c

3 pairs \$1.25.

A clearaway of broken lines of finely serviceable silk sox (sub-standard) at a sensationally low price.

All sizes in virtually all the wanted colors to start off the sale tomorrow morning, but the tremendous onslaught of eager buyers is sure to deplete assortments early.

All made with double toes, soles and high spliced heels.

Men's Shirts \$1

MEIER & FRANK shirts at a dollar! Need anything more be said except to urge that you come early if you want to share in this remarkable offering (some at HALF) of odds and ends and slightly soiled shirts left from the Christmas selling. Broken lines of patterns and sizes, but the value is full and unimpaired.

Men's Hats \$1

Wonders will never cease!
200 good quality cloth hats in this January sale at a great reduction—some would sell for nearly three times the price.

Greys, browns, greens and mixtures. Mostly small sizes, 6 7/8 and 7, but in some sizes range up to 7 1/2.

Men's Sweaters \$3.95

The \$5 quality.

Worsted mixed sweaters in coat style with V neck. Popular colors of gray, maroon, navy, brown, etc. Sizes 36 to 46.

Union Suits \$2.45

Included are genuine Cooper Spring Needle union suits of the regular \$3.50 quality and up to \$5 grades in other reliable makes.

All weights in the fine wool mixed qualities. Long sleeves, ankle length style. All sizes.

—Meier & Frank's: The Store for Men, Main Floor.

REBBS! All at HALF PRICE!

Ribbons 1/2 Price

Thousands of REMNANTS of fine ribbons. Ribbons in wide assortment left from an unprecedented holiday selling of all lines.

Plain ribbons and fancies. Wide and narrow widths. Many, many colors.

—Meier & Frank's: Ribbon Shop, Main Floor.

Res—Big Savings



Aluminum Kettle \$1.68
5-quart "Betty Bright" aluminum covered Windsor kettle.



Aluminum Percolator \$2.19
1 1/2-quart "Betty Bright" aluminum coffee percolator.



Chocolate Set \$3.49
Regular \$4.75 fancy decorated Nippon china chocolate set.



Sugar and Creamer 89c
Regular \$1.25 light cut glass sugars and creamers, special at pair 89c.



Bon Bon Basket 79c
Regular \$1.25 light cut glass handled bon bon basket.



Butter Ball Tray 79c
Regular \$1.25 light cut glass butter ball tray.

—Meier & Frank's: Basement, Fifth Street.

AND

Portland's Greatest Clothing Values

MEN'S SUITS

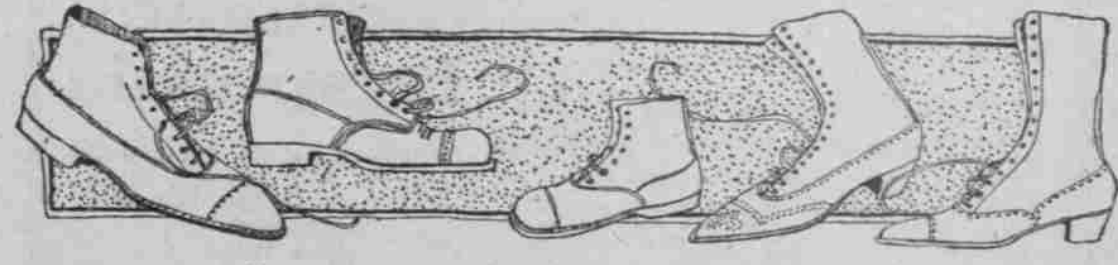
\$38.50

Below Average Present Wholesale Cost

All Styles and Sizes for Men and Young Men

America's leading makes including Society Brand and Adler-Rochester (here exclusively). Every suit from regular stock. Merchandising mastery enables The Store for Men to offer these better values. See our great clothing displays extending over the full sweep of our Morrison-street windows.

—Meier & Frank's: The Store for Men, Third Floor.



\$9.65 \$3.95 \$1.85 \$5.85 \$8.95

SHOES—Thousands of Pairs at Less Than Replacement Costs

Nowhere will our efforts to reduce living costs be more apparent than in this important department and they are sure of practical appreciation from a large body of shoe buyers. We have taken from regular stocks thousands of pairs of shoes for men, women and children and offer the following remarkable values:

Women's—\$5.85

Short and discontinued lines of dependable quality shoes, including a limited number of J. & T. Cousins make. Black kid, gray kid, black and tan calfskin lace shoes, some with cloth tops. Black and tan English walking shoes. Big misses' styles and sizes included in school and dress shoes.

Women's—\$8.95

J. & T. Cousins and other high-grade makes. Brown and black kid or calfskin leather shoes with medium and Louis heels, some have cloth tops. Lace and button styles.

Men's—\$9.65
Wonderful Values

Tan and black calfskin leather shoes with solid leather soles. Medium, English and broad-toe lasts. Popular lace styles.

Because of the extremely low prices we will have to say: No phone orders, no C. O. D.'s, no exchanges.

Buy a Year's Supply

Boys'—\$3.95

Boys' lace and button shoes for dress and school wear. Black calfskin and heavy chrome uppers with heavy double soles. Sizes 1 to 6.

Children's Shoes

Sizes 5 to 8, pair \$1.85; sizes 8 1/2 to 11, pair \$2.85; sizes 11 1/2 to 2, pair \$3.85.

Lace and button shoes. Some have high tops. Black calfskin, tan and smoked scufflers. Patent and black kid button shoes. Some have cloth tops.

—Meier & Frank's: Shoe Shop, Third Floor.