

Store Opens  
9:15 A. M.



Store Closes  
5:45 P. M.

## January Sale of Knit Underwear

Offering Famous Makes of Women's and Children's Undergarments Including our Celebrated "Harvard Mills" and "Munsing" Lines at Most Remarkable Savings

Opportunity to purchase underwear of the quality offered in this January Sale to Bring Down Living Costs at the amazing reductions quoted (while quantities remain) will be availed of eagerly by women who have their own or children's winter needs to supply or replenish.

### WOMEN'S

**"Harvard Mills" Union Suits**  
**\$1.39**

The extra sizes are \$1.59.  
228 "Harvard Mills" union suits in fine Merino and silkateen striped Merino fabric.  
Styles include low neck, no sleeves; low neck, elbow sleeves and high neck, long sleeves styles—all ankle length.  
Most remarkable values.

### WOMEN'S

**"Munsing" Vests and Pants**  
**79c**

Regular and extra sizes.  
100 "Munsing" undergarments in extra fine Merino with silkateen stripe.  
Vests in high neck, long sleeves style; pants ankle length.  
The values are so wonderful that we do not quote the comparative prices.

### BOYS', GIRLS'

**"Munsing" Fleeced Union Suits**  
**69c**

Broken assortment of sizes.  
180 boys' and girls' "Munsing" union suits in medium weight fleece lined cotton.  
High neck, long sleeves, ankle length.

### BOYS', GIRLS'

**"Ro Tex" Cotton Union Suits**  
**65c**

All sizes, 8 to 14 years.  
180 boys' and girls' "Ro Tex" union suits in medium weight fleece lined cotton.  
High neck, long sleeves, ankle length, drop seal.

### INFANTS'

**"Carter's" Merino Shirts, Special**  
**35c**

Infants' sizes.  
100 "Carter's" medium weight wool and cotton shirts in button-front style.  
**Early Shopping Is Advised**

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

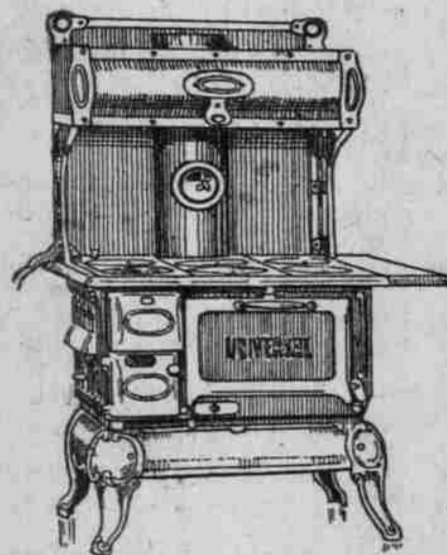
## 2 Excellent Hosiery Values

**Women's Silk and Fiber Hose**  
**89c**

All sizes.  
720 pairs of women's silk and fiber hose, "irregulars" with double lisle tops, heels and toes. Semi-fashioned legs and seamless feet.  
Cordovan, gray, black and white.

**Women's Plain Black Cashmere Hose**  
**65c**

All sizes.  
Medium weight black cashmere hose of finely serviceable quality.  
Seamless feet and hemmed tops.  
—Meier & Frank's: Hosiery Shop, Main Floor.



**This Range Installed Complete**  
**\$76.50**

Famous "Universh" cast iron range—remarkable baker and most durable of ranges—at a most attractive price.

Full polished 6-hole top—requires no blacking. Western firebox—properly proportioned for local fuel. Duplex grates for wood or coal. Patent lift key-plate over firebox for broiling and toasting. Adjustable sliding oven damper. Firebox fitted with 6-pipe coils.

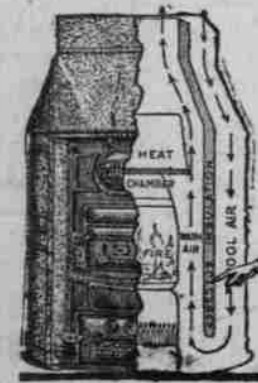
Six other styles of ranges specially priced for the January Sale.

### Universal Pipeless Furnace

(Asbestos-insulated) is making new friends every day because it gives more heat with less fuel, better ventilation and a more even distribution of the heat. Easy to install. Just one register—one hole in the floor.

### Your Own Terms—in Reason

—Meier & Frank's: Sixth Floor, Fifth Street.



**No Bobbins to Wind**

If you own an ELDERIDGE TWO-SPOOL ROTARY SEWING MACHINE. Two spools do away with those tedious moments when, perhaps in the middle of a seam, it has been necessary to stop and "wind the bobbin." This rotary sewing machine sews direct from two spools of thread—one above and one below. It is the highest grade sewing machine made. You may buy it on the very easy payment terms of

**\$1 Down—\$1 Week**

**SPECIAL!**  
Tomorrow and Tuesday

1 New Machine, electric motor attachment, \$50.  
1 Singer Machine, \$20.  
1 Eldridge (not 2-Spool) Machine, \$20.  
1 Drophead Machine, \$15.  
1 Drophead Machine, \$10.

### Dress Forms

Complete stocks of "Model" dress forms at moderate prices. If desired pay only

**\$1 Down—50c Week**

—Meier & Frank's: Second Floor. (Mail Orders Filled.)

# Meier & Frank's Lower Price Downstairs Store

PLAYS AN IMPORTANT PART IN THE

## January Sales To Bring Down Living Costs



(SOME OF THE GARMENTS ILLUSTRATED.)

### Great Apparel Values

For the January Sales our Lower Price Store offers the following extraordinary values in women's and children's apparel.

#### Clearaway of Winter Coats **\$5.00**

Every coat in the lot is offered at LESS THAN HALF; regularly priced at \$12.75 to \$16.75.

Just 100 garments in the lot; early selection is advised. Serviceable quality kersey and chinchilla coats with zibeline stripes. Belted, semi-belted and loose back models. Large collars of self material, plush and fur fabric. A good range of colors. Sizes 16 to 44.

#### A Wonderful Sale of Winter Suits **\$9.75**

Every suit in this sale is LESS THAN HALF; the regular price was \$24.75. Just 100 suits.

Materials include poplin, serge and tweed. Tailored, semi-tailored and belted models. Fur, braid and button trimmed; some have plush collars. All the desirable winter shades. Sizes 16 to 44.

#### A Great Disposal of Dresses **\$7.95**

In this lot, too, you will find some of the garments at LESS THAN HALF; regular prices range up to \$16.75.

Dresses of silk poplin and serge. Plain, straight line, overskirt and high-waisted effects for street and business wear. Silk embroidered, button and braid trimmed models. Nearly all the wanted colors. Sizes 16 to 53. Just 75 dresses.

#### Children's Winter Coats in a Sale **\$2.98**

Regular values range up to \$6.95. A limited number on sale at about half and LESS THAN HALF.

Dependable quality velveteen and corduroy coats in sizes 3 to 6 years, and kersey cloth coats in sizes 7 to 10 years. High waisted, belted and loose flaring back models. Collars of velvet and self material. Patch and slash pockets. Brown, green, wine, navy, etc.

#### An Unusual Sale of Women's Skirts **\$3.98**

About 100 skirts in this greatly underpriced lot. The regular values are \$5.95. Women's good looking skirts of durable serge and melrose cloth. Tailored models with gathered backs and patch pockets. Wide belted effects. Navy and black are the colors. Sizes 25 to 37. Wonderfully good values at \$3.98.

#### Women's and Misses' High-Grade Skirts \$7.50

Odds and ends of fine serge, poplin, novelty check and plaid skirts. A variety of styles. Patch and tailored pockets. Sizes 25 to 41, but not all of the larger sizes in every style. 50 skirts in the lot.

#### A Remarkable Sale of Women's Waists **\$1.98**

Here again prices are sensationally reduced.

Made of fine voile, madras, dimity, organdy and batiste. Mostly white, but a few with colored stripes. Neatly trimmed with lace, hemstitching and embroidery. Square and V-neck models. Also two-in-one styles. Included in this lot is a limited number of georgette and crepe de chine waists. Broken sizes 36 to 54. Almost 500 waists.

#### Sale of Gold Medal House Dresses **\$1.29**

Some of these house dresses on sale at \$1.29 have been regularly priced as much as \$2.50.

Broken line of "Gold Medal" house dresses made of good percales and gingham. Many pretty patterns and colors. A variety of styles. All sizes.

MEIER & FRANK'S LOWER PRICE DOWNSTAIRS STORE, now in its fourth year, is the recognized ECONOMY CENTER of Portland, selling always GOOD substantial everyday-wanted merchandise at lower prices. There is nothing spasmodic, nothing half-hearted about this Lower Price Store—it is always working vigorously to lessen living costs.

It is a complete store in itself, all on one floor, paralleling in its stocks many of the lines carried in the main store. It is easily accessible by elevators and escalators. It is a spacious, well lighted, thoroughly ventilated emporium, having three street entrances on Alder, Sixth and Morrison. It is, besides being an economy center, a pleasant place to shop, as more and more people are coming to find out.

—And it is, above all, a STORE of SERVICE extending ungrudgingly to all the full uncurtailed MEIER & FRANK SERVICE. Assuredly there is no discrimination here in the matter of charging purchases or other courtesies extended by a standard store to its patrons.

The Lower Price Downstairs Store contributes a notable list of saving opportunities to the January Sales. Read and profit by the offerings listed below. There are many equally good unadvertised specials throughout this great "Economy Center."

## DOMESTICS

The Lower Price Downstairs Store domestic section enters the January Sale of White with these exceptional values in dependable quality domestics.

### 1000 Sample Bedspreads 1/4 Off

A wonderful variety of bedspreads including crochet, honeycomb and satin finish spreads in all sizes from the small crib spreads to full bedspreads. Some are subject to slight imperfections, while others may be soiled from handling. Our regular prices of \$1.75 to \$10 are based on the "old" market.

#### Sheets 98¢

72x90-inch size. Good sturdy quality muslin sheets with welted center seam. Regularly \$1.39. Limit 6 to a customer.

#### 10 Yds. Muslin \$2.75

36-inch soft-finish muslin for night gowns, baby dresses and other undergarments. Regular 35c yard quality. Limit 10 yards.

#### Sheets \$1.79

61x90-inch size. Fine quality full bleached muslin sheets at about present wholesale cost. Seamless.

#### Galatea 37¢

29 inches wide. Serviceable white galatea cloth in mill lengths from 1 to 10 yards. For middies, wash skirts, etc. Regular 50c quality.

#### Pillows 83¢

17x25-inch size. Feather bed pillows filled with mixed feathers and covered with good quality fancy ticking.

#### Muslin 25¢

36 inches wide. Good soft finish muslin that will give good service.

#### Pillow Cases 35¢

42x36-inch size. Just a limited number of these "Gold Seal" pillow cases made of good heavy muslin. Dozen \$4.

#### Terry Cloth 29¢

18 inches wide. Full bleached double thread Terry cloth in a good soft finish. Regular 35c yard quality.

#### Lawn, Yard 38¢

40 inches wide. Fine white lawn suitable for baby dresses, waists, etc. Regular 45c quality.

#### Towels 19¢

17x34-inch size. Good durable huck towels in plain white or white with red borders. Dozen \$2.20.

#### Poplin 49¢

36 inches wide. Good white poplin in mill lengths from 2 to 10 yards. For bloomers, skirts, etc. Regular 65c to 75c qualities.

#### Towels 29¢

18x36-inch size. Full bleached Turkish towels in plain white. Regular 35c quality. Limit 12 towels to a customer.

### 10,000 Yards Insertions 2c

Swiss embroidery insertions from 1 1/2 to 4 inches wide. Regular values to 10c.

### Extra Special! Wash Laces at 5¢

Val, Cluny, Normandy Val and Shadow wash laces from 1 to 3 inches wide. White and ecru. To 15c values.

## Women's Shoes \$3.85

Half price and less than half what you would ordinarily pay for shoes of such quality as these.

A clearaway of all small lots of women's shoes, regardless of cost, former selling price or present worth.

Plain kid button shoes with cloth tops and Cuban or military heels. Also gray kid shoes with cloth tops and Cuban or military heels. Many other short lines. Broken lots, but nearly all sizes 2 1/2 to 8 in the sale. Come early for best selection.

### Marine Shoes **\$8.35**

A fortunate special purchase of 400 pairs accounts for this great value.

Men's genuine marine and navy shoes, made under government inspection. Brown cordovan, brown calf and black calf shoes made with full leather soles. These shoes will outwear two pairs of ordinary shoes. All sizes 5 to 12.

