

**"THE FAIR PRICE STORE"**

**Foot Ills Vanish**

before the expert ministrations of our skilled chiropodist, Dr. Carl S. Loven, graduate of the New York College of Chiropody and Orthopedics. He can be consulted at any time.

—Meier & Frank's: Fifth Floor.

**Photographic Aids**

of every sort are in the Kodak Shop besides which salespeople versed in every branch of this knowledge extend courteous assistance when desired. Headquarters for Eastman kodaks.

—Meier & Frank's: Main Floor.

**Meier & Frank Co.**

Established 1857  
THE QUALITY STORE OF PORTLAND  
Fifth, Sixth, Morrison, Alder Sts.

**After Reading This Ad**

and marveling, as you will, at the economies shown broadcast on this page, to discover others of equal attractiveness please

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**Roosevelt's Letters**

to His Children with Roosevelt's own illustrations reproduced from those he made in the letters to his children can now be had in the Book Shop because of a new shipment. Price \$2.

—Meier & Frank's: Fifth Floor.

**"63d YEAR IN PORTLAND"**

**January Sales to Bring Down Living Costs and The White Sale**



**The Sale of White**

Brings Down Prices of All Trousseau Sets and Other Fine Lingerie in the French Room

INTIMATE, exquisite dessous of silk made in America or of fine cottons hand-embroidered and often hand-made in France, Porto Rico or the Philippines—nightgowns, drawers, fluffy petticoats, envelope and straight chemises, camisoles, corset covers.

- Former \$ 2.50 Garments now \$ 1.97
- Former \$ 8.00 Garments now \$ 4.95
- Former \$ 9.00 Garments now \$ 6.75
- Former \$12.00 Garments now \$ 9.45
- Former \$16.50 Garments now \$11.95
- Former \$45.00 Garments now \$31.00
- Former \$52.00 Garments now \$35.00
- Former \$75 and \$85 Garments \$55.00

and so on almost indefinitely, for it means a great deal to state the simple White Sale fact that—

Every piece or set of lingerie in the French room is reduced in price.

Sizes for everyone, although of course not in each style.



**Entire Regular Stock of Silk Underclothes**

at White Sale prices. No reservations of any kind. Prettiest silk gowns, chemises and camisoles are included. Crepe de chine nightgowns at \$4.15 are very unordinary, these in two especially attractive styles—one with plain satin top, the other with heavy lace. Silk envelope chemises are extremely unusual at \$3.95 up.

**All Philippine Hand-Made Lingerie**

very specially priced. Prices begin at \$4.95 and go to \$10.95 for garments of beautiful materials and with handwork such as every woman covets. Nightgowns, straight chemises, envelope chemises, vests, drawers, petticoats, corset covers. Far too many to describe.

**Underclothes Made in America, Less**

New pink and white voile underclothes are filmy and dainty at \$1.79 to \$2.59. Envelope chemises of soft white materials, \$1.29 to \$4.50. Bloomers of pink or white cottons, 98c to \$2.95. Nightgowns of soft nainsook are \$1.98 to \$5.59.

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



**The White Sale for Baby**

Has Secrets It Wants to Tell to Every Mother

MONDAY will be one of those wonderful days when almost everything wanted can be had at the very price one would best like to pay—in the Baby Shop. Even the very finest French hand-made dresses for christening and other grand occasions are extremely "special."

**Infants' Long Dresses**

- Were \$2.50 to \$2.98, now \$1.98
- Were \$3.98 to \$4.50, now \$2.98
- Were \$4.98 to \$6.50, now \$3.98
- Were \$9.00 to \$12, now \$6.98

Hand-made dresses of soft beautiful nainsook with and without yokes for adorable cuddly babies. Trimmed with pin tucks, feather stitching, French knots and embroidery, dainty lace edges, deep hems, hand-scalloping.

**French Hand-Made Dresses**

- Were \$27 and \$42.50.
- Now \$18 and \$22.50.

Samples. Limited number, but each one a picture of exquisite needlework and delicate material. All hand-embroidered.

Many with hand tucks and laces. A few with real Valenciennes. They are 27 inches long, but can easily be shortened if mother prefers them 25 inches long.

**Long Hand-Made Skirts**

- Were \$1.50 to \$2.00, now \$1.39
- Were \$2.50 to \$3.50, now \$2.19
- Were \$3.98 to \$4.50, now \$2.59
- Were \$5.25 to \$7.50, now \$4.59
- Were \$8.50 to \$9.00, now \$5.59

Fine nainsook in Gertrude style or with yokes, ruffled or scalloped edges. Some with deep hems or lace. Many with hand embroidery or feather stitching. 27 inches long.

**Long Flannel Skirts**

- Were \$2.50 and \$3.00, now \$1.98
- Were \$3.50 and \$3.95, now \$2.98
- Were \$7.95, now \$4.95

27-inch skirts in Gertrude style made of soft flannels, including "Storknest" and "Viyella." Hemstitched or hand-scalloped. Some hand-embroidered or with hand-crochet edges. Others with lace or satin binding.

**Long Skirts 69c and 98c**

for the 98c and \$1.50 grades. Daisy cloth or outing flannel skirts in Gertrude style with deep hems or machine scalloping.

**Wrappers, Gowns \$1.22**

for the \$1.75 and \$1.98 grades. 27 inches long. Made of Daisy cloth bound with washable satin ribbon or hand crochet. Others with embroidered edges.

**Rubens' Shirts 18c to 33c**

for the 35c to 65c grades. Heavy cotton shirts for infants and babies up to three years. Nicely finished.

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

**Net and Organdy Flouncings for Parties**

Such a happy flock of fluffy flouncings has come to town. Kinds which can be transformed in hardly any time into bewitching graduating and dancing frocks for the younger set.

Narrow pleated and fluted ruffles, wide and narrower tucks, some edged with exquisite laces. So pretty that they are real inspirations.

40 inches wide. Specially priced, \$2.39, \$2.75, \$2.95, \$3.69, \$4.95, \$5.49 yard.

**White Sale of Embroideries 49c and \$1.25**

At \$1.25 yard: Specially purchased 27-inch eyelet embroidered lawn flouncing for women's and children's underclothes, also 40-inch embroidery flouncing for dresses.

At 49c: Embroidery skirtings of Swiss, nainsook and cambric for women and children—they would cost 49c wholesale today.

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

**\$12.50 to \$35.00 Blouses \$8.45 to \$20**

At these new savings of \$4 to \$15 there are as pretty georgette crepe blouses as anyone would want.

Good heavy georgette in white, flesh, beige, with all sorts of novelty touches which make them suitable for practically any occasion.

Many look so much like Paris that it is nice to know they were all designed in America.

—Meier & Frank's: Blouse Shop, Fourth Floor.

**\$15 to \$35 Winter Hats \$9.25**

Not very many winter hats left. Such as there are can be had for a trifle.

A soft black velvet with georgette crepe flowers, which was \$18.50; a brown velvet hat with orange top and chenille embroidery, which was \$22.50; a navy blue drooping hat with feathers and patent leather, which was \$36; a hatter's plush hat with touch of old blue, which was \$20; a black velvet hat with creamy ostrich, which was \$30—all of these and more are \$9.25.

Ready-to-wear hats are half price.

Untrimmed hats are half price.

Children's hats a quarter less.

—Meier & Frank's: Millinery Shop, Fourth Floor.

**January Sales of House Dresses and Aprons**

—Bungalow aprons, 98c, \$1.45, \$2.98.

—White aprons with shoulder straps, 98c. —House dresses, \$1.98, \$2.95.

—Porch dresses, \$4.98 to \$12.50.

Not every size in each style, but it is worth while hunting for the right size because the values are the kind that come infrequently.

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

Tomorrow's Sun Will Rise on Something NEW—a



**Big \$20 Day**

In the MEIER & FRANK Fashion Salons

- 150 Women's \$29.50 to \$55 Suits ... \$20
- 100 Women's \$29.50 to \$39.50 Coats ... \$20
- 100 Women's \$35 to \$45 Dresses ... \$20

ECONOMY is the very spirit of this \$20 day. Opportunity knocks loudly at every woman's door. Correct winter fashions in properly-made street and house clothes for those who pride themselves on being well dressed are repriced to \$20.

The SUITS are of serge, poplin, silvertone and velour in navy, black, green, brown and mixtures. Majority silk lined. All splendidly tailored. Usually without fur so that they can be worn late into the spring. Regular and extra sizes up to 55, although not in each style.

The COATS have collars of fur, plush or the material. Made of silvertone, kerseys and various coatings. Good for all cold weather and for spring and summer motoring.

The DRESSES are of velveteen, serge, tricotone, wool jersey and lovely satins in black, navy and a few other colors.

Many draped in beautiful fashions, others have lace collars. Only one or two of a kind.

Splendid choice for all in this \$20 Day.

But please come as early as possible to secure first choice.

—Meier & Frank's: Fashion Salons, Fourth Floor.



The Great January

**Sale of Furs**

With Lowest Prices of the Season Begins Tomorrow

THIS is the sale for which hundreds of people have been waiting. Our own carefully-chosen furs from the finest furriers in the world, marked with only a fair profit at the beginning of the autumn, are now greatly lowered for immediate clearaway. Coats, wraps, throws, scarfs, choker collars—all new this season—all fashionable. Many wise shoppers will choose them now for the remainder of this winter and all next season.

To make the savings quite clear we print a representative list of furs included, together with our early season and present prices contrasted.

**Women's Fur Coats**

Name of fur—	Formerly	Now
Marmot, self trimmed	\$150	\$112
Sealine, self-trimmed	\$155	\$116
Leopard cat, with sealine	\$198.50	\$148
Near seal, self-trimmed	\$225	\$168
Sealine, with natural squirrel	\$250	\$187
Sealine, with Australian opossum	\$250	\$187
Sealine, with gray squirrel	\$298.50	\$223
Near seal, nutria trimmed	\$325	\$243
Sealine, skunk trimmed	\$350	\$262
Hudson seal, taupe squirrel trimmed	\$385	\$288
Hudson seal, self-trimmed	\$550	\$412

**Fur Chokers \$5.85 to \$49.50**

Collars such as will probably be worn late into the spring. Very trig and smart. All special!

**Motoring Furs \$9.90**

Manchurian wolf dog in black, brown and gray.

Lynx cat in black and gray.

Marmot in brown.

White Iceland fox (combed Thibet lamb).

NOTE—Hudson seal is dyed muskrat. Near seal is dyed coney. Sealine is soft closely clipped fur dyed to look like seal.

—Meier & Frank's: Fur Salons, Fourth Floor.

**Novelty Fur Capes and Coatees**

Name of fur—	Formerly	Now
Sealine coatee, self-trimmed	\$125	\$ 93
Japanese kolinsky cape, self-trimmed	\$150	\$112
Nutria cape, self-trimmed	\$235	\$176
Mole coatee, ermine trimmed	\$375	\$281
Kolinsky coatee, self-trimmed	\$550	\$467

**Picturesque Fur Throws**

Name of fur—	Formerly	Now
Japanese kolinsky	\$ 50	\$ 42
Pointed fox	\$ 75	\$ 63
Natural raccoon with pockets	\$150	\$112
Skunk	\$175	\$148
Black lynx	\$185	\$165
Kolinsky, with pockets	\$375	\$281

**Fur Animal Scarfs**

Name of fur—	Formerly	Now
Kamchatka fox	\$39.50 to \$150	\$33 to \$127
Red fox	\$45 to \$175	\$38 to \$148
Dyed black fox	\$65 to \$150	\$55 to \$127
Taupe fox	\$67.50 to \$150	\$57 to \$127
Pointed fox	\$75 to \$150	\$64 to \$127
Natural lynx	\$55 to \$135	\$46 to \$114
Dyed black lynx	\$60 to \$125	\$51 to \$106
Steel lynx	\$85 to \$125	\$72 to \$106
Lucile lynx	\$85 to \$98.50	\$72 to \$ 83

