

Great January Grocery Sale Begins Tomorrow and Continues the Week—Telephone Clerks Here at 7 A. M. to Take Your Orders  
Best of Service and Cuisine in Our Beautiful 7th-Floor Restaurant—Make Use of Our Free Rental Bureau Located on Fourth Floor

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

## Third Amateur Aviation Contest Opens Feb. 12!

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 5th floor, where model aircraft, plans, 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; fifth prize, \$5 merchandise order; 5 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, 6 months' membership; third prize, 3 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 REDUC-

TIONS WHICH HAS BEEN IN FORCE ON EVERY ARTICLE IN THE STORE (CONTRACT GOODS EXCEPTED) WILL BE TAKEN OFF. An opportunity to buy warm apparel for men, women and children—staple merchandise of every kind at great savings.

## 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 now includes offices in Paris, London, Berlin, Belfast, Calais, Nottingham, and other principal cities.

Here we shall welcome any one coming from the northwest, offering them the privilege of shopping abroad, having purchase applied to their account here and paying upon return to Portland.

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

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 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, only **\$5**

## 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, broadcloths 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.

Take your choice of **\$16.45** \$30 to \$45 dresses at

## 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, now marked 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, the proper enlightenment of sex education for both young and old, have been compiled and recommended by the Social Hygiene Society of Portland.

"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, 10¢

"Reproduction and Sexual Hygiene"—Hall, M. D., \$1.

"From Youth Into Manhood"—Hall, M. D., 50¢.

## Supply Undermuslins Tomorrow Sample French Lingerie at 1/2

Dainty, filmy, exquisite Undergarments for fastidious women. Gowns, Chemise, Drawers and Combination Corset Cover and Short Skirt. Of sheer nainsooks and French batistes, trimmed in the daintiest of laces, many real Val. and hand-embroidered styles. Lingerie that sells regularly at \$5.00 to \$15.00. On special sale tomorrow 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, 98¢; \$2.00 grades, \$1.47; \$2.25 grades, \$1.63; \$2.50 grades, \$1.89, and \$3.00 and \$3.50 grades **\$2.47**

## Underskirts Corset Covers

Made to conform with the present styles. Of fine nainsooks, cambrics and lawns. Prettily trimmed.

\$1.50 Skirts now at 98¢

\$1.75 Skirts, now at \$1.27

\$2.50 Skirts, now at \$1.89

\$3 and \$3.50 Skirts, at \$2.73

Neatly made of the finest of cambrics, nainsooks, lawns and allover. Trimmed in Val. and torchon laces. Some in dainty yoke style. Others with fine firm edging.

50¢ Corset Covers, now 39¢

75¢ Corset Covers, now 43¢

\$1 Corset Covers, now 67¢

\$1.50 Corset Covers, at 98¢

## The Corset Must Be Right

It's the first consideration in planning new garments. If the base is not right, the gown cannot fit.

Each season brings something new in figure outline and necessarily there must be a corset that will create the new figure. The new Corset models for Spring and Summer are low above the waist and very long below.

**This new style feature is most strongly emphasized in Warner Rustproof Corsets**

They have the latest Warner invention, the double skirt which means that the Corset below the waist is double and will stand the hardest strain. Positively cannot tear. The corset fabric is especially woven—two thicknesses—truly lighter than one. Boned, too, with the guaranteed flexible Rustproof boning.

Warner Model 667, as illustrated, \$1.50 pair. Other Warner Corsets up to \$4.



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

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 beautiful, new 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 on Sale at Only **69c**

To \$3 Emb'd Allover at \$1.39

Exquisite Allover Embroideries, 20 inches wide, on sheerest Swiss and batiste. Baby Irish and floral designs, for new Summer waists and dresses. Splendid \$1.75 to \$3.00 grades, on sale tomorrow for, the yard **\$1.39**

\$1.50 to \$3.50 Embroideries on Sale at **98c**

To \$1 Flouncings, a Yard 49c

Flouncings for new dresses, underskirts and combination garments. Full 27-inch, on fine Swiss—dozens of pretty floral and eyelet designs to choose from. Excellent 85c to \$1 Flouncings, on sale tomorrow at only, yard **49c**

## \$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 M. P. 2 round burner and white translucent shade. Regularly \$1.90; in the Clearance Sale tomorrow we price them to you for 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. Regular 30c; tomorrow at **19c**.

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



A big table filled with all odd lots of Linen Scarfs, Cloths, Centerpieces and Doilies, beautifully hand-embroidered, scalloped and Cluny lace-trimmed. Regular prices from 25c to \$10. For the last week of January Sale at **HALF PRICE**

## Remnants of Table Damask

An accumulation of lengths from our January sale, from 1/2 to 3 yards. All greatly reduced for Clearance tomorrow.

**4 PRETTY NEW BED SETS TOMORROW \$1.98**  
25 of these sets at less than half regular price! One sheet, 81x90-inch, two cases, 45x36-inch, scalloped, hemstitched and emb'd. The **\$1.98**

**25c WHITE POPLINS TOMORROW AT 19c**  
Fifty pieces of beautiful new White Cotton Poplins, so popular and pretty for new mannish waists. Our best 25c quality, on sale tomorrow at the low price, yard **19c**

**75c RICH SILK POP-LINS AT 50c**  
A third off the regular price on 1500 yards of these beautiful, new silk-and-linen Poplins! All the daytime and evening shades; our regular 75c grades, at **50c**

## To \$1 Chamoisette Gloves 33c

One of the most remarkable Clearance specials is this offering of 50c and \$1 Gloves at 33c. Natural Chamoisette Gloves in the two-clasp style. While the lot holds out tomorrow at only **33c**



35c to 50c ALL-SILK RIBBONS AT 25c  
Wonderful assortment of high-grade Hairbow Ribbons, plaids, stripes, checks, warp prints and extra heavy taffetas, 5 to 8 inches wide. Plain and in handsome combinations; 35c to 50c Ribbons at only **25c**

\$1.25 to \$2 IMPORT-ED TIE STOCKS 53c  
They're highly popular with the tailored girl—the business or school girl—for those who ride and drive and walk. Smart coat stocks of fancy piques and fine ducks. Plain white and with a bit of color; \$1.25 to \$2.00 grades, at **53c**

50c TO \$1 EMBROIDER'D COLLARS AT 25c  
A Clearance of Embroidered Linen Collars, Trouville, Spring Maid and Standing Collars. Some slightly mussed, so we offer 50c to \$1 Collars tomorrow at low price **25c**

50c AND 75c HANDKERCHIEFS AT 23c  
Dainty Embroidered Linen Kerchiefs, crossbar, initial and novelty colored styles. Slightly mussed from handling; 50c to 75c grades, priced for tomorrow at only **23c**

CHILDREN'S 35c UNDERWEAR, ONLY 9c  
Odds and ends of fleece lined Vests and Pants for children. Sizes 1 to 12. Broken lines of various weights; 35c garments are grouped for quick Clearance at, each **9c**

## \$4-\$4.50 Lace Curtains \$2.35 Clearance Sale of Fancy Silks

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 Scrimms, all of splendid \$4 and \$4.50 grades. White or ecru, 45 to 50 ins. wide and 2 1/2 and 3 yards long. Final week of Clearance, the pair, at **\$2.35**

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, Per Yard \$1.50 Fancy Silks, Per Yard**

## Couch Covers \$1.79

Durable Kashgar Couch Covers, 63 ins. wide and 3 yards long, in double-faced designs of rich Oriental colorings. Regularly \$2.50, Clearance at **\$1.79**

## 25c Cretonnes at 14c

We must have room for new shipments almost due! Splendid 25c Cretonnes, in dozens of pretty, attractive floral designs of all colors. For final week of Clearance they are priced at, yard **14c**

## \$1 Soutach Lace Special at 29c

A manufacturer sold us his entire output at a decided concession. Full 27 inches wide Popular for small windows. \$1.00 Soutach Laces at **29c**

## 57c 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 for final week Clearance, yd. **69c**

## French Challies 50c

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



TELEPHONES — PACIFIC, PRIVATE EX. 4; HOME, A-6101

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

Just a few of these handsome, massive Chase Leather Turkish Rockers, as illustrated. Regularly \$22.50. Final week of clearance priced at only **\$12.98**

**\$35.00 Brown Leather Turkish Rocker, \$23.85**

**\$40.00 Sleepy Hollow Rocker or Chair, \$29.85**

**\$45 genuine Brown Leath. Turk. Rocker, \$31.50**

**\$52 Black Leather Turkish Rocker at \$39.85**

**\$60 Black Leather Turkish Rocker at \$44.65**

**\$75 Black Leather Turkish Rocker at \$53.50**



**Other Lines Reduced 20% to 40%**

All Brass and Metal Beds for Clearance 20% Off

All Dining Tables, Buffets, China Closets, 25% Off

All Lifetime Mission Furniture, Clearance 25% Off

All Library Tables, Pedestals, Tabourettes, 25% Off

All Rockers, Mahogany and Oak, Clearance 25% Off

All Widdicomb High-Grade Bedroom Suites 25% Off