

Efficient is Our Mail-Order Service—Order From Catalog or the Daily Advertisement at Clearance Sale Prices—Every Article Reduced  
Dine in Beautiful 7th-Fl. Tea Room—Breakfast, 8-11:30; Luncheon, 11:30-2:30; Afternoon Tea, 2:30-5:30—Orchestra Music at Noontime

Furs Made to Your Order—Or remodeled in our Fur Manufacturing Department. Expert furriers to make every style, from fur neckpieces to coats.

Champion Cat Show—To be held in The Meier & Frank Store, January 23, 24 and 25. Entries close January 19. Apply for entry blanks on Sixth Floor.



Columbia or Victor Talking Machines—Of every style sold on our club plan of easy installments. Hear the January Records in our Fifth Floor Talking Machine Parlors.

Nursery on the Fourth Floor—A convenient rest or play room for children while mothers shop in the store. Trained nurse in charge to care for children and infants.

# JANUARY CLEARANCE *Every Article Reduced* SALE OF WHITE

CONTRACT GOODS EXCEPTED

Every Article in the Store Reduced  
Contract Goods Only Excepted.  
Men's and Women's Clothing  
Girls' and Boys' Clothing  
Hats — Gloves — Shoes  
Every Need for the Person  
Every Need for the Home

## Greater Than Any Like Events Here in the Quality Store of Portland!

Every Article in White Reduced  
Contract Goods Only Excepted.  
Women's Undermuslins  
Table and Bed Linens—White Dress Goods  
Laces and Embroideries  
Knit Underwear—White Gloves  
White Furniture—Lace Curtains, Etc.

### What Clever Styles to the Attractive Dresses We Special for Only



**\$12.65**  
Regular \$18 to \$25 Dresses  
ONLY 50 of these stylish Dresses included in the lot! Styles for women and misses that are sure to please, and in every wanted color. Of serge, corduroy, charmeuse, plain and brocaded satin materials. High and low neck styles. Lace, velvet, braid and embroidery-trimmed. While any remain tomorrow we offer these \$18 to \$25 Dresses at the very special price of only, each **\$12.65**

**\$12.50 Coats** Think of choosing the Winter Coat at only \$9.35. Tomorrow we include for women and misses Rainproof Coats of double texture. Cut on lines that give the long loose effect. Have raglan sleeves, standing collar. In tan only. Sizes 16 years to 44 bust measure.  
**\$9.35**

**To \$18.50 Coats** Made in the most popular styles and all of the latest heavy Cloakings, chinchilla, chevots and tweeds are these Coats we offer tomorrow at only \$10.65. Choice of blue, tan and gray mixtures and checks. Plain or velvet collars.  
**\$10.65**

**\$25.00 Suits** Assuredly priced within the reach of all are the Tailored Suits for women and misses included tomorrow for Clearance! Norfolk and plain and fancy-cutaway styles. In black, navy, brown and gray and tan mixtures.  
**\$14.25**

**\$2 Waists** 200 beautiful white lingerie waists. Of voile and batiste, in Dutch or high neck, long or short sleeves. With lace and embroidery trimming. Still other styles—have the sailor collars.  
**\$1.28**

**Mannish \$1.50 Waists on Special Sale at Only 95c**  
Popular with the business women are these Mannish Waists. With soft, standing or sailor collars, have side pocket. Choice of white, tan and stripes. Regularly \$1.50, special 95c

**Reg. \$1.00 Sateen Petticoats for 68c**  
Petticoats, of black sateen or spun glass. Pin tucked or bias band flounces. Regularly sold at \$1.00, special price for tomorrow **68c**

### Dainty Corset Cover Embroideries at 25c!

Regular 35c to 50c Grades  
THERE'S a most pleasing daintiness to these Corset Cover Embroideries. In great variety of eyelet work, on dimity and lawn. 18 inches wide. Also suitable for lingerie. Regular 35c to 50c values, yard at **25c**  
**Reg. 20c to 35c Embroideries at 15c**  
Regular 10c to 20c **85c to \$1.25 Embroidery**  
**Flouncings, Yard at 6c** Muslin Flouncings, 6 to 12 inches wide. Trimmed with tucking and lace edges. For the making of undermuslins. Regular 10c to 20c. On sale at special, the yard **6c**  
**39c** They're manufacturer's strips of dainty Embroidery Insertion. On Swiss and cambric. In eyelet and floral designs. For waists and gowns. 4 1/2-5 yd lengths. Reg. 85c to \$1.25. The strip **39c**  
First Floor—New Building—Mail Orders Filled

Entire Stock Men's Clothing Reduced



Entire Stock Boys' Clothing Reduced

### Madam---Prettier or Better Quality Gowns Never Offered at

**75c, 95c, \$1.48, \$1.95**  
GOWNS—they're the Thursday feature of our January Sale of White! Five splendid groups—and prettier, better quality Gowns you never saw at anywhere near this price. And all the more important are the offerings through the fact that every Gown that enters the sale is fresh, crisp and new—hundreds of them purchased specially and timed to arrive just in time for this January Sale.  
Supply tomorrow the Gown needs for months to come—here are the offerings that make it worth while.  
**\$1 GOWNS 75c**—Better quality Gowns than you'd expect to purchase at \$1 are these we special at only 75c! Neatly made of good quality nainsook in the slipover style. Yoke and sleeves are trimmed with wide embroidery insertion. All sizes—\$1 Gowns priced for the January Sale of White tomorrow at **75c**.



**To \$1.50 Gowns at 95c** Note the illustration above—it shows the prettiness of one of the styles included in this group at 95c. Made in the slipover style—one with square neck and short, fancy sleeves, as shown, trimmed with Irish crochet weave lace—other in Empire style with embroidery insertion and linen lace edge trimming. All sizes—**95c** for Gowns that sell regularly at \$1.25 to \$1.50.  
**\$2.00 Gowns \$1.48** Well made, of fine quality nainsook in the favored slipover style. Neatly trimmed at neck and sleeves, with lace medallions and ribbon bows. All sizes in the lot. Regular \$2.00 Gowns, priced for our January Sale of White tomorrow at only **\$1.48**.  
**\$2.50 Gowns \$1.95** They're unusually attractive and pretty—of fine quality nainsook and made in the slipover style, as shown in sketch above. Made with "V" shaped neck and short sleeves. Front and back trimmed elaborately with lace insertion and ribbon run embroidery beading. **\$1.95**

Every inexpensive and expensive Undergarment in 2d-Floor Section at Less!

### Willamette Rotary Sewing Machine



**\$2 on Purchase, \$1 a Week**  
The Best Your Money Can Buy at \$32.50, \$35 and \$40  
MADAM, have you ever seen the Automatic Tension feature that is found only on the "Willamette" Sewing Machine? It's possible to sew fabric of the sheerest and daintiest, and immediately change to sewing of many thicknesses of heavy cloth, without necessity of tension adjustment. Other advantages cheerfully explained to you by an expert woman operator. Style and finish of case regulates price. All Willamette Machine heads being alike.  
Our Binding Ten-Year Guarantee Accompanies Every Willamette Machine

### The Men's Store-- Meier & Frank's For Greatest Clothing Values

Two Groups Include Entire Stock Men's Fancy Suits and Overcoats  
**To \$18 Fancy Suits, Overcoats \$11.75**  
See them in the Morrison street window and you'll agree that even at \$15 to \$18 they're of exceptional quality and style.  
**To \$35 Fancy Suits, Overcoats \$18.75**  
Even the man most fastidious in dress will find just the garments that meet his approval, in every respect in this immense group.  
All Blue and Black Suits and Overcoats at 10% Off  
**\$3.85** Boys' Suits and Overcoats Famous "Hercules" Brand Regularly \$5.00 to \$8.50 **\$3.85**  
—The Men's Store, Third Floor—Mail Orders Filled

### Have You Seen the New "Nemo?"

The Last-  
curve Back  
Self-Reduc-  
ing Model **\$3.50**



THEY'RE the newest model of the famous Nemo make—these ideal self-reducing Corsets made with the latest and novel invention, the lasticurve back.  
And this new feature but one of the many points that make Nemos the favorite Corset with thousands of women from coast to coast. The "Lasticurve Back" consists of gorges of elastic cloth extending below the back steels and laced to the end. Although the Corsets are of the extremely long type, holding the figure firmly, yet wonderfully comfortable are they, affording the wearer that perfect ease and perfect fit.  
Advertised everywhere throughout the land are these new Lasticurve self-reducing Corsets. Two models—No. 322 with low bust and No. 324 with low bust. Visit our Second floor section tomorrow and have one of our expert corsetiers tell you about the new Nemos. And they are only **\$3.50**  
No place in all Portland where a more complete and varied assortment of Corset Accessories is shown than here in our second floor section. All the little accessories that add to the attractiveness of the figure. Waist Ruffles, Bust Forms, Brassieres, Pads, etc. Every price—every style—all reduced!  
Second Floor—New Building—Mail Orders Filled

### 20-lbs. Sugar \$1

With \$1 Purchases of Other Groceries  
Log Cabin Syrup, gallon cans, special \$1.10  
Split Peas, four pounds special at only 25c  
Dimple Peas, the can special for only 15c  
Fancy L. M. Raisins, four pounds only 25c  
Dry Peas, two pounds special for only 25c  
Grape Juice, 25c bottles, special at only 20c  
Brazil Nuts, special tomorrow per pound, 15c  
Sliced Pineapple, three cans for only 50c  
Fancy California Grape Fruit, four for 25c  
All 10c Spices, special tomorrow per can 7c  
CCC Dry Milk, 25c can, special now at 19c  
Atmore's Mince Meat, two pounds at 25c  
A. & H. Soda, four packages, special at 25c  
Wadco Baking Powder, special pound, 17c  
Mixed Peas, special price per pound, at 16c  
Codfish, special the brick now for only 18c  
Pure Food Grocery, Basement—Mail Orders Filled

### Big Book Specials

50c Books for Boys—Titles, such as "Racer Boys," "Baseball Boys," "Rover Boy," "Stratemeyer," etc. Special 39c.  
50c Books for Girls—Includes fully 500 good titles. Of wholesome and instructive reading. Special 39c.  
25c Books for Boys and Girls—Included are at least 1000 odd titles. Special 19c.  
Alger & Henry 25c Edition—Specially priced for Clearance at 15c. All Standard Sets—Priced for Clearance at 25% off.  
50c to \$1.50 Books—Including a great many new titles—Fiction that has been slightly handled. Priced for Clearance at 39c.

Graniteware Sale Continues! Entire Stock Reduced  
—The Big Basement Store—

### Men's Pure Linen Kerchiefs

Regular 25c to 35c Grades **15c** Choose Them Tomorrow  
NOT a man in all Portland should miss this opportunity to purchase the Handkerchief needs at such a price as we offer for this Clearance! Handkerchiefs of fine quality, with 1/8 and 1/4-inch hemstitched borders, have block, Japanese, scroll and long style initials, hand embroidered in corners. They're broken lines of regular 25c to 35c pure linen Handkerchiefs, we offer tomorrow for only **15c**.  
-- Just Inside the Morrison Street Entrance

### Ribbon Remnants at 15c

Regularly 25c to 50c  
CHOOSE them for fancy work and hair ribbons—these Ribbon Remnants in 1 to 2-yard lengths, 3 to 6 inches wide. Plain, moire and fancy colors. Choice of the Remnants, at **15c**  
Women's 75c Union Suits—In white and gray, fleece-lined. Made high neck, long sleeves and ankle length. Regular and extra sizes. Special for this sale, the suit, at **39c**  
Women's 57c, 79c, 87c and 98c Gloves—Of lambskin. Broken lots and sizes left from Sale group. Your choice of the lot, pair **37c**

### Toilet Goods Sale

Our Regular Monthly Event With Hundreds of Savings  
25c Almond Cream for chapped hands, 14c  
50c Hind's Honey Almond Cream, 33c  
25c Benzoin and Almond Lotion Soap, 3 cakes in box 18c  
25c White Pine Cough Syrup, 14c.  
25c Mustard Cerate, "The Little Doctor," priced 14c.  
\$1.25 Hot Water Bottles, 2-quart, guaranteed 1 year, 73c.  
\$1.50 Hot Water Bottles, guaranteed 1 year, priced 83c.  
25c Glycerine and Rosewater, 8 ounces 10c  
35c Daggett & Ramsdell's Cold Cream 21c  
25c Theatrical Cream, 15c.  
\$1.50 Oriental Cream, 92c.  
Mirrors, Hand, triplicate and stand styles, at ONE-HALF PRICE.  
Henckel's and Keen-Kutter Cutlery, including Scissors in all styles and sizes, 1/4 OFF  
First Floor—New Building—Mail Orders Filled



Cut Glass Sale Continues! Entire Stock Reduced  
First Floor—Main Building