

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
Food, Cloth, Hardware, Etc.

January Sales To Bring Down Living Costs

Tomorrow begins the third week of MEIER & FRANK'S great second annual drive to bring down living costs by offering large stocks of standard everyday-wanted merchandise for person and home at considerably less than current market prices.

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Great Canned Goods Sale

Thousands of cans included in this great January Sale to Bring Down Living Costs which begins tomorrow at MEIER & FRANK'S. In view of market conditions this sale brings exceptional values in standard and fancy new pack fruits and vegetables. Some quantities limited—these prices Monday, Tuesday and Wednesday while stocks last.

Canned Fruits in This Sale

Peaches, Del Monte, fancy sliced or halves, No. 2 1/2 cans, case, \$9.75, doz. \$4.90, can 45c.
Peaches, Valley Brand, Yellow Cling, No. 2 1/2 cans, case \$9.25, doz. \$4.65, can 40c.
Apricots, Del Monte, No. 2 1/2 cans, case \$9.75, doz. \$4.90, can 45c.
Pineapple, Del Monte, sliced, No. 2 1/2 cans, case \$9.25, doz. \$4.65, can 40c.

Canned Vegetables in This Sale

Corn, Del Monte, Country Gentlemen, case \$4.90, doz. \$2.50, can 22c.
Corn, Red Ribbon, fancy Maine, case \$6, doz. \$3.10, three cans 80c.
Peas, Red Ribbon, fancy Early June, case \$4.90, doz. \$2.50, can 22c.
Beans, Preferred Stock, case \$6, doz. \$3.10, three cans 80c.
Spinach, Del Monte, No. 2 1/2 cans, case \$4, doz. \$2.10, three cans 55c.
Tomatoes, Veribest, Del Monte or Preferred Stock, solid pack, No. 2 1/2 cans, case \$4, doz. \$2.10, can 18c.
Tomatoes, Standard, case \$2.85, doz. \$1.45, two cans 25c.
Asparagus Tips, Del Monte, green, No. 1 cans, case \$7.25, doz. \$3.75, can 32c.
Asparagus Tips, Del Monte, white, No. 1 cans, case \$7.85, doz. \$4, can 35c.
Asparagus, Del Monte, white, large cylinder, case \$8, doz. \$4.10, each 35c.
Pumpkin, Del Monte, No. 2 1/2 cans, case \$3.75, doz. \$1.90, three cans 50c.
Sauerkraut, Wilsco Brand, No. 2 1/2 cans, case \$2.75, doz. \$1.40, two cans 25c.

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

This Universal Cast Iron Range

Installed Complete in Your Home

\$76.50

All cast-iron body—for durability and baking qualities it has no superior. Six-hole polished top. Roomy oven. Western firebox properly proportioned—has duplex grates for wood and coal. Sliding draft damper assures absolute control of heat in oven. Patented lift key plate over firebox for boiling and toasting also affords convenient fuel opening. Sanitary trimmings.

Installed complete in your home for \$76.50.

SIX OTHER STYLES OF WOOD AND COAL RANGES ARE SPECIALLY PRICED FROM \$57.50 TO \$97.50 INSTALLED COMPLETE.

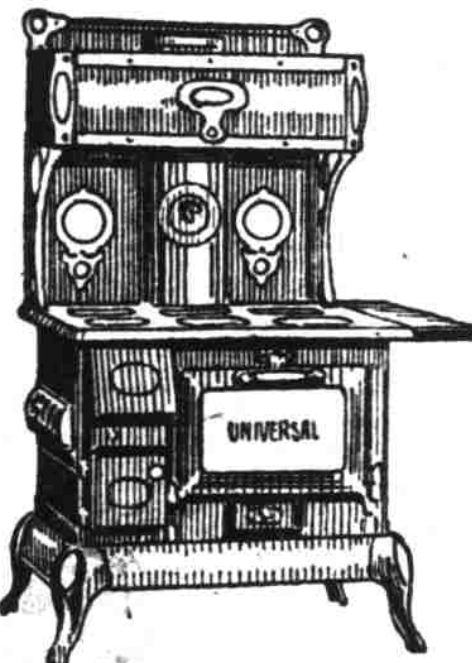
Universal Porcelain Ranges

At the present time the all-porcelain range is in high favor and it undoubtedly will continue to be for many years to come. Universal porcelain ranges are just as durable and as fine bakers as the old-fashioned cast-iron range. The porcelain bodies are as easily cleaned as a china bowl and as rust-proof as a piece of glass.

Shown in rich blue and gray. Wood and coal; also combination wood, coal and gas ranges. Priced \$125 to \$195, installed complete.

Your Own Terms—In Reason

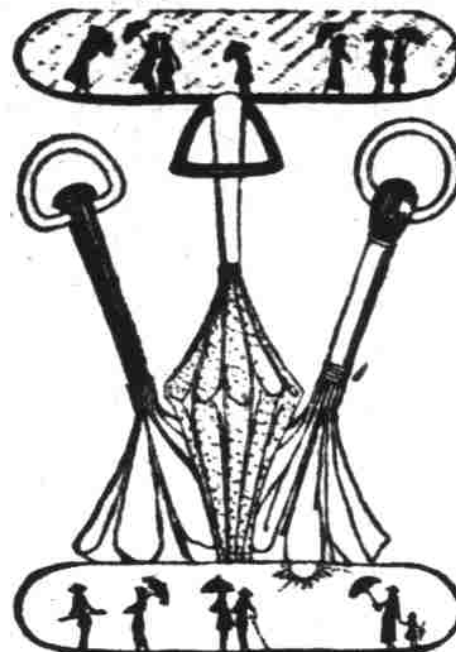
—Meier & Frank's: Sixth Floor. (Mail Orders Filled.)



Universal Pipeless Furnaces

More heat with less fuel, better ventilation and a more even distribution of heat is assured if you have us install a Universal Asbestos Insulated Pipeless Furnace in your home.

Real SILK Umbrellas



\$3.95

A brand-new purchase from a maker with whom we have dealt for years—naturally these "specials" are pretty fine.

The taffeta is that soft, heavy quality which silk experts call "good." Ring, cord and plain handles of wood and Bakelite. Two-tone effects, attractive plaids and plain colors in black, blue, green and purple. Here and there one sees the fashionable Bakelite-tipped ribs. A few of the silks show almost imperceptible flaws, usually

near the edges of the umbrella.

It seems like old times to be able to offer real SILK umbrellas at \$3.95. Ordinarily they would be \$6.50 to \$10. In the lot are a few other silk umbrellas remaining from a previous notable special purchase.

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

UNEXPECTED

Sale of Black Silks

\$1.69

No need to mention the regular selling price—wise shoppers will grasp at this wonderful opportunity to secure high-grade black silks at \$1.69 a yard, which is

Less Than Present Wholesale

1000 yards of all silk YARD WIDE black taffetas taken from regular stock and reduced for the January sales. Silks suitable for dresses, skirts, waists, etc.

Early selection is advised if you would share in this great sale of black silks at \$1.69.

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

HALF PRICE

For a Good Selection of Women's

Smart Collars and Gilets

\$1.25 to \$10 Kinds Now 63c to \$5

January sales have captured another lot of fascinating pretties to wear at one's throat. Nearly all this season's novelty styles are represented.

Bertha collars of lace, some tied with ribbon.

Berthas with high collars of lace.

Elaborate stock collars with lace jabots.

Gilets of lace or organdy to wear with spring gowns.

Collars of tailored white tricot or filmy georgette crepe.

Washable round and bib collars of white or beige batiste edged with pleating.

Gilets of duvetyn, broadcloth or silk poplin to wear with early spring suits.

Only a few pieces of any one kind and some show signs of handling.

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

Corduroy Robes \$10.45

Emphatically desirable are these women's unlined corduroy robes of special quality at this January Sale price. Rose, blue and purple.

New Silk Kimonos \$15

Gray, blue or purple silks in patterns for spring.

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



On Sale Tomorrow!

All Our Fitted Bags and Suit Cases

Regularly Priced From \$35 to \$110

1/4 OFF

Seldom does one have an opportunity to choose from a really desirable assortment of fitted bags and suitcases at a worth-while reduction, but for the January Sales we offer our entire stocks at a mark-down of 25% on prices that were already low.

This sale brings a saving of a fourth on the newest and most complete line of fitted bags and cases in the Northwest. All sizes, from the small overnight bag to regular size suit cases. Regularly \$35 to \$110—special \$26.25 to \$82.50.

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

SALES FOR THE HOME

The January Sales bring unusual economies on furniture, floor coverings, curtains and other things to make the home more beautiful. Tomorrow we emphasize particularly:



Davenports, Easy Chairs and Living Room Furniture

Offered in the Great January Sales

Certainly there are furniture fashions. Just now the fashion is for big, lounging, comfortable living-room furniture in which to rest luxuriously after the day's activities.

This January Sale offers the chance to get the most comfortable of this living-room furniture at prices lowered to bring down costs materially.

\$152 Davenports, Our Own Make, \$129.50

Seven feet of absolute comfort. Full, comfy, spring seats. Each cushion removable, each cushion containing springs to make it especially easy. Overstuffed and carefully covered with various tapestries of the better-wearing kinds. Made just as well as we know how to make davenports—and hundreds of Portland families know how good that is.

Great Easy Chairs, Special \$39

Built expressly to our order. Overstuffed, with excellent springs and covered with short lengths of tapestry, explaining the price.

Rockers to match are \$41.

The best way to test them is to sit in them and see if they do not invite entire relaxation—which is the only way to rest properly.

The davenport, the easy chair and rocker are pictured here so that you can see exactly what they are at home. If there is a lack of such pieces in the room where you are sitting—well, you will know what to do tomorrow morning.

Other Living Room Furniture

Library table, Jacobean oak, was \$25, now \$17.50.

Library table, Jacobean oak, was \$30.50, now \$24.75.

Library table, mahogany finish, was \$39.75, now \$32.50.

Oak rocking chair, tapestry covered, was \$16.50, now \$12.75.

Oak rocker, leather seat, was \$22.50, now \$17.50.

Rocker, overstuffed, covered imitation leather, was \$35, now \$27.50.

All-leather rocker, was \$75, now \$62.50.

Spinet desk, mahogany finish, was \$40, now \$34.75.

Couch of ivory enameled reed, was \$50.50, now \$44.75.

Chair of ivory enameled reed, was \$18.25, now \$15.75.

YOUR OWN TERMS IN REASON—EIGHTH FLOOR

Dress Up Your Windows—2 Specials

37c

\$1.39

Yard for plain filet marquisette net curtaining of the simple, durable sort which is so satisfactory. White, cream or ecru, 40 inches wide. This net is now entirely off the market and cannot be duplicated at anything near this price.

Yard for over-drapery materials in effective orange, yellow, blue, green, rose and brown. This is the grade we sell regularly at \$2.50 a yard. 50 inches wide. It is the weight and weave which many housewives like, especially at this new price.

—Meier & Frank's: Drapery Shop, Seventh Floor.

Discontinued Designs in

Wilton and Chenille Rugs—SAVE!

This is the announcement for which many households have been waiting. It is an annual event. Savings are always large. Variety is wide. Every January we go over our stocks to weed out whatever is not necessary to carry over into the new store year after inventory. Patterns which cannot be duplicated. Rugs of which we have more than is necessary. It is OPPORTUNITY time to get the right rug at the right price.

Wilton Rugs Greatly Reduced

Oriental patterns from some of the best American manufacturers which we recommend for wear.

9x12, were \$100, now \$87.50

9x12, were \$115, now \$97.50

9x12, were \$130, now \$112.50

8-3x10-6, were \$108, now \$89

6x9, were \$72.50, now \$49.50

6x9, were \$80, now \$58.75

6x9, were \$90, now \$67.50

36x63, were \$20, now \$13.65

36x63, were \$26.75, now \$18.65

27x54, were \$12, now \$7.75

27x54, were \$14, now \$9.75

27x54, were \$15, now \$10.75

27x54, were \$17, now \$11.50

\$100 and \$125 Wool Back

Chenille Rugs \$79

Plain color 9x12 rugs of this splendid quality, heavy enough to lay flat and wear well. Plain or flowered borders. A number of colors.



—Meier & Frank's: Rug Shop, Seventh Floor.

Mr. & Mrs. Lower Price Store

Women's Suits, Coats, Dresses In a Wonderful Sale

In keeping with the remarkable values our Lower Price Store Apparel Section has been featuring for the January Sales we direct your attention tomorrow to these:

Suits at \$14.75

These suits have been marked regularly in our stocks at \$29.75 to \$49.75—while any remain you may buy them at LESS THAN HALF.

Made of serviceable tricot, broadcloth, cheviot and serge. Belted and plain tailored models. Braid and button trimmed. Good colors.

Not every size in the lot. No exchanges.

Suits at \$6.95

Every suit in this lot is also LESS THAN HALF.

Good quality poplin and serge suits in tailored and semi-tailored models, a few belted styles. Collars of plush and self material. Medium dark colors. Sizes 16 to 44. No exchanges.

Women's Dresses at \$7.95

Formerly to \$18.75

Women's and misses' serviceable jersey, tricot, serge and messaline dresses in a good variety of wanted styles. Many pretty colors in the lot. Some are slightly damaged or soiled. Sizes 16 to 44. Limited number.

No exchanges.

—Meier & Frank's: Lower Price Store, Basement Balcony.



Winter Coats at \$8.75

Formerly to \$24.75

These smart coats are of velvet, kersey, melton cloth and novelty mixtures. Full flaring, semi-belted and cross-belted styles with large and medium-size collars of plush and self-materials. Plain and figured linings. Sizes 16 to 44.

No exchanges.