

"SMILES"—Second Life Savers—With the WHOLE Flavor of the Mint—Buy TWO for the Price of ONE—2 for 5c—MAIN FLOOR



**"U. S. Standard" Cleaner**  
Quart 33c, Pint 18c

This high-grade U. S. Standard bathroom cleaner is very economical—as small amount will suffice for a large surface. It cleans and polishes porcelain and enameled tubs; mosaic and marble floors; nickel and brass faucets; enameled, varnished and painted surfaces.  
Quart can special 33c, pint can special 18c.  
—Meier & Frank's: Basement.



**Hugh Walpole**

will give a lecture at the Masonic Temple, 8:20 tomorrow evening, subject "Russian Vignettes," auspices the Drama League. Tickets \$1.10 (including war tax), on sale in our Book Shop, Fifth Floor.

**Center Aisle Bargain Square, Main Floor**

**"Regal" Polish Mop 25c**

Can be used for all varnished, painted and waxed surfaces, linoleums, wood work, etc. Shaped to fit the corners—cleans, polishes and dusts at the same time. Adjustable handle. Padded to protect furniture. Can be washed and renewed. Packed in separate tin container.  
25c bottle of polishing oil, special at 10c.



—Meier & Frank's: Center Aisle, Main Floor.

**The January Sales to Bring Down Living Costs**

**Cretonnes, Nets, Curtains at January Savings**

It's time to fix up one's home when curtains, slip covers and draperies can be renewed at a fraction of the usual cost. Special purchases and oddments taken from our shelves offer many exceptional opportunities to have lovely things at a small outlay.

**Cretonnes, 53c, 69c, 77c Yard**

Sometimes several pieces of a kind. Occasionally only enough for two or three windows. Mostly of the heavy weight suitable for any purpose. Flowers, landscape and modern effects.

**Curtaining Materials**

Nets, special, 37c, 63c, 99c yard. Marquisette, special, 27c, 49c yard. Scrim, special, 23c, 49c yard. Nearly all are to be had in white, cream, or ecru.

**Portieres \$6.35, \$8.35 and \$10**

Ready to shut out drafts are these special tapestry portieres in desirable patterns and colors.

**Curtains, Pair \$1.49 to \$5.35**

Ruffled muslin, scrim and effective filet net curtains which we cannot duplicate at the prices. A wonderful collection at \$1.49, \$1.59, \$2.95, \$3.80, \$5.35.

**Drapery Materials \$1.39 Yard**

Plain colored over-drapery fabrics that have been considerably higher in price.  
—Meier & Frank's: Drapery Shop, Seventh Floor.

**Down to Lower Prices Store**

**\$5.00**

**Apparel Sale**

For a wonderful disposal of women's and children's winter apparel we've grouped odds and ends of various lines and marked them \$5 to close out in a hurry.



**Suits \$5**

Fine serge and poplin suits in good styles. Nicely trimmed. Broken sizes, 25 only. Formerly priced at \$24.75.

**Dresses \$5**

Women's poplin, serge and a few messaline dresses in the wanted styles and colors. Broken sizes, 75 only. Were \$7.95 to \$12.95.

**Coats \$5**

Stripe zibeline, kersey cloth and coats of other materials in good weights. Well lined, 125 garments. Were \$12.75 to \$15.

**Skirts \$5**

Women's new serge and poplin, also fancy wool mixed checked skirts. Button trimmed. Sizes to 40. Only 50. Were \$7.50 and \$8.50.

**Children's Coats at \$5**

Coats of kersey, velveteen, etc. Belted and lose back styles with plush and velvet trimming, some have large plush collars. Sizes 7 to 14. Just 100 coats. Were priced to \$12.75.

**EXTRA SPECIAL!**

**A Regular Good Old Fashioned Shoe Sale**

**\$2.98**



Almost any kind of shoes are good values at \$2.98 today but the shoes we offer in this sale are GOOD SHOES—shoes in good styles and that will give good service. And what's more, we have 1200 pairs of such shoes in this sale.

**Included Are**

Shoes with dull calf bottoms, leather soles and cloth tops. Patent colt shoes with cloth or leather tops. Dull calf shoes with dark gray tops. Black kid and brown oxfords. Gray kid oxfords. Black kid high shoes. Also several other 1 to 10 odd pair lots. Lace and button styles. Low, high and medium heels. Leather soles.

For convenience in selection sizes are marked on each shoe and separate tables are allotted to the different sizes. Sizes from 2 1/2 to 8.

No phone orders or approvals, none sent C. O. D. No sales to dealers.  
—Meier & Frank's: Lower Price Store, Basement Balcony.

**Dropped!**

**\$45 to \$75 Dresses / \$39.50**



Distinguished street frocks which can be worn with fur scarfs all spring and early summer. Made of the extra fine navy blue tricotine and serge which only the best manufacturers use these days. A few unusually good jersey frocks are in the collection. One of a kind. Sizes 36 to 42 in the lot.

**SKIRTS!**

**\$15 to \$17.50 Kinds \$9.45**

**\$18.50 to \$25 Kinds \$11.85**

One of a kind serges, poplins, plaids, homespuns and a few broadcloths. Plain navy or black, as well as black or white and colored plaids. Not all sizes in any one style.  
—Meier & Frank's: Apparel Shop, Fourth Floor.

**Dress Blouses at Half**

**\$9 to \$37.50—Were \$18 to \$75**

Women are choosing two or three at a time!

They are blouses which simply cannot be equaled at the prices.

Exquisite confections of the finer georgette crepe charmeuse or laces.

Exclusive.

Suitable to combine with satin or cloth skirts for afternoon and informal evening wear.

All are long enough to be belted or tied with a sash so that they will become one with the skirt. In this way they form a charming costume at much less than one equally fine gown would cost.  
—Meier & Frank's: Blouse Shop, Fourth Floor.



**Boys' All-Wool Mackinaws**

Regularly Priced Up to \$20.00

**\$11.85**

To create a stir in the Boys' Store similar to that sure to attend tomorrow's big "doings" in the adjoining Store for Men, we have taken 100 mackinaws from regular stock and reduced them sharply for this occasion.

They're just the sort of coats vigorous outdoor boys want these next three months—warm, good looking mackinaws that keep a boy comfortable on the coldest day and allow plenty of play for agile limbs.

Of all wool materials, well made, these coats represent a good investment not only for this winter but for future years. Every pattern and coloring a boy would choose and his parents approve. Sizes 8 to 18 years.  
—Meier & Frank's: The Store for Boys, Third Floor.



**REMNANTS of Silks 1/2**

Fascinating collection of odds and ends from our busy Silk Store. Plain and figured silks—including taffeta, satin and so on. Variety of colors. All half price. Lengths 1 to 5 yards. None C. O. D. No exchanges.  
—Meier & Frank's: Silk Shop, Second Floor.

**Odd Lots of Rag Rugs in a Sale**

These rugs are in the small sizes and some are slightly soiled. Such wanted colorings as blue, brown, tan, yellow, pink and gray. Reduced as follows:

| No. | Size  | Were   | Now    |
|-----|-------|--------|--------|
| 30  | 24x36 | \$1.75 | 98c    |
| 35  | 27x54 | \$2.25 | \$1.38 |
| 34  | 27x54 | \$2.75 | \$1.78 |
| 22  | 30x60 | \$2.75 | \$1.78 |
| 49  | 30x60 | \$3.25 | \$2.15 |
| 20  | 3x6   | \$3.50 | \$2.35 |
| 20  | 3x6   | \$4.75 | \$3.15 |

—Meier & Frank's: Seventh Floor.

**Groceries**

Fancy Patent Flour, our Royal Banquet brand, 40 lb. sack \$12.75  
The 49 lb. sack \$13.20  
White Layer Flg. fancy quality 10 lb. box \$2.75, lb. \$40c  
Ceylon Tea, extra quality, 50c value, 10 lbs. \$4, lb. \$42c  
Cooking Salt, Diamond Crystal, No. 2 1/2, pkgs. \$9c  
Peanuts, freshly roasted, 5 lbs. \$5.4, lb. \$20c  
Brooms, specially priced \$1.35, \$1.20 and \$1.75c

**Fisher's Scones**

"BLEND," Fisher's renowned colored chef, will serve the famous Fisher's scones tomorrow in our Ninth Floor Grocery at a special demonstration booth. These scones are made of Fisher's Blend Flour, and are filled with jam. Come in and try one.  
—Meier & Frank's: Grocery, Ninth Floor.

**Bring All the Strength of Their Great Price-Shattering Armament to Bear on This Sale for Men**



255

**Suits and Overcoats**

**\$28.50**

**Our Price to YOU Is Less Than the Manufacturer's Price to US**

THIS is a good-will sale—purely. Its object is to make new friends for, and draw more tightly the bonds between old friends and, The Store for Men. It fits in admirably with the January Sales to Bring Down Living Costs and is a fine example of the wonder-working efficacy of MEIER & FRANK'S newest great effort along this line.

**No Man Can Have Any Excuse for Going Without A New Suit or Overcoat Any Longer**

—at least not on the score of high prices—if he makes it a point to attend this sale in good time. We wish we had more but it took the hardest sort of planning to get as many as 255 garments—the number that will be ready when the store opens at 9:15 tomorrow morning.

**The Suits at \$28.50**

A veritable bonanza—for young men especially and older men with young lileas in dress (a goodly number nowadays). There, are sizes from 33 to 42 in this assemblage.

Waist-seam style, single and double-breasted models, belted back and all-around belted, some fine looking sport suits of the type that will be in heavy demand later on.

Materials include all-wool chevrets, also dependable quality tweeds and unfinished worsteds.

Desirable patterns and colorings—many of the sorts that will be "good" this spring and summer.

**Overcoats at \$28.50**

Here again is a rare find for young men and men who stay young. Society Brand, Adler Rochester and other well-known makes are included.

Waist-seam, belted back, all-around belted and form-fitting models.

A wide range of handsome mixtures and good plain shades with browns, blues, dark greens, tans and oxfords emphasized.

Sizes 34 to 40.

Sir It will cost you money to STAY AWAY from this sale. If you are soon again offered such woolsens and such tailoring at such a price we'll be mighty happy, but we're also mighty doubtful.  
—Meier & Frank's: The Store for Men, Third Floor.

**This Regular \$39.50 Acorn Combination Heater \$28.50**



**Have You Tried the Popular E. M. Clothes Bleach**

This wonderful clothes bleach is made right here in Portland and is guaranteed.

It will make yellow clothes white and white clothes whiter. Will remove fruit, berry, perspiration, blood and ink stains. It is a deodorizer, a germicide, a disinfectant, a bleach. It does not contain ammonia, acids or any chemicals injurious to the fabric.  
—Meier & Frank's: Ninth Floor. (Mail Orders Filled.)

**Your Own Terms—In Reason**  
—Meier & Frank's: Sixth Floor. (Mail Orders Filled.)