

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
7th, 5th, Morrison, Alder Sts.

HERE IT IS!--

MEN'S STORE OPENS
8 A. M. TODAY

For the convenience of men who go to work early, the Men's Store (Morrison street entrance) will open for business at 8 A. M. this first day of the sale only. The rest of the store will open as usual at 9:15 A. M.

The West's Greatest Shirt Sale

This is the event we think so much of that we've sent out in the daily papers advance notices telling men to wait for it. Well, it's worth waiting for all right, and now it's here—

All Our Fifth
and Morrison
Windows

are given over to
shirt displays.

19,920 Shirts by Actual Count at Prices That Will Amaze

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It isn't the sort of thing you can write an "ad" about. The time-honored phrases of the craft are inadequate. But this is the stark reality of it: There are practically twenty thousand shirts involved and they are offered at prices that only a successful series of gigantic merchandising coups makes possible—prices that in many instances fall below

the wholesale costs today. That's the nub of it. How our buyers months ago in the largest shirt manufacturing centers of the country engineered the deals to make this sale possible is intensely interesting, thrilling—but what of it. You want to know what you're going to get. Well, we think that this is—everything considered—

The Best Shirt Sale Ever Offered in the Western United States!

Selling begins today, Thursday, and continues on succeeding days, BUT—some lots, despite the large quantities, are almost certain to be depleted early, so please do not blame us if you come too late. Now read what good luck this sale brings you and—be sure to get your share. We have provided extra space for this

occasion—the entire Main Floor thoroughfare tables running clear from Fifth to Sixth streets will be filled with shirts, in addition to the huge displays in the Men's Store proper—and we have provided additional salespeople, bringing the number of skilled attendants up to more than a hundred.

3960 Silk Shirts

—1356 shirts of regular \$16.50 and \$17.50 grades; 996 shirts of regular \$15 grade; 1608 shirts of regular \$12.50 and \$13.50 grades.

The greatest triumph of merchandising mastery! A silk shirt sensation. Think of it—nine dollars, and eight-five cents for silk shirts from America's best manufacturers. Quality silk shirts! High grade in material and workmanship. Our advice is to buy all

\$9.85

you can while you can at such a price as this.

Your choice of these textures: Broadcloths, woven and satin striped—satin striped crepes—plain La Jerz (white)—satin striped La Jerz—radium cloths—pussy-wilows—silkendure—habutai silks.

All desirable patterns and colors. Sizes 14 to 17½.

What do you think of it?

4800 Shirts

\$3.95

—480 shirts of regular \$8.50 grade; 3760 shirts of regular \$5, \$5.50 and \$6 grades; 560 shirts of our "special" \$4.85 grade.

Imported pongee silks and woven madras cloths—satin striped tub silks—silk striped madras—silk striped pebble cloths—corded madras—Russian cords—silk finished poplins—mercerized oxfords. There's a range for you!

All have soft French cuffs. Excellent workmanship.

Also included at this price are the button-through collar polo shirts that will be worn so largely this summer. These in silk finished poplins and mercerized oxfords.

Sizes 14 to 17½.

5400 Shirts

\$2.65

—1416 shirts of regular \$4 and \$4.50 grades; 2520 shirts of regular \$3.50 grade; 1464 shirts of regular \$3.25 grade.

Finely serviceable shirts in the following fabrics:

Poplins—woven madras—corded madras—plain madras—mercerized twills—mercerized oxford cloths.

Plain colors in white, blue, tan, heliotrope; a great variety of stripes.

Sizes 14 to 18.

2160 Shirts

\$6.95

—1296 shirts of regular \$10 grade; 864 shirts of regular \$8.50 grade.

Second only in importance to the \$9.85 silk shirt group is this assemblage at \$6.95. At other times this would be a notable sale in itself.

Pure silk pongee of exceptionally fine quality—crepe and China silks—satin striped silk mixtures—fine woven striped flannels—solid color crepes.

The workmanship of these shirts is exacting. The fit guaranteed.

The range of patterns most desirable.

Sizes 14 to 17½.

The entire summer's shirt supply may well and profitably be selected from this group.

3600 Shirts

\$1.65

—2100 shirts of regular \$2.75 and \$3 grades; 1500 shirts of regular \$2 and \$2.50 grades.

SERVICE is written large over this group, but not to the exclusion of style or any other good feature. We particularly wish to emphasize the importance of early selection here, for—well, look at the price again!

Heavy twills—corded and printed madras—fine percales.

Sizes 14 to 18½.



PLEASE NOTE:

Alterations will be made free of charge on \$9.85, \$6.95 and \$3.95 shirts after the sale is over. At present our shirt workrooms are unable to handle this work. Mail orders carefully filled. No refunds or credits except where merchandise is returned in perfect condition.

—Meier & Frank's: The Store for Men, Main Floor.