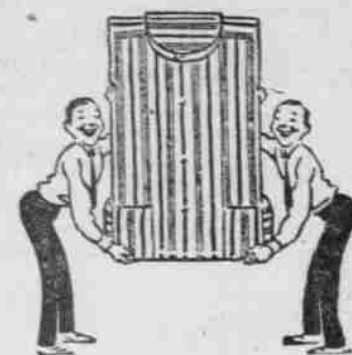


YOU BRING IN YOUR FILMS—WE'LL BRING OUT THEIR FINE POINTS—MAIN FLOOR



MEN! SHIRT BUYING TIME IS HERE AGAIN

*Shirt Sales on a Big Scale Are Traditional With
Meier & Frank's and This Newest Enterprise Is*



A Shirt Sale of Towering Proportions

To give you some idea of what we're doing in this sale,

**WE'VE DEVOTED 8 OF OUR BIG WINDOWS
TO SHIRT DISPLAYS**

Of course we can't do much even in eight windows to impress you properly with the greatness of this shirt sale, but just step inside the Morrison-street entrance if you want to get action.

Group No. 1

3944 SHIRTS

- 382 are regular \$5.00 grade
- 1130 are regular \$3.50 grade
- 1496 are regular \$3.00 grade
- 936 are regular \$2.50 grade

\$1.85
No War Tax

SIZES 14 TO 17½ INCLUDED

Madras shirts, oxford shirts, soiesette shirts. Soft cuff shirts, stiff cuff shirts. Demi-bosom shirts. Plain white shirts, striped shirts. In fact, a marvelous assemblage of good shirts at the extremely low price of \$1.85.

Some of the shirts in this group are slightly soiled, there are not all sizes in some lines but there are all sizes 14 to 17½ in the lot and hundreds of shirts in each size. Many could not be duplicated at DOUBLE the price. In view of the fact that these shirtings have shown such steady advance we consider it most extraordinary to be able to sell such shirts as these at \$1.85.

Group No. 2

4200 SHIRTS

- 432 are regular \$8.00 grade
- 1288 are regular \$6.00 grade
- 1926 are regular \$5.00 grade
- 554 are regular \$4.50 grade

\$3.95
10c War Tax

SIZES 14 TO 17½ INCLUDED

3 of these shirts for \$11.50.

This lot includes ALL SILK colored pongee, silk striped madras, solid color Russian cord, two-tone and three-tone striped Russian cord, mercerized poplin of exceptional quality, jacquarded stripes in woven madras materials.

After reciting this partial list of the qualities in this sale group it is unnecessary for us to state that these shirts are astonishing values at \$3.95 each, or three for \$11.50.

Group No. 3

1540 SHIRTS

- 316 are regular \$17.50 grade
- 782 are regular \$15.00 grade
- 286 are regular \$13.50 grade
- 156 are regular \$12.50 grade

\$8.85
59c War Tax

SIZES 14 TO 17½ INCLUDED

3 of these shirts for \$26.

ALL SILK SHIRTS and, as you can see, the great majority worth \$15.00 and more. This will be the tit-bit of the sale for men who want the better grade of silk shirts and it will be a surprise to every man to find that such shirts can be bought for \$8.85.

The famous silk ramie, king's cloth, pussy willow, satin striped broadcloth, woven broadcloth, satin striped crepe de chine, satin striped jersey cloths. Admirably tailored shirts. Could anything be finer?

We call attention to the special price of \$26 (\$1.70 war tax) on three of these superb silk shirts, for we know that once men see them they will not be satisfied with less.

The Early Bird....

as usual will have very special reason for congratulation.



IT is in many respects the GREATEST SHIRT SALE of them all! Not quite so many shirts as we have had in some of our previous colossal shirt sales, but in newness and fineness and variety and value the assortments in this new Summer sale more than make up for this.

Nothing small about this sale in point of numbers either. There are

12,541 Shirts by Actual Count

—12,541 of the best shirts you could hope to feast eyes upon.

But our chief concern in this sale has been to provide qualities plus varieties and values rather than numbers only and in this respect we claim that better providing has never been done. And that we know and you know is what counts. And in that respect this shirt sale TOWERS OVER THEM ALL!

It's a Story of Finance and Finesse

Our Men's Furnishings chief bought on a bearish New York shirt market when a sudden flurry brought the prices of this commodity down. Manufacturers wanted to unload—some of the best came, offered to sell choice lots to our representative for spot cash at almost any price he might name in reason. With us it was simply a matter of getting the best for our patrons. The shirts were guaranteed up to Meier & Frank standard. And the deal was made. Some of the shirts were bought for as low as

50c on the Dollar

and all were obtained at a marked concession. As we buy we sell. And so we offer thousands of new shirts in this great Summer sale at savings that are extraordinary in every instance and that in some instances are as much as HALF.

Every Shirt First Quality

The good clean fine merchandise that men and women buying for men like to choose from. To round out size assortments we have added shirts from our own standard stocks. And now we are ready for you Shirt Buyers. Ready with the shirts. Ready with the values.

Ready with the service. Everything's planned to move with sureness and speed and satisfaction. Extra selling space, including the entire main floor Fifth street thoroughfare, and extra salespeople, for this occasion. We request that those who can do so come early so that those who cannot may be properly waited on when they do come—as they WILL come—for this gala summer occasion which begins today in the MEIER & FRANK Store for Men.

Group No. 4

1280 SHIRTS

- Some are regular \$4.50 grade
- Some are regular \$4.00 grade
- Some are regular \$3.50 grade

\$2.95
No War Tax

SIZES 14 TO 17½ INCLUDED

Quite as remarkable in its own order as the foregoing is this group of shirts at \$2.95. The assortment comprises woven madras, plain poplin and jacquarded madras shirtings which are renowned for wear. The garments are all full cut, roomy, well made, with uncommon attention to the little things that count.

Group No. 5

1577 SHIRTS

- 480 are regular \$12.00 grade
- 866 are regular \$10.00 grade
- 231 are regular \$ 8.50 grade

\$5.85
29c War Tax

SIZES 14 TO 17½ INCLUDED

This group will be a revelation!

The assortment comprises SILK shirts of white jersey and crepe de chine, tub silks, silk and cotton mixtures, fine heavy quality fiber silk and an especially desirable lot of SILK pongee shirts in the new polo collar button-through styles. Shirts that will satisfy as much with their wearing qualities as with their handsome appearance and comfort features. There is an amazing variety of patterns to choose from in this group of shirts at \$5.85.

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

Meier & Frank Co.
Established 1897
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.