

Usual Meier & Frank Advertisement Will Be Found on Back Page of This Paper



Use Morrison Street Entrance (Pictured) to The Store for Men, Main Floor
Take Any "Up" Elevator or Escalator to The Store for Men, Third Floor

Back to Normalcy in Prices

An Epoch-Making Announcement
Translated Into These



BIG SALES FOR MEN

THE STORE FOR MEN, MAIN FLOOR

Sale of Sox, Underwear, Sweaters

at Practically Wholesale Prices
and Less Than Wholesale Prices

with its scores of extraordinary values will be available again today to the advantage of men and women buying for men who have not yet enjoyed the benefits of this unique sale. It is the biggest victory for men that has been recorded since the Meier & Frank store first took issue with high prices months ago and announced its determination to Give Portland Lower Prices cost what may.

The Features of This Sale Are

That you or someone buying for you can save in a manner not contemplated by any retail store if you comply with the simple conditions of the sale which are: Sox must be purchased in boxes of 3 or 6 pairs and we reserve the right to limit the number of boxes to any one person. Each quantity purchase of sox must be of one size. Underwear sold only by the box of two. (Sweaters sold singly as usual.) In addition:

ALL "G. & M." Underwear Reduced

Hardly any man but knows, certainly any westerner is familiar with, the exceptional qualities of Gantner and Mattern underwear made on the Pacific Coast and famed on the Atlantic. While lines are not entirely complete we offer a good selection of this famous tailored-to-fit underwear at these special prices while lots last:
\$4 shirts and drawers at \$3 garment or \$5.50 suit—\$6 shirts and drawers at \$4 garment or \$7.50 suit—\$8.50 shirts and drawers at \$5 garment or \$9.50 suit—\$12 union suits at \$7.50 suit—\$14 union suits at \$9 suit.

"Wallace" Linen Underwear Likewise

Our entire stocks of this famous linen underwear are substantially price lessened. Wallace linen underwear is a great preventive against colds and so recommended by physicians. The regular \$10 medium weight and \$11 heavy weight union suits are now \$6.75 suit. The regular \$10 (medium) and \$11 (heavy) two-piece suits of shirts and drawers are now \$6.75 suit.

Genuine "Taubel" Fiber Silk Sox } 50c

at Half the Spring and Summer Price

Genuine Taubel full fiber silk sox renowned for lustrous long wearing qualities. Black and colors. Sizes 9½, 10, 10½, 11, 11½.

Silk and Wool Sox } 85c

Seconds of \$2 Grade

3 pairs for \$2. So altogether exceptional are these silk and wool sox that we expect the 1200 pairs to be snapped up in a hurry at this extremely low price. Soft, warm, comfortable hose in handsome two-tone effects.

—Meier & Frank's: The Store for Men, Main Floor. (Mail Orders Filled.)



1200 Pairs of Shamrock
Irish Wool Sox } \$1.25

3 pairs for \$3.50. Half the spring price for these sox of Irish wool imported from the Emerald Isle. Drop stitch heather mixtures. Sizes 9½, 10, 10½, 11, 11½. One of our best sellers. Wonderful for wear and comfort.

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THE STORE FOR MEN, MAIN FLOOR

Men's Good Shirts } \$2.95

Former \$3.50 to \$5 Grades

Lots of men are going to be surprised when they come to the store and find what manner of shirts are these we offer at \$2.95 (no tax). It will be quite an effort for most men to recall just when such fine looking shirts were to be had at this price before. But such effort is unnecessary. Rather men should look forward to the splendid service they are going to get out of these shirts, for that they will get service is assured by the qualities which comprise Russian cord, woven and corded madras, Baxter repps, mercerized poplins and oxford cloths, closely woven percales.
Both soft French cuff and stiff cuff styles in plain white and scores of good-looking striped patterns. Sizes 14 to 17½.

Men's Real Silk Shirts } \$5

Also Fibers, Flannels, Madras

Unusual for two such events to come on one day as this \$5 shirt sale (tax 20c) and the \$2.95 sale mentioned above. Many men always want the finer qualities of shirts such as this \$5 sale brings, and every man should have at least two such shirts in his wardrobe. One thing sure—a five-dollar bill has not bought so much shirt excellence in a blue moon.
All silk shirts for the man or young man who wants a touch of luxury and distinction in his shirtings and who appreciates a saving none the less. Fiber silk shirts of heavy quality for the many whose preference runs to these finely serviceable garments. Pongees, tub silks, silk and cotton mixtures, cotton flannels, imported madras, etc.
One such shirt at \$5 is an indispensable, two a satisfaction, three and more a pleasure.

Men's Fall Hats } \$5

\$8 to \$10 Values

Another illustration of the greater purchasing power of a five-dollar bill in this Meier & Frank Back to Normalcy campaign. Not so long since you'd have paid twice as much for some of these qualities. Sure to be some time before you get such hats for less. Of excellent quality fur felt, silk lined, with full leather sweat bands, bound edges, fashionable narrow or medium wide bands and other distinguishing features of GOOD felt hats. Black, brown, green, belly, pearl, oxford. Sizes 6¾ to 7½ in the sale but not all sizes in every color.

Men's Felt Hats } \$2.95

\$5 and \$6 Values

Just 147 of these—one hundred and forty-seven BARGAINS! Hats of FUR felt, mind you. And full leather sweat bands! And bound edges! And narrow, medium or wide bands! Why it's a sensation—did we care to describe it as such.

Men's Flannel Shirts } \$3.75

\$5, \$5.50 and \$6 Lines

Add 10c for Uncle Sam when you buy one of these shirts, or what is much better buy two for only \$7. The flannel of which these Victor Shirts are made runs a substantial percentage of wool and is thoroughly good and dependable. Victor flannel shirts are noted for their excellent tailoring. Coat style. Navy, dark oxford, pearl, steel and khaki. Low and military collars. Two button-down pockets.

—Meier & Frank's: The Store for Men, Main Floor. (Mail Orders Filled.)

THE STORE FOR MEN, THIRD FLOOR

THE STORE FOR MEN, THIRD FLOOR

Stages a Sensational Selling

150 Men's and Young Men's Suits

Back to Normalcy Is
the Slogan

\$36.50

Suits of All Wool
Fabrics



It's getting quite like old times and is evidence of the determination with which we have set about Bringing Prices Back to Normalcy when suits of such excellent fabrics and all-around desirability as these can be purchased for \$36.50. Such suits were until very recently on intimate terms with a \$50 price tag and their fellows are proudly flaunting these badges in this very city today. But not at Meier & Frank's because Back to Normalcy is our watchword and we practice what we preach.

Men's and young men's suits of all-wool unfinished worsteds in a splendid heavy weight for brisk weather wear. Snappy 2-button models for young men and 3-button models for men of more conservative ideas in dress. Single and double-breasted effects. Fully lined for additional wear and warmth with durable serge and alpaca also quarter-lined garments for men who prefer this kind at all times. Brown, green and heathers. Sound workmanship. All sizes.

All Our \$65 to \$100
Suits and Overcoats
33⅓% Off
(Imported Coats Excepted)

With all the hurly burly of men's clothing sales, with this one offering 20% off and the other 25% off, it is important to bear in mind that this 33⅓% (or one-third off) sale of Meier & Frank quality suits and overcoats goes the others one better even in PRICE.

Two Winners in This
Big Overcoat Sale
\$26.50 \$36.50

Groups that sold formerly at \$35 to \$45 and \$50 to \$60 respectively. Both lots all wool. A man or young man would be hard to please if he cannot find several overcoats to please him in one or other of these groups in which the Back to Normalcy price-trend is obvious.

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