

Read Back Page Section 2, This Paper, for News of Furniture and Rug Sale and Details of Great Sale Drugs!

By These Gigantic Sales the Meier & Frank Store Excels

3 Separate Stores Filled With Huge Stocks to Supply the Needs of All the People Until Our Mammoth New 14-Story Structure Now Building Will Be Completed

Gowns of Exquisite Beauty! An Exceptional Sale!



FOURTH FLOOR—SIXTH-STREET BUILDING

Imported Models and Direct Copies Just Received!

Our Buyer Through An Exceptional Purchase Has Brought Us An Extraordinary Lot of Evening Gowns and Street and Afternoon Dresses From One of the Nation's Foremost Designers—These Exquisite Garments Are Divided Into Two Great Groups and Comprise Imported Models and True Copies of Imported Gowns and Dresses—So Varied Are the Materials and Styles That Description Is Impossible! 4 Models Illustrated

Lot 1---\$65 to \$150.00 Models at Only \$48.50

Lot 2---\$37.50 to \$58.50 Models at Only \$28.75

See Window Display! None on Approval! None C. O. D.!

Men! You've Never Participated in Such a Phenomenal Shirt Sale!

Portland's Greatest Sale of Shirts begins here tomorrow and the drastic reductions we've made will eclipse all previous events of this nature. Recognized as the most complete and up-to-date stock of Men's Shirts is that to be found at all times at Meier & Frank's, and inadequate facilities for display of our immense Shirt Stock have made imperative the speedy reduction of stock now on hand. There never was in our recollection such a marvelous price reduction event as this. Come tomorrow—you men who pride yourselves on your attire—and with the smallest possible outlay we'll supply you with all Shirt needs for many months at prices that you'll marvel at. See five Window Displays, Fifth-street Annex.

Lot No. 1—\$6 and \$7 Silk Shirts at \$2.98

Lot No. 2—\$5.00 Pure Silk Shirts at \$1.98

Lot 1 COMPRISES the finest products of the well and favorably known Eagle Shirt Company, Meyerhoff-Son & Co. and other equally famous Shirt-makers. The finest quality silks enter the tailoring of these superfine garments, and the color combinations are the most pleasing of many a season. Many of the Silk Shirts in this group have the new and popular long pointed soft collar to match. See the window display.

LOT 2 COMPRISES 600 of the most beautiful M. & F. brand of high-grade pure Silk Shirts—every garment perfect in workmanship and embodying the latest and most approved thought in style. Patterns are neat and new, and the most fastidious dressers will acclaim them "ultra" in every way. See the window display.



Men's Store

—First Floor, Temporary Annex No. 1

\$2 Silk Front Shirts on Sale Tomorrow at 98c

These Silk-Front Shirts have the semblance of a complete silk garment, and the cuff facings, too, are silk. The body of these Shirts is of self-color material of good quality, and many men prefer them to all-silk Shirts, claiming they wear to somewhat better advantage. Never before such high quality Shirts at such a low price.

New \$2.00 Mushroom Shirts at Only \$1.29

There's an individuality to these Mushroom Shirts not to be found in any other style, and with the young fellows especially they find special favor. Fine and soft, many pleated bosoms. Wonderful assortment of neat patterns.

\$1.50 Nofade Shirts, Only 85c \$1.50 French Cuff Golf Shirts 98c

It's a great satisfaction to find a Shirt that is guaranteed by the maker not to fade, or a new Shirt absolutely free! With men of Portland who demand service and style combined in Shirts at a moderate price we have found the Nofade to be most in favor and the extremely low price in force tomorrow foretells an unusual demand for this make. Remember, you save 65c on every Nofade Shirt during this phenomenal Sale. Buy all you need now!

Men who keep abreast of the times know that crepe cloth is both attractive and serviceable in Shirts, and this offer of the splendid \$1.50 quality Shirts of this material will find scores of men eager to supply plentifully their entire needs tomorrow.

The soft turn-back style French cuffs have reached a permanent popularity, and such an extremely low price will dispose of a remarkable number of these Shirts at 98c tomorrow.

Great Stock-Reducing Sale!

ENTIRE STOCK OF

Wool

Dress Goods

EMPHATICALLY UNDERPRICED!

Every Article Reduced



Reed's Lansdown (Contract Goods) Excepted

Beginning Tomorrow and for Tuesday and Wednesday We Offer Our

Entire Immense Stock of Wool Dress Goods and Coatings at Prices That Assure You Worth-While Economies! It's a Rare Occasion That Affords You

Such an Extraordinary Opportunity to Save Noticeably at This Season on the Needed Suitings, Cloakings

and Challies. Come Tomorrow to Our Dress Goods Section and Participate in This Stock-Reducing Event!

—Third Floor, Sixth-St. Bldg.

Santa Claus Arrives Tomorrow!

In Cap and Bells and Fur Trimmed Suit



The Jolly Old Fellow will welcome all the Portland girls and boys to Toytown at Meier & Frank's, where he'll make his headquarters until Christmas Eve! Come early—and often—and have a chat with merry old Santa—at Toytown—in the Yeon Building, corner Alder and Fifth Streets.

27-Inch Baby Flouncing— Plain and Ruff'd Edges. 85c qualities reduced to, yd 59c \$1.25 qualities reduced to, yd 98c 18-Inch Camisole Embroidery— 75c to 85c qualities, yard... 49c

Meier & Frank Co.

150 Hats 1/2 Price

Imported Models in Dress Hats!

Phipps, Burgess and Knox Tailored Hats!

Selling Originally \$10 to \$50

Your Unrestricted Choice Tomorrow at

1/2 Price

FANCY FEATHERS—regularly selling 50c to \$3.50—reduced to exactly 1/2 Price.

—Second Floor, Sixth-St. Bldg.

Holiday Suggestions

From the Embroidery Section

The daintiest possible gifts for Xmas may be fashioned from the Laces, Embroideries and semi-made garments that will be found in greatest assortment in our Embroidery Section. Dainty Aprons, Caps, Lingerie, Infants' and Children's Garments that require little work to finish. Deeply reduced prices effective on many lines.

LOVELY HAND-EMBROIDERED WAIST PATTERNS

Filipino work, exquisitely executed. Filet and eyelet designs. Encased in holly boxes. \$7.00 Waist Patterns now... \$5.98 \$6.00 Waist Patterns now... \$4.98

HAND-EMBROIDERED WAIST FRONTS

Real Madeira work. In holly boxes. Priced \$1.69 and \$1.98.

SEMI-MADE CORSET COVERS, 75c

In pretty holly boxes. Require little work to finish.

CHILDREN'S "MARIONETTE" DRESSES, \$2.50

Semi-made, in imitation hand-work. Very effective patterns. Packed in holly boxes.

INFANTS' SEMI-MADE DRESSES, \$5.00

Handsomely hand-embroidered in Madeira design. In dainty holly boxes.