

This Is the Great Thing That Has Happened:

The Meier & Frank Store, determined to bring about a general lowering of prices as the climax of its "Back to Normalcy," "Giving Portland Lower Prices" and "Bringing Down the Cost of Living" campaigns, throws its entire stocks of the best merchandise obtainable on the market at new lower prices in the January Clearance Sales of 1921.

To this end every article in the store has been reduced from the price marked on the article on the night of the last shopping day preceding this sale. "Every article reduced" means that a new reduction in price is made, even though the article already bore a reduced price.

Meier & Frank "regular" prices are always the lowest possible for merchandise of the quality and style and otherwise-desirable character that this store sells. January prices at this store take into account all the most recent price-recessions in the market and in addition, for this sale, are subjected to an extra discount.

**---If It Were a Sale of Women's Fashions
---If It Were a Sale of Furniture Alone**

---to mention but two of the 80-odd departments affected---this would still be one of the greatest sales imaginable, but it is more than a sale of all the finest fashions in our stocks, it is more than a sale of all the West's largest and best stocks of furniture, it is a sale of every article in every department of the Meier & Frank store.

Everybody can save on their present and future needs by supplying them at Meier & Frank's while the splendid reductions are in force.

**---Again This Week Our Windows
Are a Battery of Bargains**

Our 32 show windows are chock-full of merchandise priced down to the vanishing point---merchandise which is not elsewhere advertised and does not need to be, because the price will sell it as quickly as seen. Our window displays of drastically underpriced merchandise are one of the big features of this big amazing sale. Everyone should make it a point to go "window shopping" Sunday if they want to see how low GOOD merchandise can be priced . . . and then come early Monday to get their share of the bargain plums.

When it is considered that on every one of our 11 great retail floors there are many such DRASTICALLY UNDERPRICED lots in addition to the worth-while reduction on EVERY article in every department one can realize something of the tremendous value-giving at Meier & Frank's.

**A Great Thing Has Been Done
at the Right Time**

JUST when we were all hoping for lower prices and wondering as to when and how they could be most quickly brought about, when many well-intentioned merchants were perplexed, uncertain and waiting for someone to show them the way, and there being evident need for a swift determined effort on the part of an institution strong enough and brave enough to head a general movement to give the people the merchandise they want at lower prices---

The Meier & Frank Store

was ready and willing to lead the movement for Portland and the west and so came forward.

Therefore

this great offer for a limited time as given to the world in last Sunday's newspapers and now repeated with new force---

Every Article Reduced
(CONTRACT LINES AND GROCERIES EXCEPTED)

EVERY single article in the great Meier & Frank merchandise stocks from end to end and from top to bottom---everything from the basement to the great furniture floors---everything in the 14-story building---everything that we sell---dry goods, wearing apparel, household needs, the most staple goods, the newest goods, the finest goods---EVERYTHING (contract lines and groceries excepted) now offered at a substantially lower price than our own lowest prices of the day preceding this sale . . . so that this newest and greatest Meier & Frank original enterprise shall be the finest and fullest expression of the

JANUARY CLEARANCE SALES

and the best merchandise news that the New Year has brought forth.

NEED ANYTHING FOR THE HOME?

Many do at this time. Important to realize that any need, small or large, can be supplied now at lower prices from the Meier & Frank standard stocks of home furnishings---

- Ranges Furniture
- Rugs Curtains
- Blankets Silverware Linens
- Household Utilities

Please remember that EVERYTHING in these classifications is now offered at a new lower price (a few contract lines excepted).

All the printers' ink in the world, all the listing and itemizing and detailing possible would not suffice to expound the breadth and depth of the movement expressed in this plain, straightforward, all-inclusive statement---

Every Article Reduced

(Contract Lines and Groceries Excepted)

---and we are content to let it rest at that!

Meier & Frank Co.