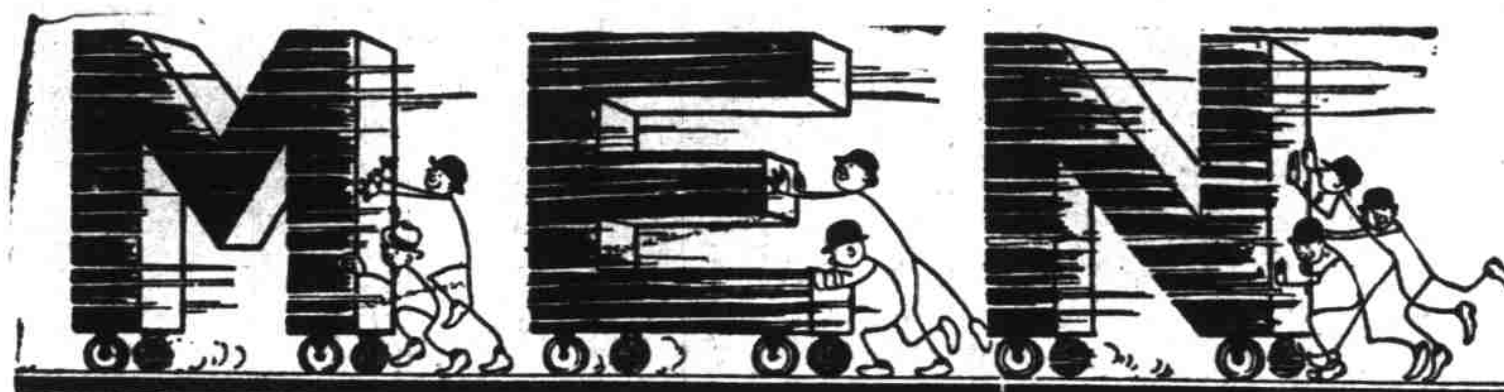


The STORE for MEN, Main Floor, Just Inside Morrison-Street Entrance

Store Opens 9:15. Store Closes 5:45



6 Grocery Specials

Ceylon Tea, regular 60c grade, 10 lbs. \$4.42c
 Campbell's Soups, 10 varieties, dozen \$1.55, can 13c
 Pork and Beans, Del Monte, No. 1 cans, dozen \$1.50, can 13c
 Macaroni, fancy, short cut, 5 lbs. 45c
 Royal Baking Powder, 2 1/2-lb. can \$1.14, the 12-oz. can 36c
 Corn Starch, lb. pkgs., 11 pkgs. \$1.10, pkg. 10c
 —Meier & Frank's Grocery, Ninth Floor.

RIGHT along, as you know, MEIER & FRANK'S January Sales—this store's Second Annual Drive to Bring Down Living Costs—have been operating to the great advantage of every man as well as every woman and child in Portland by bringing everyday-wanted merchandise of standard quality at great savings.

Desirous of doing even more wonderful things for our men friends, we have concentrated all the energies of The Store for Men on a great series of sales, to the first announcement of which this full page is exclusively devoted.

Here it comes wheeling into line.

THIS IS FOR YOU

if you are a man or young man (or woman buying for a man) with needs to supply in furnishings or clothing, if you wish to supply them with merchandise of standard quality and style, if you appreciate a unique opportunity to SAVE in so doing.

Merchandising Mastery



Men's and Young Men's

Suits and Overcoats

Our Regular \$50.00 to \$70.00 Values

\$44.50

If ever a sale had the ear-marks of GREATNESS, this MEIER & FRANK three-day sale has. It is great in everything that makes a sale, as even a cursory reading of what follows cannot fail to convey.

First As to the Makes:—

"Society Brand" and "Adler-Rochester" tell the story of supremacy better than words of ours. Society Brand clothiers cater especially to Young Men and Men Who Stay Young; Adler-Rochester clothes are adapted in one or other model to men of all ages and tastes. With these are included other garments from reputable sources.

As to Their Immediate Origin:—

Every suit (and there are 265), every overcoat (and there are 110) in this sale has been taken from regular MEIER & FRANK stock which means that it could not have any better antecedent points in its favor.

As to the Styles and Sizes:—

There is a style and a size here in suit and overcoat for every man and young man.

LASTLY—As to the Values:—

We stated it conservatively above when we said that these garments are the PRESENT \$50.00 to \$70.00 values and that is the best evidence that they are wonderful values at \$44.50.

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

—this store's powerful weapon to lower prices on quality merchandise—is clear as the noonday sun in this merchandising triumph which makes prices in practically every instance—if based on present quotations—

Less Than Wholesale

Please note that: Extra salespeople and extra selling

SHIRTS Come First in the Good News

We think it will tax the memory of every reader to recall when such an aggregation of shirt values as this has been offered at the one time.

Sweaters

MEN'S—\$3.15

Worsted knitted coat effect sweaters with V-neck, assorted colors and sizes. Also red, navy and Oxford ruff-neck sweaters in a good range of sizes. Were \$5.

MEN'S—\$4.65

Fine all-wool sweaters in ruff-neck style. Red only, in sizes 40, 42 and 44. Were \$6.95.

BOYS'—\$2.35

Fine, warm ruff-neck style sweaters in maroon, navy, brown and green. Well-made sweaters with two pockets. Sizes 26 to 34. Were \$3.50, \$4 and \$4.50.

BOYS'—\$3.95

All-wool ruff-neck style sweaters in Oxford, maroon and olive. Sizes 28 to 34. Were \$5.



Silk Shirts—Unmatchable \$5

They're just that—UNMATCHABLE—as the mere mention of these materials will show and we will state further that some are HALF PRICE.

Crepes de Chine
Heavy Fiber Silks

Baby Broadcloths
Tub Silks

Fancy Brocaded Silks

Some are slightly soiled from handling and some are sub-standards, but the majority are PERFECT. Many fancy patterns and plain shades.

Silk Shirts \$8.95

Regular \$12.50 and \$13.50 grades and—ALL FIRST QUALITY. A few soiled from handling during the Christmas rush.

High-grade silks in broadcloths, Crepes de Chine, La Jerz, jacquards, etc. All sizes 14 to 17 1/2.

Wonderful values at \$8.95 or three for \$26.

Madras Shirts \$2.65

Genuine Anderson madras, these—shirts that were bought to sell "special" at \$3.85. Shirts with both good looks and service to recommend them.

Dignified patterns in corded effects. Three of these shirts for \$7.50.

Please Note That as Many of These Shirts Are Considerably Below Today's Wholesale Cost We Reserve the Right to Limit Quantities.

TIES: 3 Exceptional Groups

We might write at length about the scope of the selection, the variety of patterns and colors in these groups, but the regular prices faithfully set down will give you a fair idea of what to expect in this assemblage.

Regular \$2.50-\$2.65 Neckwear for \$1.65
 Regular \$3.00-\$3.50 Neckwear for \$1.95
 Regular \$4.00 Neckwear Now for \$2.50

Buy three of the \$1.65 specials at \$4.75, three of the \$1.95 specials at \$5.50, three of the \$2.50 specials at \$7.

SOX of All Kinds in 5 Record-Breaking Sale Groups

This sale of sox alone would be sufficient justification for predicating great things of the Store for Men's contribution to the January Sales. Five groups—winners all.

6 Pairs for \$1.40

Built-for-service cotton sox—sub-standards of an excellent grade. Split foot, reinforced double heels and toes.

6 Pairs for \$1.55

Lisle and mercerized sox—sub-standards of higher priced lines. All popular colors and all sizes.



Special 55c Pair

Silk sox—sub-standards of \$1.00 grades. Mahogany, black and white. All sizes. Special 6 pairs at \$3.

Special 95c Pair

Extra heavy thread silk sox—sub-standards of a wonderful quality. Black and colors, also fancy designs. 6 pairs for \$5.

Special \$1.15 Pair

Very heavy full fashioned thread silk sox—sub-standards of \$2.00 quality. Many are all silk, some have lisle reinforced feet. All sizes in black. 6 pairs \$6.50.

UNDERWEAR:—3 Fine Groups

Standard makes. Seasonable weights. Three fine lots reduced for the January Sales.

Union Suits \$1.95

Men's light weight worsted finish union suits in sizes 34 to 46. Some are fleeced.

Union Suits \$2.45

Men's union suits, including "Cooper's" and other famous makes from regular stock. Good weights. Broken sizes 34 to 50.

Union Suits \$1.45

Boys' "Munsing" union suits in a medium heavy weight, slightly fleeced. Sizes 8 to 18 years. A discontinued number.



Gloves:—

\$1

Just 200 pairs of these fine and waterproof work gloves with reinforced wrists. Were priced \$1.50.

\$2.95

60 pairs of the famous Hansen auto gauntlets of genuine leather with collapsible cuffs. Broken sizes. Regularly \$4.

Gray Mocha Gloves \$2.15

Below present wholesale are these fine "Lukin" gray mocha gloves in all sizes. P. X. M. sewn.