

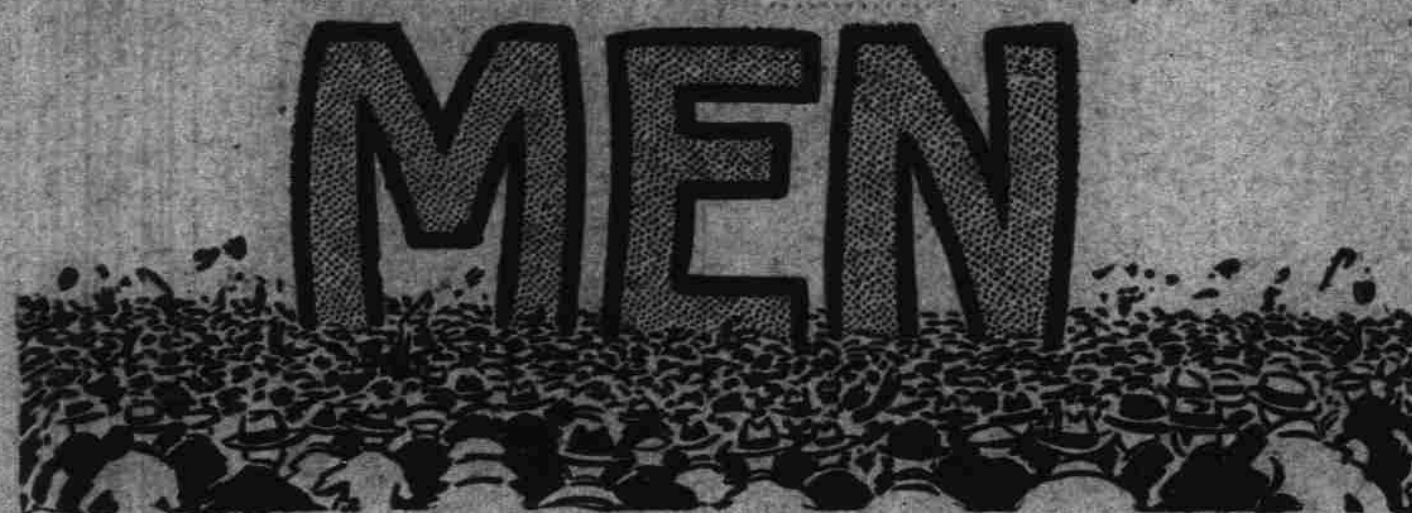
CLUB BREAKFASTS—A NEW TEA ROOM SERVICE—9:15 TO 11 A. M. DAILY—NINTH FLOOR

MARK SULLIVAN WILL DISCUSS "SIDELIGHTS ON THE CHICAGO CONVENTION AND OUTLOOK FOR THE SAN FRANCISCO CONVENTION," Municipal Auditorium, Saturday Evening—Tickets, Main Floor



Please Use Morrison Entrance

Express elevator will whisk men in a jiffy to the Men's Suit Sale on the Third Floor. Sale of Ties is on the Main Floor just inside Morrison entrance.



The Men's Store Opens 8 A. M. Tomorrow

For the convenience of men who go to work early, the Men's Store (Main and Third Floors) only will open for business at 8 A. M. tomorrow—first day of the sale. Please use Morrison entrance. The rest of the store will open as usual at 9:15 A. M.

Five Great Display Windows

—four windows on Morrison street and the corner window on Fifth at Morrison—give some idea of the value and beauty of the merchandise on sale.

Greatest Double Sales-Event ! We've Ever Announced !

Of such monumental importance that we open The Store for Men, Main and Third Floors, AT 8 O'CLOCK tomorrow morning and devote our entire announcement for the day—a page in each of the Portland papers—to this gigantic double savings event for men.

10,000 MEN'S ALL-NEW TIES

In an Amazing HALF PRICE Disposal

MERCHANDISING MASTERY! Our Men's Furnishings Chief, now in the East, executed this tremendous coup. Four of America's leading neckwear manufacturers contribute to make it a success. Every tie NEW—just in by express and on sale tomorrow for the first time. Every tie PERFECT. Extra salesmen and extra selling space for this wonderful half-price selling of 10,312 "four-in-hand" ties.

50c

for 1950 regular \$1 fiber silk ties. This half-price lot comprises many good patterns and colorings in neckwear of serviceable quality.

75c

for 1650 regular \$1.50 silk and fiber ties. This half-price lot comprises brocades, ombres, etc., in neckwear that is properly cut and made.

\$1

for 2364 regular \$2 silk ties. In this half-price assortment are handsome poplins with embroidered dots and figures, satins, moires, etc.

\$1.50

for 1956 regular \$3 silk ties. Half price for satins, repps, twills, grenadines, also pure silk knit ties in the popular narrow shapes.

\$1.75

for 1054 regular \$3.50 pure silk knit ties. This lot at half price comprises many of the new extremely narrow silk knit four-in-hands.

\$2

for a particularly choice half-price collection—72 only—of regular \$4.00 pure silk knit ties in plain colors, fancy designs, black-and-white stripes.

\$2.50

for 1068 regular \$5 silk ties. Rich imported Italian grenadines and satins, also full-fashioned pure silk knit ties in many patterns.

\$3

for 198 regular \$6 silk ties. Finest imported silks and full-fashioned pure silk knit ties in plain colors and wondrous jacquard effects.

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



400 New "SOCIETY BRAND" Suits for Men and Young Men at 33 1/3% Off

It's one thing to offer suits at a reduction and it's another thing to offer "SOCIETY BRAND" suits at a reduction. Even where the reduction is the same on both kinds the purchaser of a Society Brand suit has a big advantage over the purchaser of an ordinary suit. And when, as in this case, the reduction on Society Brand suits is all of 33 1/3% then there is only one thing for the intending owner of a new suit to do and that is—secure the certain style and quality of Society Brand at the generous saving made possible by merchandising mastery and the most cordial relations between America's foremost tailors of men's and young men's ready-to-wear and one of their oldest and largest distributors.

—Every suit in this sale is Society Brand

—Every suit in this sale is brand NEW

—Every suit in this sale is 1/3 Off

Furthermore, every suit is ALL WOOL. There are all the newest styles for young men and men who stay young—double and single-breasted—one-button, two-button, three-button coats—patch pockets, crescent pockets, regular pockets—everything that's new and in good taste. Finest finished and unfinished worsteds, homespuns, chevrons and basket weaves. Superb weaves! Superbly hand wrought! All desirable patterns and colors. All sizes from 34 to 44, including regulars, shorts, longs and young stouts.

—Regular prices are \$50 to \$100

—Deduct 33 1/3% off these prices

The garments are all ticketed with the regular prices—the prices at which they would be sold had not merchandising mastery stepped in and worked this wonder. One-third will be deducted off the marked price at time of purchase—you pay only the balance.

You Know Society Brand Clothes

You know they are the finest ready-to-wear clothes made—their superior style, durable all-wool fabrics, hand workmanship of a high character and QUALITY ALL THE WAY THROUGH have won for them first place in the field of high-quality clothing. You know that at regular prices these clothes are a big money's worth. So when you can buy them as in this sale at 33 1/3% off you can be sure of getting astonishing values. And you WILL! Our word for it.

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



Society Brand Clothes

TOMORROW IS THE DAY when these two sales, forming the greatest joint event we've ever offered in clothes and furnishings for men and young men, spring into action. Ready in both departments—Main and Third Floors—at 8 o'clock Thursday morning. Extra space! Extra salespeople! Extra VALUE! Now we've done our bit—IT'S UP TO YOU to make a killing.

Meier & Frank Co.