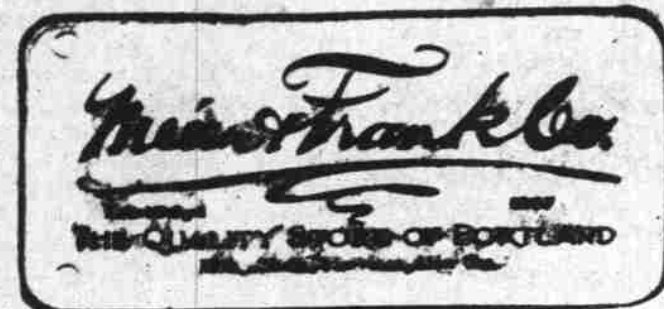


Charge Purchases Tomorrow and Balance of Month Will Go on January Bills Rendered February 1

### Important Note

OWING TO THE GREAT AMOUNT OF WORK REQUIRED TO HAVE A SALE OF THIS MAGNITUDE PREPARED QUICK ON THE HEELS OF A MIGHTY CHRISTMAS BUSINESS, AND FOR WHICH WE HAVE RETAINED PRACTICALLY OUR ENTIRE EFFICIENT CHRISTMAS SALES FORCE TO MARK DOWN AND TO SELL GOODS, PLEASE TAKE NOTICE THAT FOR THE FIRST DAY OF THE SALE ONLY . . . . .

Store Will Not Open  
Till 11 A. M.  
Tomorrow (Monday)



Beginning at 11 A. M. Tomorrow, Monday, December 27,  
Throughout the Eighty-Odd Departments of the Store,  
We Launch a Mighty Series of Value-Giving Events!



# January Clearance Sales

And to Make THIS JANUARY CLEARANCE (Put Forward One Week, Following a Custom Observed in Like Cases, for the Greater Benefit of Our Patrons) the Most Remarkable, the Most Helpful and All-Embracing Down-Price Movement of Its Kind

Also Effective Tomorrow

at 11 A. M. for a Limited Time (Until Further Notice) a NEW LOWER PRICE Freshly Established on EVERY ARTICLE in the Great Meier & Frank Stocks (With the Few Exceptions) Expressed in This Unequivocal Phrase of Tremendous Importance—

We Announce Further

# EVERY ARTICLE REDUCED

### A Surprise

in line with the other amazing features of this event will be seen in our 32 show windows, which will be "dark" from Saturday night over Sunday until the moment that the sale opens at 11 A. M., Monday, when their contents will be revealed.

### Employees

without exception will report at the store at regular time Monday morning, December 27.

Meier & Frank Co.

## Here Are the Facts:

(CONTRACT LINES AND GROCERIES EXCEPTED)

1. Beginning at 11 A. M. tomorrow we offer for a limited time until further notice the entire merchandise stocks of the Meier & Frank Store (contract lines and groceries excepted) at new lower prices.

2. "Every article reduced" means an actual reduction from the prices marked on the goods up to the time that our store closed last Friday evening, even though the price of the article was already reduced. Customers know that our prices were lowest for the qualities.

3. We are doing this to make the January Clearance at Meier & Frank's a "CLEARANCE" in the full sense of the word and to carry forward the movement first launched by this store in Portland to bring about a general lowering of prices as expressed in our great "Back to Normalcy," "Giving Portland Lower Prices" and "Bringing Down the Cost of Living" campaigns.

4. Therefore we offer, beginning at 11 A. M. tomorrow (the lateness of opening the first day being necessitated by

the closeness of this sale to the busy Christmas selling and the necessity of marking down and rearranging such vast stocks in such a short time), the full merchandise stocks of the Meier & Frank Store from end to end and from top to bottom (with the few exceptions noted), the most staple goods, the newest goods, the finest goods to be had, and the largest and most complete assortments in the west, AT NEW LOWER PRICES until further notice.

5. We have never been so strongly equipped from every point of view as we are today to conduct such an enterprise as this for the public benefit.

We Reserve the Right to Limit Quantities to any one person—this for the protection of our customers.

If You've Been Waiting for Lower Prices, You Don't Have to Wait Any Longer—They're Here! Everything, Remember EVERYTHING in Our Vast Stocks of Wanted Merchandise Is Reduced Except Contract Lines and Groceries. Now Is the Time to Take Advantage of This Great Sale