EVERY ARTICLE REDUCED

STORE OPENS AT 9:15 A. M.—STORE CLOSES AT 5:45 P. M.

Watch Our Windows

"Our Windows Tell The Story"

Our windows on all four sides of the store—32 of them—are a panorama of bargains. To inspect these displays is like exploring a mine of golden opportunities. They have new interest daily because displays are changed constantly—such is the demand for this merchandise at the amazing prices.

White Sale

displays are a feature of the third week of the store-wide sale, which begins tomorrow. ALL women's undermuslins, all silk and knit undergarments, all corsets, laces, linens and all other white goods are especially reduced.

Other Things

which are the subject of special displays are:

Women's fashions including dresses, coats, suits, also gloves, hosiery, silk underwear, petticoats, scarfs, handbags, jewelry. Girls' coats, dresses, rain capes.

Men's suits and overcoats, leather coats, shirts, etc.

Furniture, rugs, curtains, heaters, silverware, electrical appliances, household utilities of all kinds, special items in groceries (flour, bacon, coffee, shortening, soup, etc.), domestics, bedding, clocks, stationery, candy, toiletries.

Sale of Kayser

Silk undergarments for women — vests, chemise, step-ins, knickers, camisoles — ALL PERFECT — on the Center Aisle Bargain Squares tomorrow—many at about.....HALF

The People of This Territory

chose well when they chose as their principal source of supply this store, which stood for years an unyielding bulwark against rising costs, then was first to lead the movement to lower prices and now sets a new example of bringing down costs to the people—not by cutting prices merely on special items or in special departments—but by offering its entire great stocks of the world's best merchandise at still further concessions in price as expressed in this tremendous thing—

Every Article Reduced

(CONTRACT LINES AND GROCERIES EXCEPTED)

This it does freely and whole-heartedly at a time when it is better fitted than ever before to conduct such a vast enterprise for the public benefit, bringing back all the best buying opportunities of the old-time

January Clearance Sales

Think what that means—every article reduced—at this store! Think of the magnitude of the Meier & Frank stocks—by far the largest in the northwest—and of the wonderful thing it is to be able to choose anything from these stocks of standard merchandise at substantially less than the already low price at which it had been marked prior to the sale. Everything. EVERYTHING. Everything in the upstairs and everything in the downstairs store—everything from the basement to the great furniture section—everything on eleven block-long retail floors—everything that we sell—everything for man, woman, child and for the home—EVERYTHING (contract lines and groceries excepted) now at a lower price.

These Noteworthy Events Are Contemporaneous With the January Clearance Sales

FOR HOME

ALL Furniture, Etc. Reduced —Eighth Floor.

ALL Housewares, Etc. Reduced —Basement.

FOR BOYS

ALL Suits Now at $5, $10, $15 —Third Floor.

ALL Overcoats, Etc. Reduced —Third Floor.

FOR MEN

ALL Manhattan Shirts 33⅓% Off —Main Floor.

ALL Suits, Overcoats $33 —Third Floor.

FOR WOMEN

ALL Apparel, Shoes, Etc. Reduced —Fourth and Third Floors.

ALL Undermuslins, Etc. Reduced —Third Floor.

No Words Can Do Justice to the Money-Saving Opportunities
Watch Our Windows—Walk Through the Store When Possible

In addition to the substantial reductions on every article in every department there are also in every department many lots of good merchandise that have sold below the normal quantity and on these prices have been reduced so drastically that some of the goods are almost given away.

Meier & Frank Co.