

Lunch Today in Our Big 7th Floor Restaurant—The Coolest Spot in Town—Music 11:30 to 2:00 by Heilig Theater Orchestra
Soda Fountain—Dairy Lunch and Model Grocery in Basement—Portland's Ideal Summer Store, Cooled With Electric-Washed-Air

Our Hair Goods at One-Fourth Less

MEIER & FRANK'S BALCONY, FIRST FLOOR.
German Wavy Switches \$2.50 Switches, 22 ins., \$1.87 \$5.00 Switches, 26 ins., \$3.75 \$6.50 Switches, 28 ins., \$4.88 \$8.50 Switches, 30 ins., \$6.37
Puffs of German Hair \$2.00 Cluster Puffs only \$1.50 \$3.50 Cluster Puffs only \$2.62 \$5.00 Puffs, large cluster \$3.75
French Wavy Switches \$5.00 Switches, 20 ins., \$3.75 \$7.50 Switches, 22 ins., \$5.62 \$10.00 Switches, 24 ins., \$7.50 \$12.00 Switches, 24 ins., \$9.00 \$15 Switches, 26 ins., \$11.25
Puffs of French Hair \$6.50 Cluster Puffs, only \$4.88 \$12 Puffs, large clusters, \$9.00 \$15 Puffs, large cl'ters, \$11.25



Big Clearance of Go-Carts at 1/4 Off

MEIER & FRANK'S, FIFTH FLOOR. ORDER BY MAIL.
ONLY high-grade Go-Carts of well-earned reputation take part in this great Clearance Sale. Entire stock at exactly 1/4 off.
\$7.50 Fulton Go-Carts, \$5.63 \$15 Whitney Pullmans \$11.25 \$12 Streater Fldg. Carts, \$9.00 \$16.50 Queen Go-Carts, \$12.38 \$20 Foyer Fldg. Go-Carts, \$15 \$27.50 Reed Carriage, \$20.60 \$10 Jr. Tourist Go-Carts, \$7.50 \$35 Eng. Peramb'lators \$26.25 \$8 Wagner Fldg. Go-Carts, \$6 \$20 Whitney Pullman Cabs \$15

SEMI-ANNUAL CLEARANCE SALE

Even our splendid Twentieth-Century store service—by far the best in the West—was taxed to care for the tremendous crowds of this First Great Midsummer Clearance Sale yesterday.
From the opening of the doors at 8, every department was thronged with eager buyers. Thousands of amazing bargains on fresh, seasonable Summer merchandise. Look for the Clearance Sale signs in every department. Read every word below—many of the biggest reductions are quoted in small type. OF COURSE, YOU'LL BE HERE TODAY!

15c Best Gingham, Yard, 9c

MEIER & FRANK'S—FIRST FLOOR.
THINK of it! 9c for the best American Gingham that are actually worth 15c a yard.
Good, firm quality and fast colorings. While the lot lasts—today's Great Clearance Sale, these 25c gingham go at only, yd. 9c
50c Imported Printed Voiles, priced today at, yard 25c
25c Embroidered Batistes, specially priced a yard 12 1/2c
35c Fine Mercerized Waistings, priced a yard, only, 25c
\$1.50 Bolts Longcloth, 36 inches, 12 yards, at only \$1.09
12 1/2c Cambric, 36 inches wide, good, firm quality, yd. 10c
Crocheted Bed Spreads, extra large, special price, \$1.98
Pillow Cases, 45x36, plain or fancy, special, a pair \$1.19

Clearance on Knit Underwear

MEIER & FRANK'S—FIRST FLOOR.
Women's 35c Summer Vests, with fancy yokes, only 23c
Women's 50c Summer Vests and Pants, priced at only 39c
Women's 75c and 85c Summer Vests and Pants, only 57c
Women's \$1.25 Summer Union Suits, priced at only 79c
Women's \$1.50 Swiss Ribbed Union Suits, priced at 98c
Women's \$3 Italian Silk Vests, white and colored, \$1.98
\$3.50 to \$5 Silk Lisle and All-Silk Union Suits, only \$2.98
Women's \$5 Italian Silk Union Suits, priced at only \$3.49

Fine Sample Linens at 1/3 Less

MEIER & FRANK'S—FIRST FLOOR.
AN OFFER extraordinary—beautiful sample line of Napkins, Towels, Doilies, Centers, Scarfs, etc., priced from \$1 to \$10—Clearance Sale at 1/3 Less
\$3.00 All-Linen Pattern Cloths, 72x72 inches, at \$2.50
\$4.00 All-Linen Pattern Cloths, 72x90 inches, at \$3.45
\$3.50 All-Linen Pattern Cloths, 72x72 inches, at \$2.90
Linen Bleached Damask, 72 inches wide, special, yd. \$1.00

Clearance Sterling Toileware

MEIER & FRANK'S—FIRST FLOOR.
ALL our Sterling Silver Toileware and Manicure Articles in a great clearance sale!
Platedware often sold at the price we ask for this of Sterling Silver. Many handsome patterns.
\$1 Nail Files, Hat Brushes, Button Hooks, Horns, Cuticle Knives, Cream Jars, Manicure Sets, etc., Clearance Sale 69c
\$1.50 to \$2 Nail Brushes, Velvet Brushes, Hat and Tooth Brushes, Tale and Tooth Powder Jars, Manicure and Sewing Sets. Clearance Sale all go at 98c
\$2-\$2.50 Manicure Scissors, Nail Buffers, Children's Brush and Comb Sets, Separate Combs, etc. Clearance \$1.48
\$5 Hair Brushes, Clothes Brushes, Powder and Puff Jars, Manicure Sets and other pieces. Clearance Sale price \$2.98 on this entire line
\$6 Sterling Toilet Pieces, Clearance Sale price only \$3.98
\$8 and \$9 Hand Mirrors, Military Brush Sets, etc., \$4.98
\$3 Cloth and Whisk Brushes, etc., Clearance Sale \$1.98
\$9 and \$10 Sterling Toilet Articles, Clearance Sale \$5.98
To \$75 Toilet and Manicure Sets, all now Greatly Reduced

\$1.49 Is the Clearance Price On Women's \$3-\$4 Oxfords

MEIER & FRANK'S, THIRD FLOOR. ORDER BY MAIL.
PAIR after pair of them cost wholesale double this price. A decisive Clearance on close to 1000 pairs of women's \$3, \$3.50 and \$4 Oxfords and Patents.
Patent colt, black and brown suede, tan calf and gunmetal leathers in wide range of styles. Of course, the sizes are broken. Those that can be fitted reap a great saving, pair \$1.49

1600 Pairs Women's White Canvas Oxfords at the Pair 28c

Think of paying 28c for White Canvas Oxfords that were formerly \$1.50, \$2 and \$3. A great Clearance on all broken lines, slightly handled. This lot now selling special at only 28c

Clearance of Cool Dresses

MEIER & FRANK'S—SECOND FLOOR. ORDER BY MAIL.
GREATLY lowered prices on all our lovely Lingerie and Marquisette Dresses for the Great Midsummer Clearance.
Plain white or with the modish colored Grecian and Bulgarian embroideries. Peasant blouse effect with kimono sleeves. All sizes, 14 to 20 misses' and 34 to 44 women's.



\$15.00 Dresses, \$11.45 \$30.00 Dresses, \$22.50
\$18.50 Dresses, \$13.75 \$35.00 Dresses, \$25.00
\$20.00 Dresses, \$14.45 \$40.00 Dresses, \$27.50
\$25.00 Dresses, \$18.45 \$45.00 Dresses, \$31.50

Tailored Suit Sale

All \$20.00 and \$22.50 Suits for Clearance now at \$14.45
All \$25.00 and \$30.00 Suits for Clearance now at \$18.65
All \$35.00 and \$38.00 Suits for Clearance now at \$22.65
All \$40.00 and \$45.00 Suits for Clearance now at \$26.45
All \$48.00 to \$65.00 Suits for Clearance now at \$29.45

Cream Serge Suits

\$15.00 Suits at \$11.25 \$35.00 Suits at \$27.85
\$20.00 Suits at \$15.65 \$40.00 Suits at \$31.25
\$25.00 Suits at \$19.65 \$45.00 Suits at \$34.75
\$30.00 Suits at \$22.85 \$50.00 Suits at \$39.25
\$65.00 Cream Serge Tailored Suits, special at \$48.50

White Wash Skirts

\$1.25 to \$1.65 Wash Skirts at 98c
\$1.75 to \$2.25 Wash Skirts, at \$1.28
\$2.50 to \$3.00 Wash Skirts, at \$2.48
\$4.00 to \$5.00 Wash Skirts, at \$3.28
\$5.50, \$6.00 and \$6.50 Skirts, at \$4.38
\$7, \$7.50, \$8 and \$8.50 Skirts, at \$5.25

Dressing Sacques

Of daintiest dotted Swiss and lawns, trimmed in laces, embroideries, ribbons, etc.
\$2.75 Dressing Sacques, now for only \$2.28
\$3.50 Dressing Sacques, now for only \$2.89
\$3.75 Dressing Sacques, now for only \$2.98
\$4.50 Dressing Sacques, now for only \$3.38
\$4.75 Dressing Sacques, now for only \$3.89

Tremendous Muslinwear Clearance

MEIER & FRANK'S—SECOND FLOOR. ORDER BY MAIL.
DON'T miss reading a one of these wonderful Clearance savings! Scores of lots of worthy, well-made Muslin Undergarments are reduced 1-3 to a half profit today!
Women's \$1.50 Gowns—Strong cambric and muslin; high and low neck. Clearance, 98c
\$1.75 Short Skirts—Fine cambric and nainsook, neatly trimmed. Clearance, \$1.19
Women's \$1.25 to \$1.50 Drawers—Full circular or regular cut. Fine materials and making, low price 89c
Women's \$3.50 to \$5 Combinations—Corset cover and drawer, also short skirt, princess style with beading \$2.98 at waistline.
\$1.50 Corset Covers—Firm nainsook and cambric, linen and valenciennes lace trimmed. neat tucked backs. Clearance, 95c
Women's White Underskirts—Dozens of handsome styles, with flounces of wide embroidery, trimmed in cluster tucks, ribbon, etc.: \$3, \$3.50 Skirts \$1.95 \$5, \$6 Skirts \$2.75 \$12, \$15 Skirts \$8.95
\$3.50 to \$4.50 Gowns—Firm cambric, muslin and nainsook. Low neck with short sleeves, at \$2.29
75c Large Percale Aprons—White ground with black figure. Princess of Hubbard style, at each \$43c
\$5 to \$6 French Corset Covers—Dainty sheer lawn and nainsook, hand-embroidered and lace trimmed \$2.95
\$1.50 Outing Flannel Gowns—High or round kimono neck; white and fancy stripes, 98c
75c to \$1.25 White Aprons—Sheer lawn, bib style, either long or short skirt. Clearance price, special, at 49c



Women's to \$40 Hats for \$10

MEIER & FRANK'S—SECOND FLOOR.
EVEN exquisite models are included in this great sale, together with creations of Gage, Fisk, Burgess and others. Lovely hemp, Milans, lace braids, soft and stiff straws are used. Trimmings of every conceivable sort. Actually worth \$15 to \$40. Clearance Sale \$10
Willow and French Plumes, Ostrich Trimmings, at 1-3 to 1-4 Less
\$1.50 to \$5 Imported Flowers, now priced at, the bunch, 1-2 Price
\$2 to \$12 Bands at 1-3 Off; 75c to \$3 Ornaments priced at 1-3 Off

Clearance on Embroideries

MEIER & FRANK'S—FIRST FLOOR.
SEE these dainty Swiss, Nainsook and Cambric Embroideries, Insertions and Edges—1 to 12 inches wide, suitable for trimming of undergarments.
40c to 65c Embroideries, this sale, yard 25c
20c to 35c Embroideries, this sale, yard 15c
\$2 Emb. Edges and Insertions, 4 1/2 to 5 yd. lengths, \$1.39
\$1.50 to \$2.25 Swiss Flouncings, 27-inch, at, yard, only 98c
\$1.50 to \$2.50 Allover Embroideries, 20-inch, yard, \$1.19
\$1 and \$1.25 Embroidery Nets, Cordella effects, yd. 67c

Clearance on Infants' Wear

MEIER & FRANK'S—SECOND FLOOR.
Hand-Painted Safety Pin Holders—free today to Every Purchaser.
Infants' \$4 and \$4.50 Hand-Made Dresses, today at only \$2.98
Infants' \$7.50 to \$10 White Cassimere Emb'dered Wrappers, \$6.75
Infants' \$7.50 to \$10 White Pique Robes, hand-made included, \$5.95
Children's \$4 to \$6 Dresses, hand-emb., 6 months to 3 years, \$3.75
Children's \$1.50 to \$2 Underskirts, 6 months to 3 years, at only 98c
Infants' \$7.50 Toilet Baskets, beautifully made, priced at only \$4.98
Infants' 60c Flannel Pinning Blankets, of shaker flannel, only 49c
Infants' 25c Cotton Bands, 21c; 35c Cotton and Wool Bands, 25c
Infants' 50c All-Wool Bands, 41c; 60c Silk-Wool Bands, at only 43c
Infants' \$2.50 Cashmere Sacques, daintily trimmed, at only \$1.79
Infants' \$5 Hand-Made Dresses, prettily embroidered, only \$3.79

Clearance, Women's Neckw'r

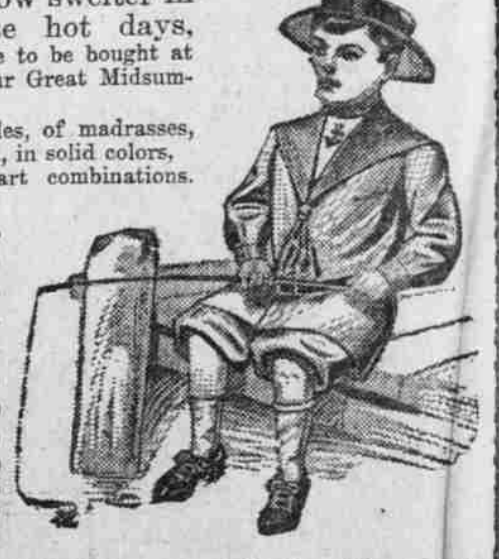
25c and 35c Dutch Collars and Rabats, Clearance Sale 10c
35c Dutch Collars, Sailor Collars, Jabots, etc., at only 15c
15c to 25c Dainty Rabats, lace and embroidery trim'd, 7c
35c, 50c and 65c Neckwear, all new conceits, at only 21c
25c and 35c Embroidered Trouville Collars now only 21c
25c Embroidered Trouville and Byron Collars, at only 16c
75c Hand-Emb. and Cluny Lace Neckwear, now at 47c
\$1.50 and \$2 Hand-Embroidered and Tailored Stocks, 98c

Great Clearance Women's Gloves

25c Chamoisette Gloves, 2-clasp, all sizes, at only, pr. 10c
35c and 50c Silk Gloves, black, tan, 12 and 16-button, 17c
\$1 and \$1.25 Long Silk Gloves, 16-button, odd shades, 73c
\$1.75 French Kid Gloves, all colors and sizes, pair, \$1.47
\$1.25 Short Pique Gloves, white and colors, washable, 93c
\$3.50 Glace Kid Gloves, 16-button Mousquetaire, \$2.39

Boys' Cool Wash Suits 1/3 Off

MEIER & FRANK'S, THIRD FLOOR. ORDER BY MAIL.
WHY let the little fellow swelter in heavy clothes these hot days, when cool, natty Wash Suits are to be bought at one-third off regular price in our Great Midsummer Clearance!
Sailor and Russian blouse styles, of madrases, percales, chambrays, galateas, etc., in solid colors, plaids, stripes, checks and smart combinations. All sizes 2 1/2 to 10 years.
50c Wash Suits, special, at 38c
75c Wash Suits, special, at 49c
\$1 Wash Suits, special at 67c
\$1.25 Wash Suits, special 85c
\$1.50 Wash Suits, special, 97c
\$2.00 Wash Suits, special \$1.30
\$2.50 Wash Suits, special \$1.69
\$3.50 Wash Suits, special \$2.30
\$4.00 Wash Suits, special \$2.69
\$4.50 Wash Suits, special \$2.95
\$5.00 Wash Suits, special \$3.20
\$6.00 Wash Spits, special \$3.90



Clearance of Boys' Straw Hats 1/3 Off

Our entire stock of Boys' and Children's Straw Hats for Clearance at one-third off. Sailors, stiff and soft brim shapes in styles 1/3 OFF for all ages. From 50c to \$3. In the Clearance exactly 1/3 OFF

Clearance Sale of Summer Home Needs

White Mountain Ice Cream Freezers—Illustrated Triple motion; 2-qt. size. Sp'l \$1.79
Black Rubber Garden Hose—With couplings and nozzle: \$7.50 50-foot lengths, 1/2-inch, \$5.99; \$8.50 50-foot lengths, 3/4-in. \$6.99
Lawn Mower Clearance—Our entire stock of famous Philadelphia make, \$2.50 to \$10 at 20 per cent off.
\$1 Wooden Hose Reels—Strongly made, at 79c
Window Screens—Illustrated; hardwood frames; size 28 x45-inch; regularly 45c, at 35c; 15x33-inch, regularly 25c, 19c
Screen Doors—2.8 x 6.8-foot, with hinges, hooks and knobs, 94c
\$1.35 Meat Safes—As illustrated. Well made; 99c medium size.
\$1.25 Crystal Sanitary Ice Cream Freezers—All glass, something new, each, 99c

