

See Our List of 300 Apartments and Houses at Free Rental Bureau on the Fourth Floor—Our Big, Cool Restaurant, Seventh Floor Read the Story of the "Founding of Astoria", by Walter Woehlke, in August Number of Sunset Magazine, on Sale at 15c the Copy

Fiction Just From the Press

IN OUR newly-enlarged Fifth Floor Book Store—the newest first, the best always!

- Love's Pilgrimage—Upton Sinclair's latest work; on sale at only \$1.35
The Bulldog Her House—By Will Livingston Comfort; priced at \$1.25
The Wife Decides—New romance by Sidney Wharton; on sale for \$1.18
The Gamblers—A story of today, by Klein and Hornblow; priced at \$1.18
The Guilty Man—A French masterpiece by Francois Coppie; only \$1.18
Conrad in Quest of His Youth—By Leonard Merrick; priced at \$1.20



Tuesday's Grocery Specials

- Little California Picnic Hams, special today at, a pound, only 11 1/4c
Crescent Brand Sardines, three cans for 50c; one can for only 17c
Kingsford's Gloss Starch, special Tuesday, 6 pound box for only 46c
Crosse & Blackwell's 40c Gherkins, or Chow Chow, special at only 33c
Crosse & Blackwell's Marmalade, on special sale today at only 25c
Home-Made Marmalade, special today, at the low price, the jar, 15c
Lea & Perrin's Worcestershire Sauce, special for today at only 23c
Albert Roche Sardines, on special sale today at low price of, only 12c
De Kofa, the new Coffee, a pound can today at the low price of 45c
Rice Flour, in one pound packages, special for Tuesday at only 13c
Victor Flour, fifty pound bags, on special sale Tuesday, at only \$1.37

Our New Victor Section Opens This Morning

"The Victrola Room"

ONE of these pretty, new, white, soundproof rooms will be devoted exclusively to the exquisite Victrolas. The Victor-Victrola is the most perfect musical instrument the world has ever known. With the improved sound-amplifying surfaces and all moving parts completely concealed in an artistic cabinet, it appeals to music lovers who have heretofore denied themselves the pleasure of owning a Victor, simply because of their fancied objection to the prominence of the horn.

The New \$50.00 Victrola-Hornless. Only a short time ago the Victor Company astonished the musical world by offering the Victrola X, a hornless machine, at \$50. It is finished in either mahogany or oak, with "wall of Troy" carved frieze. Extra heavy double-spring motor. Ask to have it played or let us send one to your home on trial. Price \$50, on our Club Plan.

On Fifth Floor, With Complete Line of Machines and Records

WE OPEN to the public this morning what has been pronounced by Talking Machine experts, one of the most complete and thoroughly appointed Victor departments in the country!

After thoroughly investigating the different lines, we have established this Victor agency. Two large, light, soundproof rooms have been built adjoining the elevators on the 5th floor, new building, where a complete line of Victor Machines and Records will be kept.

Mr. Lloyd L. Breede, for the last four years with Sherman-Clay Company, will greet you in our new Victor Section today. He cordially invites all his friends as well as every patron of the Meier & Frank Store to call.

The famous Victor phrase, "\$1 a week sends a Victor to your home," will be the feature of our new department. THIS IS THE CLUB PLAN AND WE WANT 100 MEMBERS TO JOIN OUR FIRST VICTOR CLUB. Remember there is absolutely no interest charged.

Our catalogue of Victor Records will include nearly 2000 of the latest titles in the Red Seal (Grand Opera) and double-faced libraries.

Victor Horn Machines

- Victor "O," mahogany finished, floral horn, \$17.50
Victor 1, oak cabinet, black and gold horn, \$25.00
Victor 2, quartered oak, extra heavy spring, \$32.50
Victor 3, quartered oak, extra heavy spring, \$40.00
Victor 4, mah. cabinet, black and gold horn, \$50.00
Victor 5, quartered oak, takes 12-in. records, \$60.00
Victor 6, mah. cabinet, takes 12-in. records, \$100.00

Victor logo with illustration of a woman playing a Victrola. Text: \$1 a Week Sends a Victor to Your Home

Clearance Sale

THERE are scores of new bargains this week in our Great Midsummer Clearance Sale! The lack of space precludes mentioning them all, but you'll find special inducements in every department. Try to shop in the morning. You'll find it so much cooler and convenient. If you've any shopping in mind today, start now!

Great Clearance of Pongee and Foulard Silk Waists!

IT'S been hard to keep enough of these smart Pongee and Foulard Waists at full prices, so there'll surely be a rush when women read of this stirring Clearance! Pongee Waists are in both tailored and dressy models, trimmed with pipings, buttons, colored embroideries, etc. Foulard Waists are with fancy lace yokes and dainty side-ruffle effects. \$ 6.50 Silk Waists now only \$4.50 \$ 7.50 Silk Waists now only \$5.00 \$ 8.50 Silk Waists now only \$6.75 \$ 9.00 Silk Waists now only \$6.98 \$12.00 Silk Waists now only \$8.50 \$15.00 Silk Waists now only \$9.00 New Line Lingerie Waists—over 50 models, in cool Dutch necks and high collars, \$1.50 to \$15.

Our August Toilet Goods Sale Is Bringing Throngs

THAT sensational full-page announcement of our August Toilet Goods Sale brought crowds that we could hardly cope with yesterday! And we expect even more today, for the news is spreading. A Few Soap Specials: 10c Palmolive Soap, only 6c 5c Toilet Soap, dozen 43c 5c Lifebuoy Soap, each at 3c 10c Jap Rose Soap, each 6c 10c Portland Rose, at each 6c 25c Packer's Tar Soap at 14c 25c Woodbury's Soap, at 14c Pear's Unscented, cake 11c Face Powders: 50c Possoni's Powder, at 29c 25c Sanitol Powder, only 15c 25c Swansdown Powder, at 5c 50c Le Blanche Powder at 20c 25c Mennen's Talcum, at 10c 25c Graves Talcum, at only 5c Proprietary Medicines: 50c Beef, Iron and Wine 33c 25c Moth Destroyer, only 16c 25c Sal Hepatica, only 18c \$1 Swamp Root, for only 69c \$1 Pinkham's Compound 69c \$3.50 Horlick's Malted Milk; on special sale at only \$2.75

The Lace and Embroidery Clearance

There are a harvest of Clearance bargains in Laces and Embroideries: Lace Clearance: Venise and Net Bands and Edges in white and cream, in demand for trimming of new Fall dresses: \$1.00 to \$1.25 Laces, yard 59c \$1.25 to \$1.50 Laces, yard 69c \$1.75 to \$2.00 Laces, yard 98c \$1.75 to \$3.00 All-over Embroidery—Exquisite Baby Irish and floral effects, on sheerest Swiss. For our Clearance \$1.39 Sale; priced per yard \$1.39 Convent Embroidery Stripes—4 1/2-yard lengths of plain edges, with imitation of hand work. Worth 75c to \$1.50; for Clearance Sale, per strip 50c Entire Flouncings—45-inch, in loveliest of Baby Irish effects; 4 1/2-yard lengths; worth \$22.00 to \$25.00; for our Clearance Sale at \$15.75 Cotton Cluny Laces—Edges and insertions; 3 1/2 to 1 1/2 inches wide; regular 10c and 50c grades; for our Clearance Sale, per yard, at only 5c Imitation Maderia Embr's: Closing out of imitation hand-made Madeira Embroideries, including edges and insertions, 1 1/2 to 9-inch. Flouncings, 14 to 18-inch: 75c to \$1.00 Grades for only 39c \$1.50 to \$2.00 Grades, only 69c

\$2.50 and \$3 Gowns for \$1.98

HERE are sensational Clearance prices that will force out incomplete lines of Undermuslins in a hurry today! For instance, these splendid \$2.50 and \$3 Gowns at \$1.98. Made of fine Nainsooks and Cambries, trimmed in dainty dotted embroidery and laces. High neck and slip-over styles. Today's Clearance Sale price \$1.98

- \$1.75 Gowns for \$1.19 Women's Cambrie and Nainsook Gowns in high or low neck style with long or short sleeves; our regular \$1.75 \$1.19 grades; now only \$1.19
\$3.00 Gowns for \$1.53 Think of it! Almost half for Women's hand-embroidered French Gowns; unlaundered; slip-over style; regularly \$3.00; at only \$1.53
To \$7.50 Skirts at \$3.95 Clearance on one rack of White Cambrie Underskirts, made with wide, elaborate flouncings and dust ruffles; our regular \$6 to \$7.50 Underskirts for only \$3.95
\$2.50 Chemise for \$1.79 women's hand-embroidered French Chemise; unlaundered; regular \$2.50 garments; clearance at \$1.79
\$2.50 Flan. Pajamas \$1.49 Women's Outing Flannel Pajamas in dainty fancy stripes, with kimono or military collars; our regular \$2.50 \$1.49 suits; now at only \$1.49
\$5.00 Silk Vests, \$3.00 A final clean-up on small lot of Women's \$5.00 hand-embroidered Italian Silk Vests; mostly white; our regular \$5.00 grades; only \$3.00



The Great August Home Furnishing Sale Breaks Records

Never Such a Furniture Event!

MEIER & FRANK'S—FOURTH FLOOR. ORDER BY MAIL. YESTERDAY, the first day of our Great August Homefurnishing Sale, was the biggest single day's retail furniture business since the opening of this department two years ago! Time after time yesterday we had to rush extra salesmen on the floor! It made us doubly enthusiastic to watch the eager buying, the exclamations of delight from customers to find such high-grade, new Furniture at actual savings of a fourth to full half in many instances. Another big crowd will surely come today. To remind you, we again quote a few of the specials from Sunday's big announcement:

Craftsman Furniture 1/3 Off

Our entire stock of the famous Gustave Stickley's Original Craftsman Furniture in this Great August Sale, 1-3 less. This includes Dining-room Tables, Library Tables, Flat-Top Desks, Chairs, Rockers, Settees, Morris Chairs, Serving Tables, ranging from \$12.50 to \$140.00, at \$8.33 to \$93.33, or exactly 1-3 off.

Special \$17.50 Beds \$11.25

The greatest Bed sale of the year—never before have we quoted such sensational prices! Entire stock on sale—plain and fancy styles. This \$17.50 Vernis Martin Bed is pictured here—new panel style, white or green enameled. Full size and height; made with malleable joints. Price \$11.25

\$17.50 Tables for \$12.24

Beautiful Solid Oak Extension Dining Tables, exactly as illustrated. Heavy round pedestal, with 6-foot extension, finished in either wax golden or Early English. Regular \$17.50 Table, August Sale price only \$12.24 \$14 Solid Oak Dining Tables, golden or Early English \$7.99 \$17.50 Oak Dining Tables, golden or Early English \$12.49 \$20.00 Solid Quartered Oak Dining Tables, at only \$14.98

\$18.00 Dressers for \$14.49

Handsome Wax Golden Oak Dressers, as illustrated, with golden wax finish; large French beveled plate mirror; regularly \$18. August Sale \$14.49 \$11 Solid Oak Dresser \$8.69 \$23 Waxed Golden Dresser, only \$17.89. \$27 Quartered Oak Dresser, only \$19.29. \$26.50 Quartered Oak Dressers—3 handsome patterns, with French beveled plate mirrors, swell front, etc., at only \$18.88.

\$18 Axminster Rugs, Aug. Sale \$14.95

MEIER & FRANK'S, THIRD FLOOR. ORDER BY MAIL. HERE'S one of the biggest features of this Great August Sale in the Rugs and Carpets! Beautiful, full 9x12-foot Axminster Rugs, in handsome Oriental, floral and medallion designs, of reds, tans, green, brown. Heavy and long-wearing. Most stores would call them extraordinary at \$18. See display in Sixth-street window. August Sale price \$14.95

- \$20.00 Axminster Rugs, 9x12 Feet, for \$15.85
\$22.50 Axminster Rugs, 9x12 Feet, for \$17.35
\$25 Rugs \$18.65 Beautiful, heavy Seamless Wilton Rugs, 9x12-foot size, in elegant medallion, floral and small figure designs, richly shaded in tan, rose, cream and brown. \$25 \$18.65 grades; August sale at \$18.65
Carpet Specials: \$1.80 Body Brussels, yd. 99c \$2 Bigelow Axminster, yd. \$1.39 \$1.35 Smith's Axminster, 89c 90c All-Wool Ingrain, yard, 57c \$1.15 Tapestry Carpets, yd. 67c
Sale of Linoleums: 65c Printed Linoleums—Full, perfect pieces, in new tile, block and paquey designs, yard \$1.25 Inlaid Linoleums—High grade, in new tile, block, imitation hardwood effects; square yard 97c