

August Advance Butterick Patterns and Fashion Sheets Now Ready!—Summer Butterick Fashions, 25c--Including any 10c or 15c Pattern Free!

### Escalators!

#### The Modern "Lifts"

Determined to make shopping in our new 12-story building the easiest and most comfortable that human ingenuity can devise, we've decided to install, for the convenience of our patrons, the unique and modern invention, the ESCALATOR, or moving stairway.

These Escalators will be operated in addition to 14 of the largest and most approved passenger elevators, and the instant popularity of this means of inter-floor travel is assured.

So simple of operation is the Escalator that you merely step upon it at any moment and are carried upward at a moderate rate of speed, comfortably, safely and without any physical effort. An Escalator can carry approximately 11,000 people each hour, and Portland people will show their spontaneous approval of this pleasant means of conveyance.

Simply another indication of the progress we are making in "store-keeping" nowadays.

*Meier & Frank Co.*

All Departments Remain Intact in Our Two Buildings—The Sixth-Street Building and the Temporary Annex

# Meier & Frank's Stock Reduction-- Clearance Sales!

Afford All the Fullest Measure of Economy on Wanted Merchandise!

This Store Where All the People Have Supplied Self and Home Needs for Over 57 Years in Portland Always Certain of Prompt, Courteous Service and Nearly 2000 Willing Employees Eager to Serve You!

### TEMPORARY ANNEX

## Wilton Rugs--Clearance Prices

- \$36.00 Wilton Rugs, size 8-3x10-6, reduced to.....\$27.00
- \$40.00 Wilton Rugs, size 8-3x10-6, reduced to.....\$29.00
- \$45.00 Wilton Rugs, size 9x12, reduced to.....\$33.00
- \$60.00 Wilton Rugs, size 9x12, reduced to.....\$45.00
- \$30.00-\$32.50 Wilton Velvet Rugs, seamless, size 9x12, reduced to \$22.50

## Blankets & Comforters Less

- \$1.25 Comforters, silkline covered, full size.....98c
- \$2.00 Comforters, silkline covered, full size.....\$1.69
- \$1.35 Cotton Blankets, gray or white, full size.....\$1.10
- \$3.25 Blankets, tan, gray and white, full size.....\$2.40

### SIXTH-STREET BUILDING

## Deep Reductions for Clearance on Women's Gloves

- \$1.25 French Chamois Gloves, Perrin's and "Bacno," pair.....75c
- \$1.75 "Trefousse" French Kid Gloves, some less than cost.....\$1.15
- \$4.00 "Trefousse" Long French Kid Gloves, the pair.....\$2.49
- \$1.25-\$1.50 Perrin's French Kid Gloves, and Suedes, pair.....75c

## Waists---Deeply Underpriced

### FOR CLEARANCE

- \$5.00 Tailored and Fancy Waists, some slightly soiled.....\$1.98
- \$4.00 and \$5.00 Lingerie Waists, plain and elaborate.....\$2.45
- \$6.50 Fancy and Tailored Waists in great variety, reduced to.....\$3.75
- \$6.50 to \$10.00 Waists, plain and fancy effects.....\$4.45
- \$15.00 to \$25.00 Waists--broken lines and sizes.....\$7.95

## 'Ivy' Corsets--Closing-Out Sale

- \$2.00 and \$3.00 "Ivy" and other makes reduced to.....\$1.27
- \$3.50 to \$6.50 "Ivy" and other makes reduced to.....\$2.47
- \$7.50 to \$10.00 "Ivy" and other makes reduced to.....\$3.95
- \$12.00 to \$15.00 "Ivy" and other makes reduced to.....\$5.00

## French, Domestic & Crepe de Chine Underwear Reduced

- \$1.00 French Chemise, hand embroidered, ribbon run.....79c
- \$2.00 French Chemise, hand embroidered, laundered.....\$1.29
- \$1.50 French Drawers, hand embroidered, slashed, straight leg.....78c
- \$4.00 French Combinations, Princess and waist style.....\$2.79
- \$4.00 French Gowns, nainsook, hand embroidered, scalloped.....\$2.59
- \$7.50 Crepe de Chine Combinations reduced to.....\$4.98
- \$7.50 Crepe de Chine Gowns reduced to, each.....\$5.98
- \$10.00 Crepe de Chine Gowns reduced to, each.....\$7.50
- \$1.00 American-made Nainsook Gowns, trimmed.....69c
- \$1.00 American-made Nainsook Combinations, trimmed.....69c

## Laces and Embroideries Are UNDERPRICED FOR CLEARANCE

- \$2.50 to \$5.00 Venise Bands and Edges, Clearance, yard.....\$1.39
- \$1.75 to \$2.50 Venise Bands and Edges, Clearance, yard.....98c
- 75c to \$1.00 Shadow Lace Flouncings, Clearance, yard.....59c
- \$1.00 and \$1.25 Shadow Lace Flouncings, Clearance, yard.....69c
- \$1.25 to \$2.00 Shadow Lace Flouncings, Clearance, yard.....98c
- \$1.25 to \$2.00 Swiss All-Overs, Clearance, yard.....69c
- 75c to \$1.00 45-inch Embroidered Voile Flouncings, yard.....49c

Just Received--480 Rubberized Cloth Bathing Caps--Splendid assortment of styles and colors. Worth 50c to \$1.50--priced for quick Clearance, 39c.

### SIXTH-STREET BUILDING

## Smart Tailored Suits

Plain and Fancy Models Marked at Half Price and Less for Stock Reduction-Clearance Sale

This is a genuine Clearance Sale of Suits for women, including all styles, grades and prices. Not one line, but several have been selected and all priced phenomenally low. This makes it possible for you to supply your need, whatever it may be. Simple tailored effects, as well as Fancy and Semi-Fancy Suits are included, and the range of prices and reductions is as wide in scope as the styles, colors and materials. All this season's models.

Tailored Suits in all styles, formerly \$48 to \$115--NOW HALF PRICE  
\$12.50 to \$17.50 Tailored Suits reduced to.....\$ 7.85  
\$20.00 to \$30.00 Tailored Suits reduced to.....\$12.25  
\$37.50 to \$45.00 Tailored Suits reduced to.....\$18.25

## Coats for Women and Misses

### Now 1/2 Price

Separate Coats in Balmacaan, cutaway, belted and semi-belted styles, in kimono, set-in and large armseye effects. Innumerable styles and fabrics, plain or fancy models. Reduced as follows:

- \$12.50 Coats, Clearance price.....\$ 6.25
- \$17.00 Coats, Clearance price.....\$ 8.50
- \$20.00 Coats, Clearance price.....\$10.00
- \$25.00 Coats, Clearance price.....\$12.50
- \$35.00 Coats, Clearance price.....\$17.50
- \$45.00 Coats, Clearance price.....\$22.50

## Hosiery for Women and Children

A 3 Days' Stock Reduction-Clearance Sale Today, Thursday and Friday

- Women's 75c Plated Silk Hose, Pair, 59c  
In black only. Seamless reinforced feet. Double elastic tops.
- Women's \$1.50 Thread Silk Hose, Pair, 95c  
In tan, and a few fancies with colored boots. Double tops and feet.
- Women's 50c Imported Silk Lisle Hose, Pair, 45c--2 Pairs, 85c  
In all colors and-sizes. Double welt and high-spliced heels.
- Women's Fiber Silk Boot Hose, Pair, 35c--3 pairs, \$1.00  
Seamless feet, with lisle tops and soles. All sizes in black, white, tan.
- Women's 25c Mercerized Lisle Hose, Pair, 22c--3 Pairs for 65c  
Black, white and tan. Seamless reinforced feet, elastic tops.
- Misses' 75c Pure Thread Silk Hose, Pair, 25c  
In three sizes only, 7, 7 1/2 and 8--which accounts for deep reduction for clearance. Lisle tops and soles. Black only.
- Children's Fine Ribbed Cotton Hose, 17c--3 Pairs 50c  
Light-weight black cotton, seamless, elastic leg, in all sizes.
- Infants' Light-Weight Cotton Hose, Pair, 15c--2 Pairs, 25c  
Seamless feet, soft finished cotton. Black, white, tan and colors. Sizes 4 to 6 1/2, inclusive.

### TEMPORARY ANNEX

## New O'Cedar Mops, 75c

Newest O'Cedar Mop is triangular in shape--made in two sizes. Small size, 75c--large size, \$1.25.

### SIXTH-STREET BUILDING

## Wednesday's Notion Specials

20c Worth of Notions Today for 15c

Notions to the amount of 20c--everything included except Silk Thread--sold Wednesday for 15c.

This is OMO Shield Week at the Notion Counter

Expert Demonstrator is present to help you select the proper style and shape Shield for your needs.

- New OMO Lenox Shield, 50c  
Net sleeves, in slip-on style. Requires no sewing. All sizes.
- OMO Brassiere Shields, \$1.00  
Lace or hooked front styles, made of two-thread net. All sizes
- OMO Sanitary Belts, with elastic.....25c
- OMO Sanitary Belts, shaped style.....50c
- Sanitary Aprons, plain, all sizes.....50c, 65c and 75c
- Sanitary Aprons, lace trimmed, all sizes.....65c, 75c and 90c



### TEMPORARY ANNEX

## A Mid-Season Clearance of

# SWEATERS

## For Men and Boys

Styles Preferred by Athletic Women and Girls

### 7 SPECIAL GROUPS

## Boys' Sweaters

WORN BY GIRLS, TOO!  
Sizes 5 to 13 Years

Medium-weight Sweater--ideal for Summer wear. Oxford, cardinal, navy and combination effects 98c

BOYS' WOOL SWEATERS \$1.69

Plated Wool Sweaters, ruff-neck style. Medium weight for Summer wear. Oxford, cardinal, navy and maroon shades. Sizes 5 to 13 years. Worn by girls as well as boys.

Boys' Ruff-Neck Sweaters, Clearance \$2.39

Mixed Wool Sweaters, in the strong and attractive Shaker Knit style, with separate knit pockets. Attractive shades of cardinal or Oxford. Sizes 5 to 14 years. Suitable for girls' wear.

Men's Med. Weight Worsted Sweaters, \$2.49

Worsted-plated Sweaters, ruff-neck or Byron-collar style. In a good medium weight for Summer wear. Oxford, cardinal and navy shades. All sizes. Suitable for women's wear.

Men's Heavy Worsted Mixed Sweaters, \$3.29

Shaker knit, heavy-weight worsted-mixed Sweaters, with ruff-neck collars. All sizes in Oxford, cardinal, maroon, white and navy. Worn by women as well as men.

Men's All-Wool Ruff-Neck Sweaters at \$4.39

All wool, Jumbo-stitch, heavy-weight Sweaters in cardinal, Oxford and white. All sizes. A very popular weight and style. Worn by men and women both.

Men's Heavy Weight All-Wool Sweaters, \$5.79

Shaker-knit, all-wool, heavy-weight Sweaters, with separate knit pockets. Oxford, crimson and white. Very strong and serviceable garments, suitable for women's wear as well as men's.

## Men's and Boys' Bathing Suits In Stock Reduction-Clearance Sale

All our Men's and Boys' Bathing Suits are reduced in price for this timely sale. A complete line of splendid grades and styles, all at radical reductions.

- Men's \$1.00 Bathing Suits reduced to.....79c
- Men's \$1.25 Bathing Suits reduced to.....98c
- Men's \$1.50 Bathing Suits reduced to.....\$1.30
- Men's \$2.50 Bathing Suits reduced to.....\$2.20
- Men's \$3.00 Bathing Suits reduced to.....\$2.65
- Men's \$3.50 Bathing Suits reduced to.....\$3.10
- Men's \$4.00 Bathing Suits reduced to.....\$3.55
- Men's \$4.50 Bathing Suits reduced to.....\$4.00
- Men's \$5.00 Bathing Suits reduced to.....\$4.50
- Men's \$6.00 Bathing Suits reduced to.....\$5.25
- Men's \$7.50 Bathing Suits reduced to.....\$6.65
- Boys' 65c Bathing Suits reduced to.....55c
- Boys' 85c Bathing Suits reduced to.....75c
- Boys' \$1.00 Bathing Suits reduced to.....85c
- Boys' \$2.00 Bathing Suits reduced to.....\$1.75
- Boys' \$2.50 Bathing Suits reduced to.....\$2.20
- Boys' \$3.50 Bathing Suits reduced to.....\$3.10