

To the Public:— Complying With the Request of the Commercial Economy Board of the Council of National Defense

as addressed to the people of Oregon communities in the daily press for some time past, we are planning our extensive delivery system so as to meet with the requirements of the Government towards securing the Release of Men, Capital, Equipment as may be needed by the Government.

As stated in the daily press, the complete co-operation of the shopping public is essential to the fulfillment of the Government's request. Confident of your assistance, the Meier & Frank Co. will make every effort possible to help the Government by limiting the number of regular package deliveries and, where economy will result, ON AND AFTER MONDAY, AUG. 20, WE WILL MAKE

ONE DELIVERY A DAY

To Curb Waste and Release Men and Capital for the War, the Government Further Requests That

a charge be made for special delivery. Goods will only be received for credit or exchange within 48 hours from receipt. This rule does not apply to merchandise that is sold on a strictly non-returnable basis for sanitary or other reasons. When shopping, do not leave the store empty-handed. Carry parcels with you to the extent of your ability. **HELP MAKE THIS "THE FASHION."** Shop carefully and return as few goods as possible. When you have goods to be returned, do not leave home empty-handed. Carry parcels for exchange where possible. Avoid C. O. D. purchases whenever possible. Shop early in the day if possible. **THE ABOVE EFFECTIVE BEGINNING AUGUST 20, 1917.**



PORTLAND AGENTS BUTTERICK PATTERNS—SECOND FLOOR, FIFTH STREET

1436TH FRIDAY SURPRISE
\$5.00-\$6.50 Taffeta Petticoats for \$3.85

Fine taffeta silk petticoats in a good assortment of colors—greens, blues, changeables and some Persian effects. Many have fitted tops.
—Petticoat Shop, Third Floor.

"Better Furniture" FOR LESS IN OUR August Sale

Separate pieces and room assortments in their entirety at splendid reductions. Easy payments if desired.
—Furniture Shop, Eighth Floor.

Meier & Frank Co.
Established 1867
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

"Superior Service" THE MOTTO OF OUR Kodak Shop

This applies to all of our photographic business: Kodaks, cameras, supplies, developing, printing, enlarging.
—Kodak Shop, Main Floor.

1436TH FRIDAY SURPRISE
\$2.00 Congoleum Rugs for \$1.27

Size 4½x4½ feet. \$2.50 Congoleum rugs, size 4½x6 feet, for Friday Surprise \$1.59. Today only at these greatly reduced prices.
—Rug Shop, Seventh Floor.

1436TH FRIDAY SURPRISE
15c TO 35c WASH GOODS, YARD 6¼c

Last call for these fine Summer wash goods, embracing small lots of voiles, sports suitings and gingham.
No phone orders. None sent C. O. D.
—Wash Goods Shop, Second Floor.

1436TH FRIDAY SURPRISE
JAP NAINSOOK SPECIAL, YD. 19c

Seconds of our 35c quality Jap nainsook in 39-inch width. White. Wonderful value.
No phone orders. None sent C. O. D.
—White Goods Shop, Second Floor.

TO SAVE YOU MONEY

We Have Arranged for Today These and Other Equally Good

1436th Friday Surprise Sales

1436TH FRIDAY SURPRISE
50c MERCERIZED DAMASK, YD. 35c

Short lengths of 60-inch mercerized damask in a fine selection of patterns. 50c quality, yard 35c.
Try and arrange to be here early.
—Linen Shop, Second Floor.

1436TH FRIDAY SURPRISE
TO 40c YD. CAMBRIC EMBROIDERY AT 18c

Fancy eyelet patterns, 12 inches wide, suitable for dress flouncing, etc.
Very special for Friday Surprise, yd. 18c.
—Embroidery Shop, Main Floor.

1436TH FRIDAY SURPRISE
Women's \$3.50-\$8 Hats Special at \$1.75

Some trimmed as well as tailored and ready-to-wear styles. 25 in the lot. All are good bargains at the regular prices—extra special at \$1.75.
Fourth Floor.

MEIER & FRANK'S 1436TH FRIDAY SURPRISE SALES



\$15.00 SUITS \$8.95

Men's and young men's smart, serviceable three-piece suits. Cassimeres and tweeds. Handsome checks, stripes and plaids, medium and light shades. Pinch-back, skeleton lined.
Just 96 suits. Sizes 33, 34, 35, 36, 37, 38, 39, 40, 42. Today only \$8.95.
No alterations will be made. None sent C. O. D. No exchanges.
—Men's Clothing Shop, Third Floor.

1436TH FRIDAY SURPRISE
Fine \$1.25-\$1.95 Middies, Special 49c

Broken assortment of styles and sizes in white and striped galatea middies. Coat and slip-over styles. Mostly colored trim. Sizes 8 to 14 and 36 to 42.
Second Floor.

MEIER & FRANK'S 1436TH FRIDAY SURPRISE SALES

100 Women's \$6.50 to \$10 SKIRTS \$3.85



Street, dress and walking skirts in a fine assortment of the season's best models. Plain and pleated effects. Serge, poplin, wool jersey and tweed materials. Colors include black, navy, checks, etc.
Because of the extremely low price: None sent C. O. D. None on approval. None will be exchanged.
—Apparel Shop, Fourth Floor.

1436TH FRIDAY SURPRISE
Women's Good Neckwear for 29c

Special assortment of lace guimpes, fichus, vests and corded silk collars. Some embroidered. Many styles to select from. 29c, or 2 for 50c.
Main Floor.

1436TH FRIDAY SURPRISE
Good \$1.50-\$3.50 Hats Special at 50c

A group of ready-to-wear and sports hats of Milan hemp, patent Milan, peanut straw and Wanchows. Good assortment of colors. Special Friday 50c.
Fourth Floor.

1436TH FRIDAY SURPRISE
Children's \$1.25-\$1.98 Skirts for 98c

Children's skirts of white linen and sports stripe suiting. Made with and without pockets. Sizes for children 8 to 12 years of age. Special at 98c.
Second Floor.

1436TH FRIDAY SURPRISE
Women's Fine Kerchiefs at 9c

Fancy and embroidered effects in broken and short lines of women's kerchiefs. White and colored styles. Special at 9c each or three for 25c.
Main Floor.

1436TH FRIDAY SURPRISE
Women's Voile Waists 98c



A splendid surprise sale of women's voile waists in colored plaids and stripes as well as white barred effects. All made with flat collars and long sleeves, some trimmed in contrasting colors. Specially priced today at 98c. Two as illustrated.
—Waist Shop, Fourth Floor.

1436TH FRIDAY SURPRISE
Good Curtain Scrim, Yard for 10c

Scrim of excellent quality but with slightly fringed edges that are easily hemmed. These are remarkable values even for Friday Surprise. Yard for 10c.
Seventh Floor.

1436TH FRIDAY SURPRISE
Foulard Silk TIES 10c

Just 300 foulard silk four-in-hand or sports ties in blue polka dot, tan and other handsome effects in dots and figures. While any remain today 10c.

6 Pairs Sox in BOX 89c

Excellent quality cotton sox for men in all sizes. Black, white, navy, tan, gray and natural shades. Good looking, serviceable hose. Today, box of 6 pairs 89c.
—Men's Furnishings Shop, Main Floor.

Manhattan SHIRTS



SECOND DAY OF OUR
'Manhattan' Shirt Sale

We launched this great semi-annual sale yesterday with 4000 shirts—the "pick" of the Manhattan line. Being the largest Manhattan distributors in the Northwest, having a bigger and readier outlet than other stores, we can show you the finest assortment of new, perfect Manhattan stocks. All sizes in this sale. Soft and laundered cuff styles. Included are shirts with extra length sleeves for men with long arms.
Sale prices on Manhattan shirts range from \$1.35 for the \$1.75 grade to \$7.65 for the \$10 to \$12 grades. All fabrics, including silks. See Morrison-street windows.

1436TH FRIDAY SURPRISE
Children's Good Hair Bows Only 15c

Ready-made hairbows for children. Some are slightly soiled or mused from display and others are in perfect condition. Limited quantity at 15c.
Main Floor.

1436TH FRIDAY SURPRISE
\$1.25 Vanity Cases 98c



Nickel silver vanity cases with duplex safety lock and "made-fast" fittings of coin purse and mirror.
75c Frames 59c

Postcard size—oval and square. Made of non-tarnishable metal with patriotic decorations in red, white and blue.
—Main Floor, Sixth Street.

MEIER & FRANK'S 1436TH FRIDAY SURPRISE SALES
Boys' Knickers 89c

About 200 pairs of boys'woolen knickers at this extra special price. Some lined throughout, with all seams taped and other desirable features. Good looking trousers of cassimere, tweed and worsted. Colors are gray, tan, blue and black and white checks. These knickers will serve admirably to finish out the beach and vacation season. Sizes 6 to 18. **MANY ALL WOOL KNICKERS INCLUDED.**
—Boys' Clothing Shop, Third Floor.

1436TH FRIDAY SURPRISE
Women's Cotton Hose, Pair for 19c

Women's light-weight cotton hose in black, white and a few colors. Seamless stockings, some of which have ribbed tops. Nearly all sizes.
Main Floor.

Removal Sale of Sporting Goods

On and after Monday next, August 20, our complete Sporting Goods Store will be established in its new location on the Sixth Floor, Fifth Street. In order to expedite moving and facilitate the transference of stocks, we will dispose of odds and ends of good sporting goods at much below regular prices. Special prices will be in effect today and tomorrow. A few examples:

TENNIS RACKETS
\$1.00 Grades 67¢
\$1.25 Grades 95¢
\$1.50 Grades \$1.05
\$2.00 Grades \$1.40
\$2.50 Grades \$1.75
25c BALLS 17¢
40c Balls, 3 for \$1

\$1.25 Baseball and Bat, 50¢
Boys' pocket knives: 25c grades; 10¢; 35c grades; 27¢; 50c grades; 38¢; \$1.00 grades; 74¢.

FISHING TACKLE
Of all good kinds at removal sale prices.
\$2.75 boys' and girls' extension steel ball-bearing roller skates, \$2.20.
Many other lines of sporting goods at equally good savings.
—Sale Basement Balcony.

1436TH FRIDAY SURPRISE
50c American Perfume, Ounce 39c

Good quality American perfumes in Carnation, Arbutus and Crabapple odors. Regularly 50c ounce, on sale for Friday only at the low price of 39c oz.
Main Floor.

MEIER & FRANK'S 1436TH FRIDAY SURPRISE SALES
Low Shoes at \$2.15

Short and discontinued lines women's low shoes. Many styles in pumps with high or low heels, plain, one or three-strap patterns with turn or welt soles. Oxfords in lace or button styles, low or Cuban heels—tan, black or white canvas with leather or rubber soles. Nearly all sizes, but not in each style. None on approval, none sent C. O. D. No exchanges. Limited number for Friday Surprise, pair \$2.15.
—Shoe Shop, Third Floor.

MEIER & FRANK'S 1436TH FRIDAY SURPRISE SALES



\$1.95 FABRIC BAGS AT 98c

Bags of moire silk with metal frame, inside fittings of coin purse and mirror.

\$3.50 Bags \$1.95

Several styles. Fabric bags of moire silk with metal frame, also draw string effect. Beautifully fitted.
—Leather Goods Shop, Main Floor.

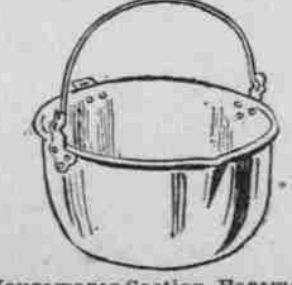
1436TH FRIDAY SURPRISE
Women's Kayser Union Suits at 50c

Women's Kayser union suits of light-weight cotton in low neck, sleeveless, knee length, band top style. Regular sizes. Extra sizes, 65¢.
Main Floor.

1436TH FRIDAY SURPRISE
\$4.50 Bath Robe Blankets Today \$3.50

72x90 size. Indian designs in tan, gray, blue, pink, etc. Figures, checks and plaids. Two cords and frog to match. \$5.50 blankets for \$4.50.
Second Floor.

MEIER & FRANK'S 1436TH FRIDAY SURPRISE SALES
Aluminum Preserving KETTLES AT \$1.39



High-grade aluminum lipped preserving kettles in 8-quart size with bail handle. Good weight aluminum—the popular Diamond brand. One is illustrated. A limited quantity today at \$1.39.
—Housewares Section, Basement.