

REMEMBER THAT ON AND AFTER MONDAY, JULY 15, THERE WILL BE ONE DELIVERY A DAY IN YOUR DISTRICT

OREGON LANDS HELD AFTER-WAR FACTOR

State Engineer Urges Expenditure of \$3,000,000,000 for Reclamation Projects.

MODEL HOUSING CODE AID

Men of Recognized Ability Speak at First Day's Session of Tenth Annual Commonwealth Conference in This City.

Plans for utilizing Oregon's idle lands in the reconstruction period after the war and the housing problem especially as affecting Portland's present needs, were dealt with in the opening day's session of the Tenth Annual Commonwealth Conference at the Imperial Hotel yesterday.

That the Government should expend \$3,000,000,000 for reclamation projects in this country was the assertion of John H. Lewis, State Engineer, who spoke of the opportunity that the reconstruction period would offer labor and capital.

Irrigation Declared Essential. "High prices for land products and periodic droughts have brought about a renewed interest in irrigation projects," said Mr. Lewis. "Rain this year in particular has been scarce in the Willamette and Rogue River valleys as well as in Eastern Oregon. The need of crop insurance through the construction of reservoirs is becoming more apparent."

"We have about 1,133,000 acres of Oregon lands embraced in irrigation and drainage projects, covering the feasibility of which much information is available. Because of the remoteness and improbability of Federal aid for the \$50,000,000 necessary to do this work, we are suggesting the formation of small districts under existing laws."

Logged-Off Lands Available. "About a million acres of logged-off land are now open in Western Oregon and can be made to produce about \$37,000,000 worth of food each year," he said.

Reforestation of lands following the cutting as a means of keeping our timber supply up to par was recommended by Professor Kichland, of the University of Oregon. Fire protection and consolidation of ownership were among other suggestions for keeping up the timber production of this country.

Community Units Favored. "Community units in the development of agriculture co-operation was urged as against individual farm units in a talk by Benton Mackaye, of the United States Department of Agriculture."

Better Housing Is Aim. "The need of a better housing code and a well-worked out city plan for Portland was brought out in a talk by H. M. Esterly, secretary of the Housing Association for the general report of a committee appointed by the Consumers' League."

"Lack of light and lack of ventilation—the two most glaring conditions apparent—are responsible for thousands of cases of tuberculosis in Portland every year," he said.

Germany Is Far Behind. "That the city should have a definite plan before asking Government aid was the opinion expressed by Herbert Gordon, chairman of a housing committee named by the Realty Board and Chamber of Commerce."

"The Government should not own the houses, but should loan money to the capitalists to build houses to sell to the workers," was his suggestion.

Germany's method of housing and caring for her industrial population was scored by Thomas Adams, Canadian housing expert, in a talk last night.

Land Speculation Scored. "Land speculation as a tax on all production and as a hindrance to good housing and town planning was hit hard by the speaker."

"The people are driven to bad land when good land is plentiful as the result of over-valuing the soil," he said. "An effective system of development is impossible under such conditions."

"In Portland you have the problem of large, unoccupied tracts near the center of town, while the population must seek space on less desirable lots."

War Stamp Meeting Called Off. "The war savings stamp rally which was to have been held in front of the Liberty Temple tonight has been called off. Illness of one of the speakers is the reason."

Meier & Frank's New Conservation Kitchen
enables you to purchase your luncheon or dinner—COMPLETE—cooked, ready to serve—thus saving time, labor and fuel. This new service is operated on an exclusive cash-and-carry basis. Try it today. Ninth Floor.

Reliable Military Wrist Watches
Since modern military operations are regulated by the clock, assurance of reliability is of first importance in the purchase of a timepiece for military use. We have the standard makes. Main Floor.

The Quality Store of Portland
Established 1887
5th, 6th, 7th, 8th, 9th, 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th

2 Lb. Roll "Victor" Creamery Butter \$1
A full 2-lb. roll of finest quality fresh creamery butter, the famous Victor brand, put up especially for the MEIER & FRANK CO., today special \$1. Delivered only with other groceries. Ninth Floor.

Everything in Summer Goods
will be found on display in our Summer Goods Section, Fifth Floor. Hammocks, couch hammocks, porch and lawn swings, beach and umbrella sets, tents, croquet sets, camp stools, etc. Lowest prices prevail. Fifth Floor.

At Your Service--Today and Every Day

Our Men's Furnishings Shop Announces a Great Sale of Men's Silk Shirts



As an added inducement for men newcomers to Portland to supply their furnishings needs at the Quality Store we offer our entire line of men's fancy silk shirts (Manhattan shirts excepted) at great reductions from our regular lower-than-elsewhere prices. Old customers should also look to their present as well as future needs during this great sale of finest quality silk shirts. All the most desirable designs, colors and weaves are included in silk shirts made by some of the country's foremost makers of high-grade silk shirts for men. The feature of this great event is this sale of regular goods.

\$8.50, \$9.50 and \$10.00 Silk Shirts at \$7.65
Sensational value-giving. Every shirt taken from our regular stocks and reduced for this sale. Shirts of finely serviceable Crepe de Chine, heavy broadcloths, La Jerz (jersey silks), Peau de Crepes, Jap silks and other wanted weaves. Finely tailored shirts in the most exclusive designs. All sizes 14 to 17.

Silk Shirts \$6.65
Included at this price are shirts of Peau de Crepe, Crepe de Chine and rep silk. Finest quality workmanship. Sizes 14 to 17. Regularly \$7.50 and \$8.

Silk Shirts \$5.65
The same kind as men bought so liberally in a previous sale. Bengaline, broadcloth and China silk shirts in all popular designs and colors. Sizes 14 to 17 1/2.

Silk Shirts \$4.65
We could not buy these shirts on the market today so as to sell them for anywhere near this price. Fine quality tub silk shirts in sizes 14 to 17 1/2.

Silk Shirts \$2.98
Broken lines of fine quality fiber and tub silk shirts in all the most desirable patterns and colors. Sizes 14 to 17 1/2. Unexcelled values at only \$2.98.

Last Day of Our Great Sale Straw Hats \$1.95
Do not let today go by without securing one of these splendid straw hats at \$1.95, in many instances this price is about HALF what you would ordinarily pay. Included are Porto Rican, Java and Sennit straw hats in such famous makes as Knox and Blum & Koch. All the most popular styles are here—telescope, Alpine, trooper and sailor models, with bound, pencil curl or self edges. All sizes. Genuine South American Panamas \$4.65. Others at \$6.45, \$10 and \$12.
—Meier & Frank's: Main Floor, Fifth Street.



Child's Ribbon Hairbows 50c
Children's ribbon hairbows made of heavy taffeta ribbons. Combination stripes with fancy Dresden centers and plain edges, others are in large floral effects with white dotted edges. Each bow contains 1 1/2 yards ribbon 5 1/2 inches wide.
—Meier & Frank's: Ribbon Shop, Main Floor.

Drugs and Toiletries
Pompeian Massage Cream, 98c, 73c and 47c.
Pompeian Night Cream, 75c, 37c and 27c.
Williams' Talcum, assorted odors, 18c.
Berry's Kremola, \$1.25.
Berry's Cream Balm, \$1.25.
Malvina Cream, 45c.
Double-Strength Othene, 95c.
Cutex Liquid Nail Enamel, 57c and 29c.
Dr. Graves' Tooth Powder, 22c.
S. S. White's Dental Liquid, 25c.
Bathasweet Bath Powder, 30c.
Pysoxis Tooth Paste, 33c.
4711 White Rose Glycerine Soap, cake 22c.
Peroxide, 25c, 15c and 10c.
Huxley's Menthol and Wintergreen Balm, 25c.
"Step Easy," a foot bath, 60c.
—Meier & Frank's: Main Floor, Sixth Street.

We Have an Unusually Large Collection of Men's Fine ALL WOOL Suits at \$35

There must be a good reason why every day sees many new wearers of our famous \$35 suits. There is—ours are the BEST suits at or anywhere near this price in Portland. And what's more—nowhere else in Portland will you find such a large selection of suits selling at this well-liked price, regardless of the quality, workmanship or fit.

Our assortment embraces such finely serviceable all-wool fabrics as worsteds, cassimeres, chevots and homespuns. Carefully tailored into perfect fitting garments, these suits are shown in neat form-fitting styles with patch or slash pockets. Also the new five-seam or panel back military coats, which are destined to become very popular. Plain shades of navy blue, brown and dark green. A size here for every man, regardless of his build.

New Suits For Fall
are coming in almost daily. Come in and see the new arrivals today.



An Excellent Special for the BOYS! Two-Pants Suits at \$8.50
Our Boys' Shop offers today these splendid wool mixed two-pants suits at the extremely low price of \$8.50. Medium and heavyweight suits suitable for vacation wear and for school wear next Fall and Winter. Tweeds, homespuns and fancy chevots in desirable plain shades and mixtures. Each suit has two pairs of full-cut, full-lined knickers—the double service feature that parents like so well. A large selection for boys from 8 to 18 years.
Sole Agents "Sampeck" Clothes for Boys
—Meier & Frank's: Third Floor, Fifth Street.

Hosiery at Low Prices

For Women's and Children's Summer Wear

HOSE, PAIR 35c
Children's fine ribbed elastic knit seamless feet cotton hose in black and white. Sizes 6 to 9 1/2. Pair 35c or 3 pairs \$1.

HOSE, PAIR 50c
Boys' and girls, "Pony" stockings in all weights. Made of cotton and lisle. Seamless hose with fashioned feet. 3 pairs \$1.40.

WOMEN'S THREAD SILK HOSE 95c
Women's lightweight thread silk hose made with lisle tops and soles. In black and white only. All sizes. Excellent values at 95c pair.

Women's Underwear at Low Prices

UNION SUITS 85c
Women's "Nushape" lisle thread tuck-stitch union suits in low neck, sleeveless, knee-length style. Regular sizes 85c. Extra sizes \$1.

VESTS ONLY 65c
Women's fine quality lightweight lisle vests made in low neck, wing-sleeve style. Regular sizes only. 2 garments for \$1.25.
—Meier & Frank's: Main Floor, Sixth Street.

Today—The Grand Climax of Shipbuilders' Week

All this week the MEIER & FRANK store has made a special featuring of merchandise for shipyard workers and industrial workers of all kinds. Come to the Quality Store today and supply your personal needs, needs for your wives and families, needs for your homes. You will find our prices in most instances lower than elsewhere, in some cases much lower than replacement costs would warrant. All merchandise is new and desirable—our tremendous purchasing power and great volume of business insures a constant inflow and outflow of good new merchandise. The MEIER & FRANK service is second to none. Make this store—YOUR STORE.

Good Values in Neckwear

NEW COLLARS
The new fichu collars made of organdy and net. Some have fine pin tucks and hand-embroidery, others have fluted and gathered ruffles. Priced \$1 to \$3.75.

NECKWEAR 59c
Very special values at 59c. Included are collars, vests and collar and cuff sets of organdy, Georgette crepe and pique. Roll, flat and tuxedo styles.

WAISTCOATS 95c
The regular prices range from \$1.25 to \$1.75. Women's waistcoats and vests of plain white and fancy gabardine material. Excellent values at only 95c.

COLLARS AND SETS
Hand-embroidered and plain pique collars and sets in long tuxedo, roll and flat styles. For wear with suits, dresses and waists. Priced 50c to \$3.50.
—Meier & Frank's: Neckwear Shop, Main Floor.

Chiffon Auto Veils 49c

"Loyalty" and plain chiffon auto veils in such desirable shades as navy, cream, flesh and brown. Good values at only 49c.

DRAPE VEILS
New circular and straight drape veils in pleasing shades of brown and taupe. Very lowly priced at only 15c.

MOTOR VEILS
Motor veils in all the popular colors. 1 1/2 yards long, 3/4 yard wide. Regular \$1.35 veils on sale today at 98c.
—Meier & Frank's: Veiling Shop, Main Floor.

\$32 Hartmann Wardrobe Trunks for \$28.75

Today only while any of a limited quantity remain we will sell the famous Hartmann wardrobe trunks at the greatly reduced price of \$28.75. Three-ply veneer fiber covered trunks in size 21x22 inches. Light, durable trunks with raised cushion top and 11 clothes hangers.

Straw Suit Cases \$3.00

Hoffi straw suitcases in size 24. Made with bound edges all around, straps and shirt or waist fold. Regularly \$3.75.
—Meier & Frank's: Luggage Shop, Sixth Floor.

Great One-Day Cleanup Sale Women's and Misses' Fine New Summer Coats

At Great Reductions
We've marked for quick clearaway a large quantity of women's and misses' Summer coats at sensationally reduced prices.

Serge, poplin, gabardine, velour and silk or wool jersey materials.

Long, three-quarter and short models are shown in loose and belted effects.

Popular shades of black, navy, taupe, tan, white, rose and green.

A clearaway of broken sizes. The reductions:

\$25.00-\$35.00 Coats \$19.85
\$19.50-\$22.50 Coats \$14.85
\$15.00-\$17.50 Coats \$12.45
—Meier & Frank's: Apparel Shop, Fourth Floor.

A Special Showing of Rings 25c

An immense assortment of these desirable gold shell and sterling silver rings included at this remarkably low price. Scores of attractive rings with good-looking stone settings. See our special showing of these splendid 25c rings today.
—Meier & Frank's: Jewelry Shop, Main Floor.

We Have Complete Stocks of Kodaks

No vacation is complete without a kodak. We have complete stocks of kodaks and kodak supplies—the genuine Eastman kind. Secure your films here for tomorrow's outing. We do expert developing, printing and enlarging of kodak films.
—Meier & Frank's: Kodak Shop, Main Floor.

A Few of Many Savings in This Sale of Picnic Needs

15c Plain White Napkins, 100 for..... 12c
10c Paper Plates, 8-in. size, package..... 8c
5c Waxed Paper, 7 25c rolls, special..... 25c

10c Lily Drinking Cups, dozen at..... 8c
15c Picnic Sets, plates, napkins and cloth, set..... 12c
7c Ice Cream Dishes, dozen only..... 5c

—Meier & Frank's: Stationery Shop, Main Floor.

We Have a Lovely Assortment of Styles in Children's Summer Dresses

WHITE DRESSES FOR THE LITTLE TOTS
Simple and dainty party frocks for the little tots from 2 to 6 years. Dresses of lawn, Swiss, organdy and batiste made in straight line and short waisted effects. Trimming of tucks, smocking and laces, some show touches of hand embroidery. Priced \$2.50 to \$12.50.

WHITE DRESSES FOR THE OLDER GIRLS
Voile, lawn, organdy and batiste dresses in coat effects, high waist and straight line styles for girls from 6 to 16 years. Simple and elaborate styles with trimming of colored smocking, stitching, tucks, laces and ribbons. Priced \$7.50 to \$15.

NEW COLORED SUMMER DRESSES
A sample line of Summer dresses of lawn, batiste and organdy in colors. Tunic effects, coat models and straight line styles are shown, some with fancy trimming. Sizes 10 to 16 years, special \$7.50.

SALE OF SUMMER SILK DRESSES
A sample line of fine silk dresses in light colored checked combinations. Many different styles. Sizes 10 to 18 years. Specially priced at \$13.95.

Everything in Children's Beach Wear at Lowest Prices

COVERALLS
Coverall style garments, made of dark blue gingham with red trimming. High neck, long sleeve garments with belt and pockets. Sizes 2 to 7 years, 98c.

OVERALLS
Slipover overalls with straight and gathered knees. Plain colors, striped and checked gingham. Made with pockets. Sizes 2 to 7 years, 98c.

ROMPERS
New rompers for children's beach wear. Plain shades and striped effects with contrasting color trimming. Sizes 2 to 6 years, 98c to 75c.

SWEATERS
New fiber and wool sweaters in rose, Copen and Kelly green. Made with belt, sash and pockets. Size 8 to 16 years, \$5.95 to \$8.00.

A Few of Many Recent Arrivals in Good Fiction at 65c

Just David
People Like That
With Serbia Into Exile
The Vindication
When Dreams Come True
Somewhere in Red Gap

Salt of the Earth
Seven Miles to Arden
In the Russian Ranks
The Soul of the War
Hill Top on the Marna
Kitchener's Mob

—Meier & Frank's: Book Shop, Fifth Floor.

O'Cedar Mops & Oil

The well-known O'Cedar floor mops and oil that cleans as it polishes. A few prices:

MOPS
Small oil mops, 75c. Battleship oil mops, \$1. Large oil mops, \$1.25. Large triangular chemical mops, \$1.25.

OIL
4-oz. bottle O'Cedar oil, 25c. The 12-oz. bottle, 50c. The quart can, \$1. The 1/2-gallon can, \$1.50. The gallon can, \$2.50.

SALE SEMI-PORCELAIN 10c-15c
Second and last day of our great sale of the popular white and gold semi-porcelain chinaware at 10c and 15c. Still a wide selection. No deliveries on less than \$2 purchases.
—Meier & Frank's: Housewares Section, Basement.