



# New Values Are Added Daily to the Store-Wide CO-OPERATIVE SALES

Mrs. Ginger will give a free lecture-demonstration on cooking in our Sixth Floor Auditorium at 2 P. M. today

WE HAVE made it our business to find out, through coupon-questionnaires recently published in our ads (now to be had at the Novelty Ribbon Shop, Main Floor, Central) and in other ways what Portland people representative of all walks of life would like their store to advertise at this season and at what prices.

WE FEATURE such wanted merchandise in these Co-operative Sales at prices generally lower than people expect to pay—many lines at less than replacement cost.

Here Are Some of the Opportunities for Today

## Some Shirt Sale!

That was the substance, if not the form, of the verdict reached immediately after the sale opened yesterday and that verdict stands.

Already, when it is only one day under way, this

### Sale of 20,000 Men's Shirts At Average Present Wholesale Cost

bids fair to establish a new record for shirt selling on the Pacific Coast if not for the whole west.

#### 20,000 Is a Lot of Shirts

but it is none too much with so many men (and women buying for men) wanting shirts now when they can be had—thanks to MEIER & FRANK'S merchandising mastery—at prices so wonderfully below the market as to make the purchase of a year's supply a fine investment for every man.

#### It's a Big "Story"

how we came to get so many shirts to sell at such prices—how three MEIER & FRANK executives went east to buy the shirts—how they visited leading factories—picked their quotas—closed the deal. But it's more important for you to know that the best shirt sale in our 62 years' history is now knocking on your doors.

#### Lots of Good Shirts at \$1

—and a good dollar shirt—good in the MEIER & FRANK sense—is a mighty scarce commodity nowadays.

#### Five Other Splendid Groups

- (1) \$2.50-\$3.00 madras and percale shirts \$1.95.
- (2) \$3.00-\$3.50-\$4.00 silk and satin striped madras shirts at \$2.45.
- (3) \$3.50-\$4.00-\$5.00 fine woven madras and Russian cord shirts at \$2.85.
- (4) \$5.00-\$6.00-\$6.50 heavy fiber silk shirts \$3.95.
- (5) \$7.50-\$8.00-\$8.50 pure silk shirts at \$5.95.

All sizes. All patterns. All colors.

Stock up today. Plenty of salesmen.

—Meier & Frank's: The Store for Men, Main Floor. (Mail Orders Filled.)

### Also— Pure Thread Silk Sox 43c

1200 pairs of men's pure thread silk sox—sub-standards of a quality that sells for more than double our sale price.

Good weight. Mercerized double toes, soles and high spliced heels.

Cordovan, mahogany, champagne, tan, black and white.

All sizes. —Main Floor. Just Inside Morrison Entrance.



### Also—for Men

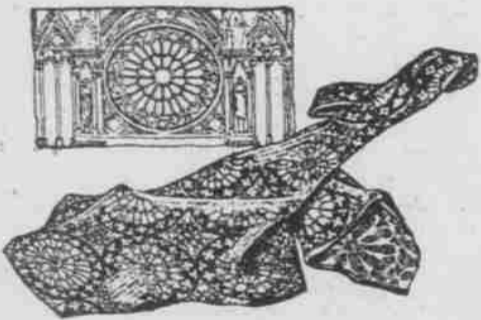
## 2400 Silk Ties \$1.00

"Buy" the Half Dozen—\$5.50

We might "burn up" space telling you how good these ties are, but as we have only 2400—a small quantity for this store—to sell at this price we content ourselves with saying—compare them with other stores' ties at a dollar.

But anyhow, knowing this store's merchandising mastery, you'll know right away MEIER & FRANK values excel. All right—buy them while they last at \$1.

—Meier & Frank's: The Store for Men, Main Floor. (Mail Orders Filled.)



## Dress Shields

Are Moderately Priced for This Dress Shield Weather

Why ruin a dress for lack of adequate dress shield protection? Why run any risk? At the height of the warm season the Notion Store offers complete stocks of the most wanted kinds of dress shields at lowest prices.

Kleinert's Gem shields, nainsook-covered, three styles, best quality. No. 2 for 35c, No. 3 for 40c, No. 4 for 45c

Dainty flesh color dress shields, silk lined, invisible, for wear with sheer blouses, guaranteed perspiration-proof. No. 2 for 45c, No. 3 for 50c, No. 4 for 55c

Kleinert's featherweight nainsook-covered dress shields in regular and shirt waist styles. No. 2 for 30c, No. 3 for 35c, No. 4 for 40c

Kleinert's featherweight shields, silk-covered both sides, shirt waist style, flesh, pink. No. 3 for 60c, No. 4 for 65c

Sanitary aprons, extra quality, medium size. 53c

—Meier & Frank's: Notion Shop, Main Floor. (Mail Orders Filled.)

"Omo" odorless dress shields, nainsook-covered, shirt waist style. No. 2 for 30c, No. 3 for 35c, No. 4 for 40c

"Omo" light weight dress shields, shirt waist style, with flesh colored silk lining to wear with sheer blouses. No. 2 for 45c, No. 3 for 50c, No. 4 for 55c

Kleinert's brassieres, with shields, flesh, pink, specially priced. \$1.49

Elastic sanitary belts, medium and large size. 40c

Sanitary aprons, medium size, at 40c

Sfag-na-kins, sanitary napkins made from Oregon sphagnum moss, pkg. 29c

## New and Reliable Furs at August Savings

For Women Who Desire Individuality

Furs selected from advance models months and months ago—built by reliable furriers—rushed from the fur center of the world in order that they might be here for this August exposition and sale.

A cape coat of gray squirrel, \$325.  
A cape coat of kolinsky dyed squirrel, \$375.

A coat of Hudson Seal with gray squirrel collar and cuffs, \$375.

A sport coat of Hudson Seal with gray squirrel collar and cuffs, \$425.

A sport coat of Hudson Seal with kolinsky collar and cuffs and flaring sleeves, \$475.

Only one of each kind.

Furs selected now may be reserved until October 1 by paying a small deposit and such furs will be stored in our vaults without charge.

—Meier & Frank's: Fur Shop, Fourth Floor. (Mail Orders Filled.)



### Now Open on the Basement Balcony, Fifth Street, a New

#### Sheet Music Shop

You are invited to visit this complete new Sheet Music Shop which features a great variety of popular hits at 15c, standard hits at 30c, operatic hits at 35c, semi-classic favorites at 40c.

A specialized service awaits you in this section. Expert pianists will cheerfully play requested numbers.

—Meier & Frank's: Basement Balcony.

#### Petticoats

Are Specially Priced \$1.27 and \$2.27

Women's everyday petticoats of durable black sateen and plain colored and figured heather-bloom are specially priced now at \$1.27.

Sateen petticoats in purple, blue, green, rose and other attractive colors, with pleated and novelty flounces, are specially priced at \$2.27.

—Meier & Frank's: Third Floor.

### The Haunted Book Shop

By Christopher Morley.

This shop is haunted by the ghosts of all great literature in hosts;

We sell no fakes or trashes. Lovers of books are welcome here. No clerks will babble in your ear.

Please smoke—but don't drop ashes!

The Haunted Bookshop is for those who love the English language used with color and beauty—for those who like to know about books—for those who like love stories and pretty girls—for those who like spy stories and baffled evil.

It is the pleasantest book the advertising writer has read in two months!

Price \$1.50.

—Meier & Frank's: Fifth Floor.

### Let Electricity Make Your Housework Easy

Visit the new Electric Kitchen and Laundry and see for yourself what electricity harnessed to your household tasks can save you.

"Thor" Electric washing machines simplify washing until it is practically no work at all. Thor saves the clothes, too, for it has a "no-wear" revolving wood cylinder which forces the suds through the clothes very gently, much as you would wash a fine piece of lace by hand. 350,000 women use Thor now every Monday! Priced \$135.

You can make your own terms in reason.

Electric dishwashers with stable racks hold the china and glass so that nothing can move or break, and they are so deluged with soap and hot suds that dishwashing requires not a bit of work on the housekeeper's part. Priced at \$95.

Electric vacuum cleaners sweep the floor, dust the upholstered furniture, brush the walls and backs of pictures, clean the mattresses and pillows—by simply pushing, after connection with the electric current. \$37.50 to \$65 for the cleaner; \$10 for a full set of attachments.

Electric irons, electric heaters, electric grills, electric percolators, electric lamps, electric kettles, electric toasters, electric searchlights, electric warming pads, etc.

—Meier & Frank's: Basement Balcony.

### New Automobile Rugs

Hundreds to choose. All favorite colors and designs. Elaborately fringed. Rich plaids. Many of them strictly all wool. \$7.95 to \$20.

### Oregon City Indian Rugs

in the new autumn styles. Beauties! \$10 to \$15.

—Meier & Frank's: Sixth Floor.

## New Extra Size Suits for Women

Especially Cut to Fit

Suits built especially to MEIER & FRANK orders. Narrower in the shoulders, longer in front, higher waisted in back, tight enough in the sleeves.

Large women will find that they really fit and that they seldom need extensive alteration.

Also they will see that we respect their good taste by offering them the finest materials the market affords.

Dark rich colors in peach bloom, velours, gabardines, men's wear suitings, novelty mixtures and standard serge.

Tailored beautifully. Absolutely plain mannish styles—and others with velvet collars, belts, vests, strappings of the material and so on.

Sizes 42 to —

Prices \$45 to \$125.

First showing.

—Meier & Frank's: Apparel Shop, Fourth Floor. (Mail Orders Filled.)

## Splendid New Collection of Leather Sport Coats

Leather coats are all the rage. Smart women wear them for golfing—even if they are a bit hot.

Sensible folk use them for motoring because leather keeps out the cold and retains the warmth of the body.

One of our manufacturers secured surplus skins from the government and prices therefore are very special. Some of the coats are lined with gabardine and are reversible. Others silk lined.

There are short golfing coats only 22 inches long and other lengths to motoring coats 48 inches long.

Tan leather coats, \$37 to \$85.

Battleship gray suede, \$65.

Black glazed leather, \$45 and \$49.50.

All sizes for misses and women in the collection.

—Meier & Frank's: Fourth Floor. (Mail Orders Filled.)



## 1200 House Dresses and Aprons—Sale!



### 600 House and Porch Dresses \$2.95

Serviceable, attractive dresses at prices away below what they have been and what one would expect to pay for such good qualities. Made of percale and gingham in almost every imaginable color. Plenty of becoming pinks and blues as well as the darker shades which some housekeepers prefer. Trimmed with embroidery and touches of lace and mostly belted or with sashes. Four sketched.



### Coverall Aprons \$1.95

Dark indigo blues and lighter shades in coverall aprons to wear around the house in place of the usual dress. Among them are the popular straight line Billie Burke styles. But there is variety enough for every taste. Made with plenty of pockets and belts and with square or round necks. Four sketched.

Only a few of a kind. Women will instantly see that they are most unusual at \$1.95.

—Meier & Frank's: Third Floor. (Mail Orders Filled.)