Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

63rd Anniversary Sales

Sixty Three Years in Portland

Flinging Wide Open the Golden Gates That Lead to

A Whole New World of Summer Frocks

—ORGANDIE, ENGLISH SATEEN, DOTTED SWISS, GINGHAM, VOILE AND FLOWERED GEORGETTE CREPE.

Frocks so lovely that they blend with the whole summer landscape. Indeed, why have lovely, sunshiny days and gardens full of flowers and pink and perfumed orchards if one still wears only prosaic navy blue—and heavy, substantial stuffs?

It is part of the joy of living to wear bright colors in summer—and crisp, semi-transparent fabrics.

—Hundreds of summer dresses have been coming in the last few days. Quite the prettiest we have ever had, we think. So original and bewitching that we invite you to come as soon as you can to see them while they are delightfully fresh.

Some of their pictures are shown here—the lace dress with cornucopia pockets of linen—the white organdie with up-standing pleating at the side to meet the knee-deep hem—the turquoise organdie with curved pleating and bouffant hips—the pale pink organdie with tucked aprons edged with frills—the white organdie with satin sash—the rose egg-dotted English sateen with surplice draperies and big sash of organdie—the fascinating Eton dress of green and white checked gingham with lacy jabot.

Besides these there are enchanting frocks for summer evenings of net and lace, of delicately-colored georgette crepe and of Pompadour georgettes, softly flowered and very charming.

Prices for the gingham frocks start at less than $10. Organdie and dotted swiss frocks are specialized between $25 and $37.50. Prices of net and georgette dresses start at $27.50 and go to $57.50.

—Meier & Frank's: Fashion Salons, Fourth Floor.

"3"

Great Groups of Suits

Still Further Reduced for Anniversary

Group No. 1:—
$40.00 and $45.00 Suits Now..... **$31.50**

Group No. 2:—
$50.00 to $60.00 Suits Now..... **$41.50**

Group No. 3:—
$65.00 to $75.00 Suits Now..... **$51.50**

1200 men's and young men's suits divided into these three super lots. Every suit MEIER & FRANK standard in quality, style and NEWNESS. Society Brand and Adler-Rochester garments included. Styles for men of all ages. Sizes for men of all builds. A number of all-wool BLUE SERGES included.

—Meier & Frank's: The Store for Men, Third Floor.

Our Entire Stocks of Juvenile Suits Now Reduced

The Store for Boys is certainly doing things these days—things that put it right in the forefront of the keenest Anniversary sections. This new determination to offer all juvenile suits at specially reduced prices for Anniversary will come as a surprise, but no less as a boon to mothers with boys' summer needs to supply.

All Suits Up to $7.50
Oliver Twist and Norfolk styles in fancy patterns. Attractive little garments in sizes from 2½ to 7 years. Choice at..... **$4.85**

All Suits Up to $12.50
Middy, Oliver Twist and Norfolk styles. Blue serges, cheviots, cassimeres and homespuns. Good selection of patterns and colorings. Sizes 2½ to 10 years at..... **$8.50**

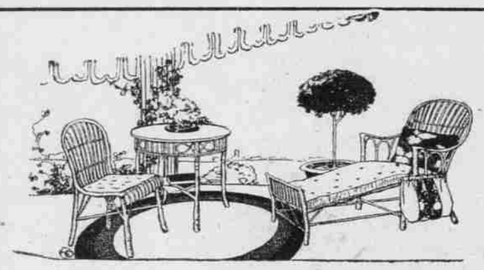
All Suits Up to $15.00
Norfolk, Oliver Twist and Middy styles. Blue serges included in this assortment. Good workmanship and trimming. Sizes from 2½ to 10 years..... **$9.85**

All Suits Up to $18.50
Oliver Twist, Middy and Norfolk styles. Finely serviceable serges as well as attractive mixtures in this lot. Sizes from 2½ to 10 years..... **$11.85**

EXTRA

All Suits Up to $25.00
In this large group of suits for 2½ to 10-year boys we offer a selection that will please the most exacting parent. All popular models. All the season's popular patterns and colors. We take this opportunity to introduce a new model—the "De Pinna"—a regular little man's suit featuring a smart coat effect with white vest. Choice of any suit at **$18.50**

—Meier & Frank's: The Store for Boys, Third Floor.



Rustic Hickory and Maple Chairs

are an important part of the Sale to Furnish the Summer Home now in progress in the sections devoted to furniture, rugs and draperies.

This strong, rugged, typical American furniture has been built for any kind of outdoor or indoor use. It is solidly made of genuine wood on lines which have been used in American furniture for a generation.

Everybody knows an Andrew Jackson hickory arm chair and everybody realizes how wonderfully comfortable it is. The same is true of these simple maple chairs with rattan seats.

By buying these chairs and other pieces a full year ago we are able to offer them at the following savings:

* * *

Andrew Jackson hickory rockers, regularly $10.25, now **$7.75.**
Hickory settees to match, regularly $15, now **$10.75.**
Hickory table with 24-inch top, regularly $10.50, now **$7.90.**
Andrew Jackson hickory arm chair, regularly $9.75, now **$6.90.**
Hickory arm chair, regularly $7.75, now **$5.95.**
Hickory rocker, regularly $8.75, now **$6.65.**
Hickory footstool, regularly $4.50, now **$3.25.**

* * *

High-back maple rockers with rattan seat and back, special **$10.50.**
Small maple rocker to match, special **$9.45.**
Maple arm chairs to match, special **$7.90.**
Maple side chairs, special **$4.15.**
Maple footstool with rattan top, special **98c.**

—Meier & Frank's: Furniture Store, Eighth Floor.

IN CONJUNCTION with these summer furniture specials we offer special values in a wide assortment of rugs, draperies, etc., for the summer home.—Seventh Floor.

Special Purchase

Blouses $6.45

Here are blouses of extra good silks and with long or short sleeves at a special price for Anniversary. Something new and yet not too fancy. One of our regular manufacturers who uses excellent materials and whose models always fit nicely has sent us his season's surplus which we can offer at $6.45.

—$6.45 is about the maker's wholesale price.

Some of crepe de chine but mostly of georgette crepe, plain or with yarn embroidery, also charming net blouses trimmed with lace.

—Meier & Frank's: Fourth Floor.

"Old Darby"

—Rosa Bonheur's famous $65,000.00 original painting—is on exhibition in special setting on our Seventh Floor. This picture of a venerable white horse by one of the world's most celebrated animal painters is a marvelous piece of realism and should be viewed by children as well as grownups. Admission is complimentary.

Articles Made by Ex-Service Men

—patients at various local hospitals—in accordance with the Red Cross plan of occupational therapy—are on sale at a special counter on our Main Floor near the Archway. The Red Cross, which stands sponsor for the sale, provided the materials, equipment and instruction which enabled men unfitted for active work to engage their minds and hands in light employment of this practical sort.

The plan of the sale is to allow the profit on each article to go to the man who made it, the Red Cross being reimbursed for the material. MEIER & FRANK'S handles the sale without profit. Orders taken for any article desired.

Universal Combination Ranges

are wonderfully satisfactory. They meet all conditions of climate and of personal preference.

No thermometer can surprise a Universal Combination range. It is ready with coal or wood heat for winter days, and with quickly-turned off gas for spring and summer.

Universal Combination Ranges are two complete ranges in one.

—They burn gas.

—They burn wood and coal.

Turn on the gas and light for a quick luncheon or the dinner late in starting.

Use a wood or coal fire for slow baking and prolonged cooking of any kind.

Entirely automatic. No parts to change. When the gas is turned off the range automatically becomes a coal or wood stove.

Universal Combination Ranges have 4 lids, 4 gas burners, a roomy oven and elevated broiler.

To match the new attractive kitchens, Universal Combination ranges come in sanitary blue or gray porcelain or there are plainer ones of nickel and white porcelain.

MAKE YOUR OWN TERMS IN REASON

—Meier & Frank's: Sixth Floor.

Anniversary Sale of Embroideries

Embroideries for women's summer underclothes, petticoats, children's wear—all at savings for mothers who sew.

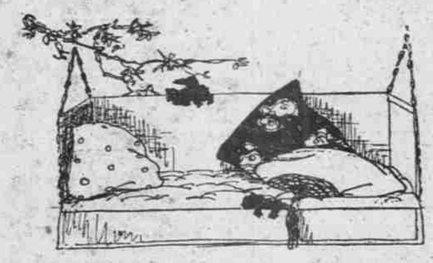
59c
12 to 27-inch embroidery Swiss, cambric and longcloth with eyelet and solid work. Skirtings and flouncings for children's underclothes and dresses.

75c
18 and 27-inch lawn and cambric skirtings in neat designs for babies' clothes and women's underclothes. Filet lace effects with buttonholed edges.

15c
1½ to 4-inch embroidered edges of swiss and cambric. Eyelet and blind work with heavy scallops.

$1.79
27-inch fine cambric skirtings with filet lace effects and scalloping or 39-inch white voile dress embroidery with scalloped edges and heavy floral designs.

—Meier & Frank's: Main Floor.



$25 Couch Hammocks $19.85

These special khaki couch hammocks have good windshield, a national fabric spring, a box mattress with valance and the frame is of enameled steel painted lawn green.

Limited number for this occasion at $19.85 instead of $25.

—Meier & Frank's: Fifth Floor.