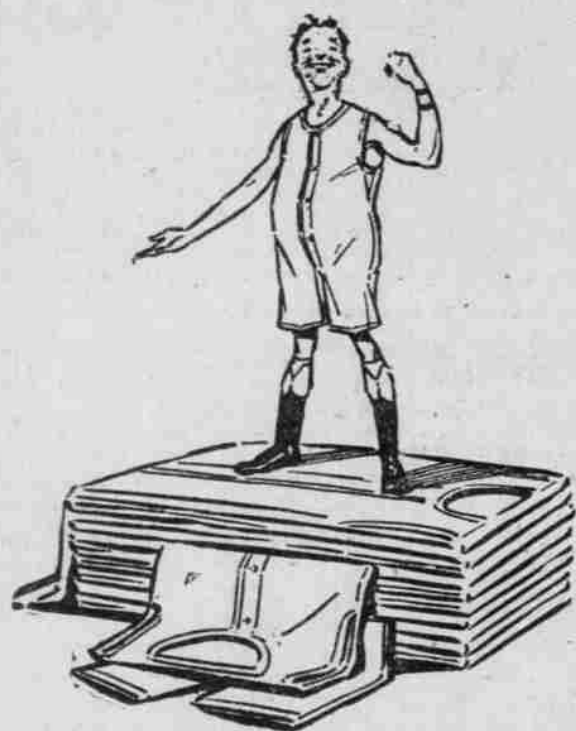


THE PIONEER STORE (ESTABLISHED IN PORTLAND 1857) CORDIALLY GREETES THE PIONEER MOTHERS AND FATHERS OF OREGON

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

2000 Men's and Young Men's Suits



"Keep Cool!"

Good advice, you'll say, but how to do it when the temperature climbs up around eighty something and your clothes use all their weight to make you anything but cool and everything conspires or perspires to make you wish you were an Esquimaux. Start from the skin out—

Summer Underwear

is a big help and here in this sale is your favorite brand at a price that leaves something over for cooling summer drinks.

"B. V. D." Union Suits \$1.55

Standard \$2.00 quality union suits of the genuine famous B. V. D. athletic kind. Sizes 34 to 46. Expect a big run on these. Buy early!

"Munsing" Union Suits \$2.15

—2 Suits for \$4.25.
Standard \$2.50 quality union suits of the celebrated Munsingwear make. All wanted styles. White and ecru. Sizes 34 to 50.

"Munsing" Union Suits \$2.55

—2 Suits for \$5.
Standard \$3.00 quality Munsing union suits of fine ribbed cotton in all popular styles. Bleached. Sizes 34 to 50.

"Munsing" Union Suits \$3.35

—2 Suits for \$6.50.
Standard \$3.75 quality Munsing union suits of fine lisle thread in long sleeves, ankle length and short sleeves, three-quarter or ankle length style. Bleached. All sizes.

"Munsing" Union Suits \$4.95

—2 Suits for \$9.75.
Standard \$5.50 quality Munsing union suits of fine mercerized lisle in short or long sleeves, ankle length style. Bleached. Flesh and blue. All sizes.

"Hatch" Union Suits \$1.95

—2 Suits for \$3.75.
Standard \$2.50 quality Hatch one-button union suits in short sleeves, knee or ankle length style. Choice of various weaves. Sizes 34 to 46.

Athletic Union Suits \$1.95

—2 Suits for \$3.75.
Standard lines, including Munsing, Cooper's, Regatta and Rockinchair. Made of fine summer fabrics, including crepe, madras and soisette. Sizes 34 to 46. To \$3.00 values.

"Porosknit" Union Suits \$1.65

—2 Suits for \$3.25.
Standard \$2.25 quality Chalmers Porosknit union suits—the kind that "lets the body breathe." White in short sleeves, knee length style; white and ecru in short sleeves, ankle length style. All sizes in the lot.

Chalmers Union Suits \$1.65

—2 Suits for \$3.25.
Standard \$2.00 quality Chalmers Balbriggan union suits. Summer weight garments in white and ecru. Short or long sleeves, knee or ankle length style. Sizes 34 to 46.

Linen Mesh Suits 1/4 Off

Famous "Wallace French Linen" union suits and separate garments in light and medium weights. Choice of the complete line in this sale at quarter less.

Athletic Union Suits \$2.55

—2 Suits for \$5.
Standard lines, including Munsing, Cooper's, Regatta and Rockinchair. Of extra fine quality materials such as crossbar, marquisette, striped madras and fiber mixtures. Taken from regular stock. Sizes 34 to 46 in the lot. To \$5.00 values.

"Porosknit" Garments \$1.10

Standard \$1.50 quality Chalmers Porosknit shirts and drawers. Shirts in short sleeves, drawers ankle length. White. All sizes. \$1.10 garment.

Boys' Union Suits \$1.35

—2 Suits for \$2.50.
Standard \$1.50 quality Munsing union suits for boys. Short sleeves, knee length garments of light weight cotton in cream color.
Age 6, regular \$1.50 suits for \$1.35 or two for \$2.50. Ages 8 and 12, regular \$1.75 suits for \$1.55 or two for \$3. Ages 14, 16, 18, regular \$2.00 suits for \$1.80 or two for \$3.50.

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



Samples of Lovely Silk Negligees

Such as We Would Sell Regularly at \$18 to \$32—Wonderful at.....

\$13.95

Rushed here by express from New York! A marvelous collection of beautiful negligees such as have not been seen in Portland for many a long month. Almost every thing that women who wish beautiful boudoir garments are seeking.

Georgette crepe in pastel colors.

Crepe de chine in pastel colors and some darker shades.

Plain satin in many light colors.

Rich plain silks in light colors.

Enchanting taffetas in light colors.

Throw-on styles, simple tailored kinds and luxuriously draped affairs with long floating sleeves and fluttering laces. Some of them are embroidered, others have hemstitching, pleating, ribbons, flowers and fruit. Here and there one finds the darker colors suitable for Pullman robes. A number of fascinating breakfast coats in the lot.

Five Models Are Pictured

—yet these do not begin to show the immense variety. 250 negligees in the lot—and every one a surprise in quality.

Purple, lavender, yellow, apricot, peach, turquoise, pale blue, pink and other colors. All sizes represented, although in many cases there is only a single negligee of a style.

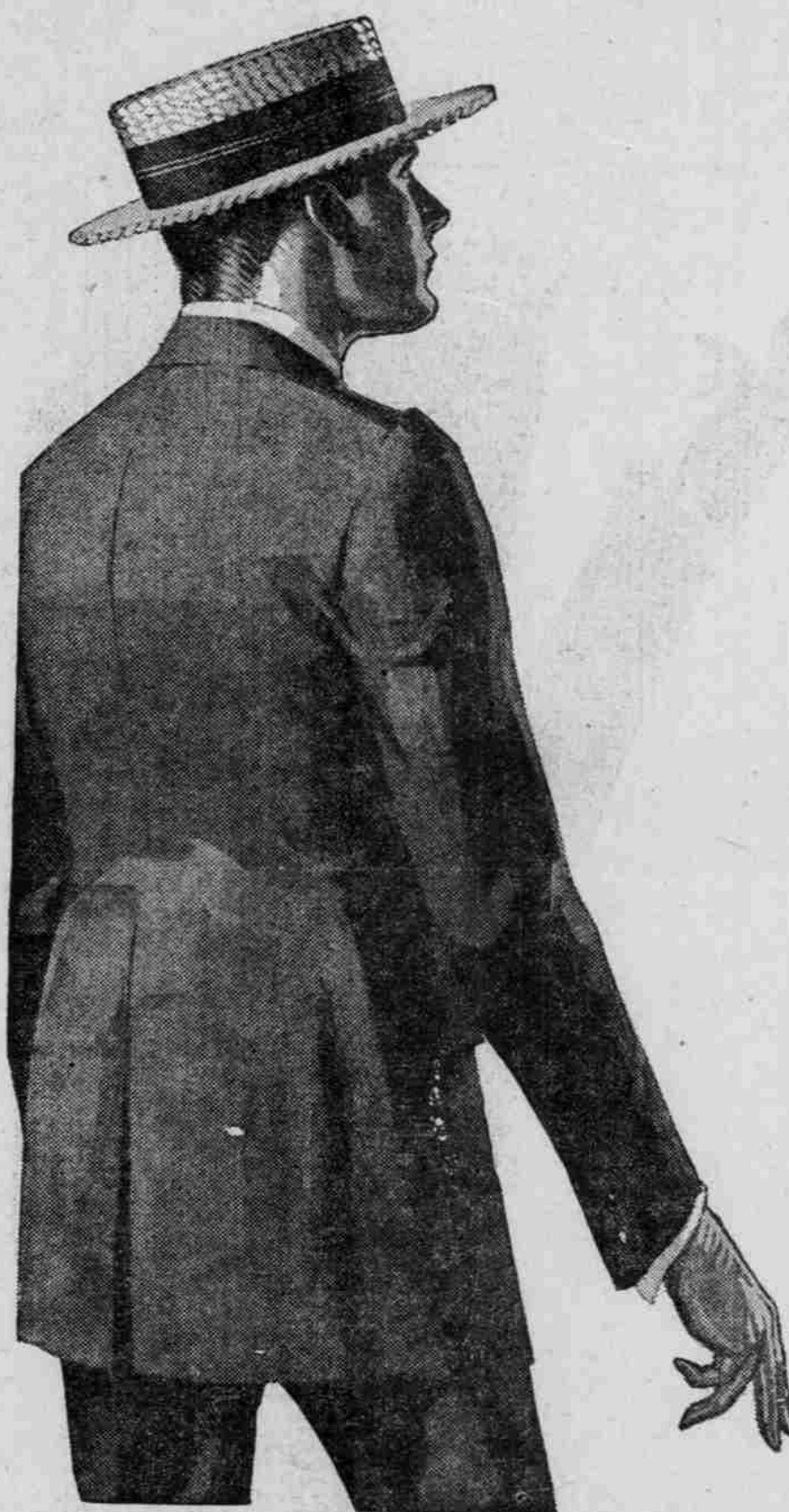
Such values will be chosen rapidly.

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

NOW

3 1/3

OFF



THIS is the inspiring message that The Store for Men has for the men and young men of Portland today. Simple, direct, forcible, final. By long odds the most important announcement of its kind yet made, involving MORE suits, NEWER suits, FINER suits and a BIGGER reduction than can be had in any other Portland store.

REGULAR PRICES \$35 TO \$100
SPECIAL SALE PRICES ARE

\$23.33 to \$66.67

Or, more precisely, regular \$35.00 suits are \$23.33—regular \$40.00 suits are \$26.67—regular \$45.00 suits are \$30—regular \$50.00 suits are \$33.33—regular \$55.00 suits are \$36.67—regular \$60.00 suits are \$40—regular \$65.00 suits are \$43.33—regular \$70.00 suits are \$46.67—regular \$75.00 suits are \$50—regular \$80.00 suits are \$53.33—regular \$85.00 suits are \$56.67—regular \$90.00 suits are \$60—regular \$100.00 suits are \$66.67.

Included are such standard lines as

Famous "Society Brand" and "Adler Rochester" Clothes

—a combination without a peer—and other reliable makes. Suits in this season's models, many of the garments here only a few weeks, and staple good-all-the-year-round kinds for our Oregon climate.

All Styles and Sizes

Models for every taste and for every age. Sizes 32 to 46 to fit men of "regular" build, the short, the long, the stout. The best fabrics and a practically unlimited selection of patterns and colorings to choose from.

Extra salesmen! Take any "Up" elevator or escalator to The Store for Men, Third Floor.

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

"It Always Pays to Shop at Meier & Frank's"

This Truism Receives Specific Demonstration in the Following Values for Thursday

Georgette, Organdie, Hand-Made

Blouses \$4.45

A few organdie blouses, a few hand-made batiste and fine voile blouses and a number of the most fetching georgette blouses in white, flesh, bisque and a limited quantity of dark colors. Rarely are such lovely georgettes to be found at this small price. Embroidered in jazz colors, made with tucking and accordion pleating, daintily trimmed with lace. All sizes in the lot although not in every model. Charming for vacation wear.

—Meier & Frank's: Blouse Shop, Fourth Floor.

Matting Suitcases \$2.79

Size 24x13x6 inches. Light weight, sturdy matting suitcases at this lower-than-elsewhere price. Steel frame with metal caps on corners. Leather straps. Fiber cases also special at \$2.79.

Suitcases \$1.69

Size 12x18x5 1/2 cases similar to the above. Handy for Fourth of July outings.

—Meier & Frank's: Main Floor, Sixth Street.

Satisfying the Demand for

High-Grade Khaki Outing Clothes

with better and larger assortments than elsewhere and living up to our slogan of better values with this

Sale of Breeches \$3.59

Regular \$5.00 khaki breeches for women just received. NEW CUT-TO-THE-FIGURE khaki breeches such as women want—not the stodgy ill-fitting kinds, but properly shaped and TAILORED garments with real style. Of best quality khaki, these have exclusive features, notably the fitted back and knee, belt straps, new-style pockets that button securely. Several hundred of these fine garments go on sale today at \$3.59. Sizes 23 to 36 waist.

Also

Leggings, hats and caps to match garments, special at \$1.49

Skirts, limited number, but good sizes, special \$3.34
Middy blouses and coats \$3.75 to \$7.50

—Meier & Frank's: Sporting Goods, Sixth Floor.

