

DEVELOPING AND PRINTING OF THE BETTER KIND PROMPTLY AND EXPERTLY DONE IN OUR KODAK SHOP—MAIN FLOOR

Are Your Winter Furs in Summer Quarters?

The weather is always "cold and dry" in MEIER & FRANK'S fur storage vaults. Once your furs are safely behind the solid masonry walls of our vaults in the dry cold temperature that is always there you need not think of them again until you need them. Phone, drop a postal or notify us when in the store and we shall send our auto for your furs. Remodeling in advance autumn models and repairing of furs expertly executed at special summer rates NOW.

—Meier & Frank's: Furs Received, Fourth Floor.

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

Are You Afflicted With Dandruff or Scalp Eczema?

Every woman who suffers from one or other of these distressing scalp troubles is invited to come to our newly established FREE Scalp Clinic and receive without charge individual massage and treatment of the hair with Beriault's Hair "Bitters"—the new modern remedy for such scalp affections. This Free Scalp Clinic is part of the superior service which it is the aim of our Hairdressing and Beauty Parlors to give patrons at all times. Beriault's Hair Bitters can be purchased by the bottle in the Beauty Parlors, Fifth Floor; also in the Toilet Goods Shop, Main Floor.

Setting the Pace With Quality and Value

First Autumn Fashions

First whisper of the style secrets for Autumn 1920. New coats, new suits and a few new dresses. Just received from our best New York manufacturers. We hurry to display them because so many of our customers are asking for an idea of what the autumn clothes will be like.

This early display introduces some of the new colors and materials as well as the style variations.

The Coats

are charming with their lines which drape around the figure making them appear gracefully wrappy and far more luxurious than the ordinary kinds to which we have become accustomed. Many have huge cape collars a la Paris or rich touches of fur. Among the new colors are Suchow blue, buckskin and olive as well as favorite brown and taupe shades.

The Suits

have the new longer coats which measure 33 to 37 inches. These are the conservative man-tailored braid-bound models for which Meier & Frank's is noted—but in advance Autumn 1920 fashions. The serge suits start at \$48.50, the tricot suits at \$65.

The Dresses

Straight-line serge frocks marvelously jetted and otherwise beaded—one Paris-like model has squares outlined in beads, each square inclosing a Portland rose done in beadwork. A few dinner gowns of black satin or lace are also shown.

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



Printed Georgette Crepe \$1.98

A happy special purchase of delightful georgette having wide satin stripes printed with brightly colored floral designs. Navy, maize, sky and black backgrounds. It will make enchanting summer dinner and dance frocks. 40 inches wide.

—Meier & Frank's: Main Floor.

Metal and Embroidered Ribbon Remnants One-Half

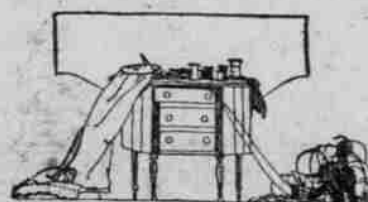
Sumptuous ribbons for bags, vests, hats and sashes. Many up to 10 inches wide. Velvets are also included in widths up to 6 inches.

Both the metal and silk embroidered ribbons are of the very rich heavy type.

They are remarkable finds at half price.

Remnants include ¼ to 2-yard lengths.

—Meier & Frank's: Main Floor.



Notion Day

Dress making and other summer necessities at particularly attractive prices. If more convenient we shall be glad to fill mail orders.

Having Cotton, Empire, 100 yards to spool, white only, numbers 40, 50, spool 30c
Machine Thread, Charter Oak, 8 cord, black and white, brown size assortments, spool 6c
Darning Cotton, Charter Oak, 50-yard spools, tan and dark tan, 2 spools 5c
Crochet Cotton, Dexter's Pearl, pink, coral, black, 2 balls 25c; ball 13c
Knitting Cotton, Dexter's white only, size 8, special 2 spools 25c
Needles, Smith's "betweens," good assortment of sizes, 12 to paper 5c
English Pins, Lion brand, assorted sizes, 2 for 15c; paper 10c
Safety Pins, Mutual, assorted sizes, 2 cards 5c
Cotton Cord Elastic, blk. and white, assorted sizes, 2 yards 5c
Cotton elastic, ¼ inch, white only, 3 yards 10c, yard 4c
Thimbles, aluminum, assorted sizes, 3 for 5c
Middy laces, mercerized, 30 inches long, white, red, navy, 2 for 15c, each 10c
Skirt braid, black silk, ¼ inch wide, yard 10c
Sanitary Safety Dress Protectors, medium size, white only 35c
Sanitary Belts, Kleinert's, of cloth and elastic, all sizes 35c
—Meier & Frank's: Main Floor.

Newest Books

"The Young Immigrants," by Ring W. Lardner Jr., \$1
"Suffering Husbands," by Wallace Irwin, \$1.75
"The Eye of Zeitoon," by Talbot Mundy, \$2
"Wings of the Wind," by Credo Harris, \$1.75

"The Voice of the Pack," by Edison Marshall, \$1.75.

"The Book of Susan," by Lee Wilson Dodd, \$1.75
"Basil Everman," by Elsie Singmaster, \$1.90
"Come-On Charley," by Thomas Addison, \$1.75
"Hills of Han," by Samuel Merwin, \$2
—Meier & Frank's: Fifth Floor.

DOWNSTAIRS

Trimmed Hats \$1.98

Women's and misses' hats trimmed with flowers and ribbons or finished with tailored bands. All extra good—some were originally double.

—Meier & Frank's: Basement Balcony.

A Few Fortunate Ones May Still Find Women's Suits, Coats 1/2 Price



Was \$165.00
Now \$82.50

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

1100 Yards Season 1920

FOULARD SILKS

Regular \$3 and \$4 Grades

\$2.23

Plenty of Navy and White Combinations

Correct weight foulards with either satin or dull finish for cool traveling and all summer frocks. There is nothing like foulard to shed dust and to keep its spick-and-span appearance under all circumstances. It is well called the ideal silk for May until October.

This Special Lot Offers

not only the best \$3 to \$4 qualities but it is made up of favorite navy blue and white effects as well as rose, Copenhagen, field mouse and other colors in coin spot, conventional and modern designs.

35 and 36 Inches Wide

—Meier & Frank's: Silk Shop, Second Floor.

Of Special Interest!

Famous "Nemo" Corsets Price-Reduced

The Nemo corset manufacturers have issued a new schedule of summer prices on every Nemo model. Because the Meier & Frank Corset Shop always has the largest stock and widest variety of Nemo models and sizes in the northwest the reductions here are most important.

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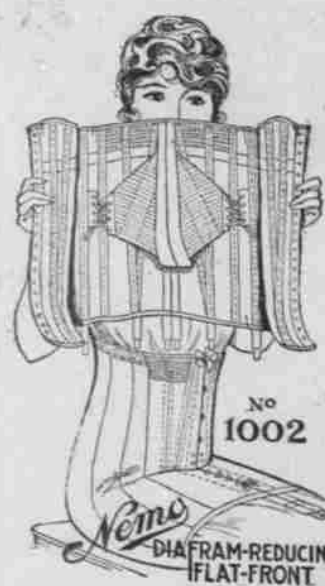
The new "Diafram-Reducing Flat-Front" Nemo (pictured) which has been \$10 is now \$9.

A popular style of Wonder-lift Nemo corset which was \$8 is now \$7.25.

A favorite Self-Reducing Nemo corset which was \$7 is now \$6.50.

* * *

—But every Nemo corset here is freshly reduced.



—Meier & Frank's: Corset Shop, Third Floor.

Why Not Knit Your Sweater Yourself?



Free instructions will be gladly given by the knitting teacher in the Art Needlework Shop. Everyone nowadays wants several sweaters and to knit them oneself saves a lot of money.

The sweater illustrated is made of Shetland floss and will cost a woman who knits it only the bare expense of the floss itself.

Quantities of colors from which to choose.

—Meier & Frank's: Needlework Shop, Second Floor.

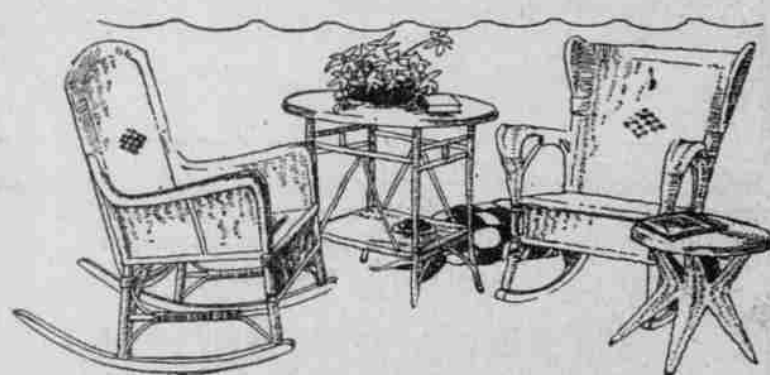
Announcing an Important

Summer Furniture Clearaway

275 pieces of good-looking typical summer furniture. Maple, reed and hickory chairs, a few settees, a few tables, a few chaises longue. Prices on some down to almost half because we wish to make immediate room for new fall shipments.

This summer furniture is sturdily built, it is designed for cool comfort and makes porches, lawns and living rooms attractive.

Chinese Reed Chairs Special \$9.75

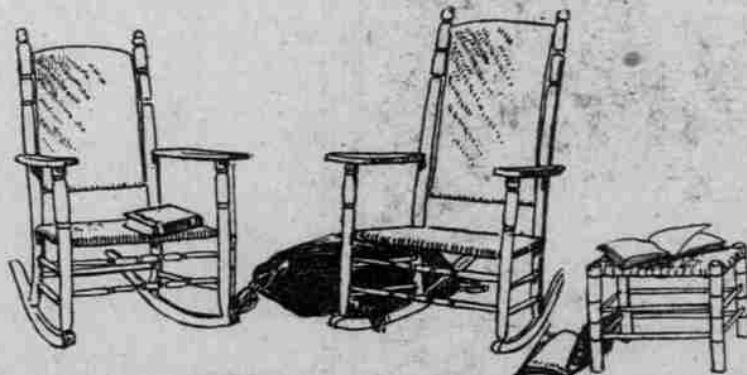


Regularly \$17 and \$17.50. These will undoubtedly be chosen rapidly. As the picture shows, they are extremely good looking and have enough stability to hold their shape. Clever housewives will stain them some attractive color perhaps and add cretonne cushions which will make them look as though they cost twice the original value. Both arm chairs and rockers at this new low price of \$9.75 each.

Maple Rockers With Cane Seats

Some of these neat-looking maple rockers have cane seats and backs, others have cane seats and slat backs. All are varnished in the natural color.

\$2.50 stools now \$1.65
\$6 rockers now \$3.98
\$7 and \$8 rockers now \$4.98
\$11 rockers now \$6.98
\$12.50 rockers now \$7.98



Old Hickory Furniture Reduced



Low-built chairs and settees and tables of convenient height for the outdoors.

\$6.75, \$7.75 arm chairs \$4.45
\$9.25 arm chairs now \$5.45
\$7.75 arm rockers now \$4.45
\$8 and \$8.75 rockers now \$4.95
\$10 and \$13 rockers now \$7.45
\$14 rockers now \$7.95
\$37.50 settees now \$19.95
\$48 settees now \$27.75
\$25 chaises longue now \$13.95
\$10.50 tables now \$6.45

\$18.50 tables \$10.45, \$10.95 | \$21.75 tables now \$12.45

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

Keeping Up the Good Work

We have put our hand to the plow and we shall not turn back, so again today we offer

33 1/3% OFF

America's Best Makes of Men's Suits

Of course anyone can claim to sell the best clothing, but it is another matter to substantiate that claim. In this case the proof does not come from us, nor from the manufacturers, nor from any interested party other than the wearers of the clothes themselves. And it is the common founded opinion of men the country over that the brands of clothes distributed by the leading stores in other cities and by the MEIER & FRANK store in Portland are the best clothes made, to-wit:

---Society Brand
---Adler-Rochester
---Louis Holtz & Sons

These are the clothes which we offer with other reliable trade-marked garments at 33 1/3% or a full third off the regular prices in this great July sale. They are numbered not by the dozens, nor by the scores, but by the hundreds, and they are all for sale at two-thirds of their regular prices.

\$33.33 to \$66.67

is the special price range, but there are more than a dozen price groups in all. There are all the fabrics, all the styles, all the patterns, all the colors and all the sizes men or young men want and the third off reduction makes this the banner suit sale of the day.

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

