

THE BUTTERICK QUARTERLY FOR SUMMER AND NEW "NEEDLE-ART" EMBROIDERY BOOK ARE IN THE PATTERN SHOP, SECOND FLOOR

Ask Mr. Foster

to take all the burdensome details of the trip off your mind and leave you only the sweet to enjoy. This nationally famous Travel Service supplies full accurate data without charge.

—Meier & Frank's: Sixth Floor.

Free Scalp Clinic

now open in the Hairdressing Salon provides helpful treatment for people subject to dandruff or scalp eczema through free individual application of Beriault's Hair Bitters—the new remedy.

—Meier & Frank's: Fifth Floor.

Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
7th, 8th, Morrison, Alder Sts.

Get Your Films

for the week-end in our Kodak Shop where fresh stocks of the genuine Eastman kind are in readiness together with all photographic supplies. Large assortment of kodaks and cameras.

—Meier & Frank's: Main Floor.

Our Storage Vaults

are the proper place for your furs whether you are in town or at the beach. Here furs and fur garments are secure from moths, dust, theft, fire, loss. Phone and our auto will call.

—Meier & Frank's: Fourth Floor.

Contributing to the Joy of Every Summer Activity: MEIER & FRANK'S**Boys' Suit Sale**

Regular \$25.00 Values

\$17.50

This being the season when boys indulge in so much outdoor activity as to do violence to any but thoroughly good clothes into which service is built with the other qualities that make clothes good, we provide reinforcements of the most doughty nature in this helpful sale. Our best makes included in this \$17.50 group—

"SAMPECK" AND "DUBBELBILT"

High grade suits these in the sense that they are exceptionally well made from the best fabrics and smartly styled. Many patterns and colors. Full belted coats. Knickers reinforced at seat and knees.

SIZES 7 TO 18 YEARS

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

Vacation Bound**Jersey Sports Coats****\$15**

Nearly a hundred attractive sports coats. Kinds to wear with thin frocks or silk or wool dresses.

Mostly pinch back, tuxedo collared, belted models. Soft blues, gray, tan, rose, green, navy, brown, black and heather mixtures. A few tweeds and mixed fabrics in the lot.

Not all sizes in any one color or style, but plenty of sizes in the lot for misses and women.

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

**Lovely Peplum Blouses
Half Price**

---Were Priced \$12.50 to \$80

---Now Priced \$6.25 to \$40

One-of-a-kind peplum blouses of silk plaids, tricolette, crepe de chine and georgette crepe. Mostly dark and medium colors. A few are in flowered or conventional patterns but majority are plain.

As our advices predict that peplum blouses will be especially fashionable this autumn, this seems to be a good chance to save.



\$12.50 peplum blouses \$ 6.25
\$18.50 peplum blouses \$ 9.25
\$22.50 peplum blouses \$11.25
\$27.50 peplum blouses \$13.75
\$35.00 peplum blouses \$17.50
\$40.00 peplum blouses \$20.00
\$65.00 peplum blouses \$32.50
\$80.00 peplum blouses \$40.00
Sizes in the lot from 36 to 42.

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

**Beach and Country
Hats Mostly
1/2 Price
and Less**

Millinery Salons have scores of wonderfully pretty hats at reduced prices. It is a good time to pick out that shade hat needed for sunny places or small hats for automobiling or charming hats to go with certain summer dresses.

**Special Hats for
Misses and Girls
\$1.38 to \$5.50**

Just half price for Milan and patent Milan sports hats with ribbon bands; also fancy straw hats trimmed with ribbons for dress wear. Navy blue and other colors.

**Women's Banded
Hats \$1.95**

Were \$2.50 to \$4.75. Fancy straw and milan hemp hats. Shapes and sizes that women and misses like. Pretty colors.

—Meier & Frank's: Fourth Floor.

**Peanut Brittle
39c**

Regular 50c grade. Freshly made in our own Candy Kitchen. Stuffed full of good peanuts. Crisp and delicious. Packed in pound boxes. None delivered.

—Meier & Frank's: Main and Ninth Floors.

**Crisp New
Neckwear**

Organdie banding with narrow frills and picot edges will make bewitching fichus and sashes. Yard 50c to \$1.

Fichus of organdie ready to wear this very day are \$1.75 to \$5.50. Separate sashes of organdie are 2 1/2 to 3 yards long, at \$1.75 to \$2.25.

Collar and cuff sets to wear with dresses and tailored suits are of organdie with lace or embroidery or of pique hand-embroidered at \$1 to \$3.50.

Plain organdie collar and cuff sets are exquisitely simple with rolled edges and there are also frilly lace trimmed collars of net or organdie and new net gilets at \$1.

Marabou capes and stoles are silk lined and some have ostrich feathers in black, brown, natural at \$12.50 to \$27.50.

—Meier & Frank's: Main Floor.

**Special
Veils and
Veiling**

\$1.25 to \$2 draped veils each 89c.

\$1.25 to \$1.50 veiling, a yard 95c.

Clearaway of oddments of favorite veils. Good luck for scores of "veiled" women.

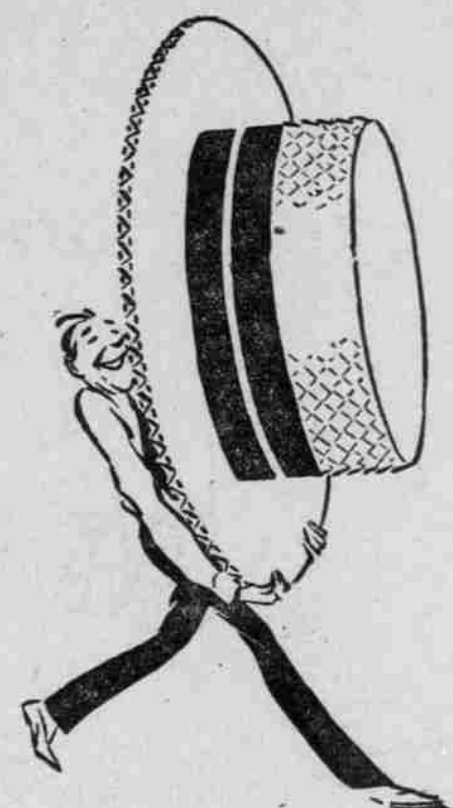
The draped veils are this season's models in Shetland, filet, hexagon and novelty meshes with chenille dots or heavy embroidery. A few Princess veils with ribbon neckbands are included. Black, navy, taupe and brown. Each is 89c.

The veiling comprises shadow, Russian, Tuxedo and novelty meshes with chenille dots or scroll designs on black, brown, navy, taupe and purple backgrounds, at 95c yard.

SNUG-FIT VEILS

are here in variety of colors and styles; regularly priced 25c to 65c.

—Meier & Frank's: Main Floor.

**Here It Is!—****What You've Been Waiting For****EVERY STRAW****Panama, Bangkok, Baliluk****1/2**

Short and sweet. No flourishes needed. All sizes in the sale, but not all sizes in every block. **Go get 'em!**

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

**Still They Come!—****Lucky Day for Men****"SILK MAID" SOX****\$1.10****1c War Tax**

2000 pairs newly reduced.

You know the quality—Silk Maid—the best man's silk sox that the money will buy.

REGULAR \$1.50 PAIR

Beauties for looks. Demons for wear.

Cordovan, champagne, Palm Beach, gray, tan, lavender, green, purple, black and white.

SIZES 9 TO 12 INCLUDED**Buy while you can—TODAY!**

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

"More!"**"More!"**

Seems as if all Portland wants new shirts. Of course, we are offering wonderful values in this sale, just when men want all the shirts they can get for summer wear and when the general tendency to discard one's vest makes it all the more important that a man have an adequate supply of fresh, good-looking shirts. Anyhow, the sale is having a wonderful vogue and men and women buying for them are picking them out by the half dozen in this—one of the

**Greatest of All
Shirt Sales**

The bald facts are that we had by actual count 12,541 shirts when this amazing sale opened Thursday. Shirts of which the great majority are brand new—special purchases made by our shirt buyer for cash when the temporary depression some weeks ago brought manufacturers into the New York market with their goods. The fact that this was a temporary dispensation and that prices in the meantime have veered towards the former levels makes it all the more fortunate for our patrons who buy on the basis on which we bought.

We have added shirts from our regular stocks to round out assortments and so we can still offer today

**Thousands of Shirts at Savings
Every Shirt First Quality**

At this writing we cannot say with absolute certainty that there will be all sizes in all kinds, but the range of selection is so broad that every man will have no difficulty in finding several of the shirts he wants at prices that are all in his favor.

\$1.85**No War Tax****\$2.95****No War Tax****\$3.95****10c War Tax****\$5.85****29c War Tax****\$8.85****59c War Tax**

are the five master groups—every shirt priced substantially below value, some close to HALF price.

First two groups comprise cotton shirts of excellent quality and workmanship. The \$3.95 group comprises ALL SILK colored pongee, silk striped madras, Russian cord and mercerized poplins. The \$5.85 group comprises SILK shirts of white jersey, crepe de chine, pongee, also tub silks, fiber silks, silk and cotton mixtures. The \$8.85 group—the last word—comprises ALL SILK shirts of the finest sorts in which material, design, tailoring—everything conspires to make a perfect ensemble.

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

**Don't Miss
It!**

Some men may say that they really haven't had time, due to pressure of other affairs, to come in and pick out their suit, even though they save one-third of what they would normally pay by doing it now. It is for just such men that we are writing this. But—fair warning—this easy schedule of prices may be suspended at any time. So you will have only yourself to blame if you don't speed up and make connections.

**Men's and Young Men's Famous Makes
Suits 33 1/3% Off**

You know what makes we carry—Society Brand, Adler-Rochester and other pedigreed garments. These are the suits we offer at this blanket reduction of a third off or \$23.33 to \$66.67 for regular \$35 to \$100 suits. All styles and sizes for

men and young men. Patterns and colorings so varied that we could not begin to list them. No excuse for being without a new summer suit any longer when America's best are to be had at two-thirds of the regular fair prices.

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