

OUR VERY FINEST
Blouses and Overblouses
One-Third Off

Heretofore \$8 to \$57.50, now \$5.35 to \$38.35. All from regular stock, including a number of our famous model blouses. Splendid choosing at a third less. Sizes 34 to 44. Many one of a kind.

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

TICKETS FOR THE CHAUTAUQUA CAN BE PURCHASED IN THE BOOK SHOP—FIFTH FLOOR

"Castle Grande"

is the very appropriate name of a wonderful new Hartmann wardrobe trunk with all cold rolled steel shock-absorbing frame and not a nail in its whole construction! See it in the Luggage Shop.

—Meier & Frank's: Sixth Floor.

ESTABLISHED 1857
Meier & Frank Co.
THE QUALITY STORE
OF PORTLAND

Dry Cold Air

is what furs need during the summer months to restore them to life and luster. Our perfectly refrigerated storage vaults on the premises supply it. Furs expertly repaired and restyled.

—Meier & Frank's: Fourth Floor.

THE JULY SALE OF
Beds and Bedding
Now On!

Standard lines of wood and metal beds, springs and mattresses greatly reduced. Even the famous Simmons metal beds are in this sale of sweeping character. Values are most extraordinary.

—Meier & Frank's: Eighth Floor.

Dainty Neckwear 50c

200 white and colored organdy collars trimmed with lace—new eyelid embroidered models in ecru—net vestees with collars trimmed with frills of val lace.

—Meier & Frank's: Main Floor.

Brassieres 50c, 75c, \$1

Women's corset cover style flesh and white muslin brassieres trimmed with lace and embroidery, also included are pink Boysform brassieres. Sizes 34 to 45.

—Meier & Frank's: Third Floor.

4 Women's Kerchiefs 29c

Each 8c. Regularly 3 for 45c. Fine sheer lawn handkerchiefs in dainty hand-loom one-corner embroidered effects. Finished with narrow hemstitched hems.

—Meier & Frank's: Main Floor.

6 Anadon Hair Nets 65c

Cap and fringe shape human hair nets guaranteed perfect. 2 for 25c or package of 6 nets for 65c.

—Meier & Frank's: Fifth Floor.

Scores of Departments Join in a Special Value-Giving Demonstration for Wednesday—

OPPORTUNITY DAY

Something for Everybody at a Saving—This Page Tells Only Part of the Story—Come to the Store

Children's Sandals \$1.09

Children's cool and comfortable black barefoot sandals and tan play oxfords for summer wear. Sizes 2 to 5 at \$1.09, sizes 5 to 8 at \$1.49, sizes 8 1/2 to 11 at \$1.89, sizes 11 1/2 to 2 at \$2.29.

—Meier & Frank's: Third Floor.

Hair Switches \$9.95

Regularly \$11.50 and \$12. A splendid assortment of natural color fine wavy hair switches made on three separate stems. All shades including gray.

—Meier & Frank's: Fifth Floor.

Sports Fiber
Silk Skirtings
\$2.59

Were \$3, \$3.50 and \$4

About 500 yards of this season's sports fiber silk skirtings in white and colors. Unusual values in wanted skirtings for this one day only. Opportunity to secure the material for a fashionable summer skirt at a very substantial reduction.

—Meier & Frank's: Second Floor.

Dress Embroidery 69c

40-inch imported white voile dress embroideries with 8-inch color embroidered borders—old rose, sky, pink, lavender, navy and black.

—Meier & Frank's: Main Floor.

Laces, Special 10c

Cotton Duchesse, plat val, imitation cluny and filet val laces 1 to 2 1/2 inches wide. Yard 10c.

—Meier & Frank's: Main Floor.

Outing Flannel 19c

12,000 yards of 2 1/2 to 7-yard lengths Amoskeag outing flannel in pink and blue striped effects. 36 inches wide.

—Meier & Frank's: Second Floor.

Toilet Paper, Roll 10c

1000 sheets to the roll. Tissue toilet paper at 100 rolls \$8, doz. rolls \$1, roll 10c.

—Meier & Frank's: Main Floor.

Children's Dresses \$3.95

Regularly \$4.95, \$5.95 and \$6.95. A broken assortment of children's light and dark color dresses in many pretty styles—gingham, chambray and soisette combined with organdy, trimmed in fancy color stitching and machine embroidery. With and without sashes. Sizes 6 to 14 years.

—Meier & Frank's: Second Floor.

We Know You're Busy
But This One Is Really
Too Good to Miss

There's a story connected with this sale.

The silks of which these ties are fashioned were loomed in Switzerland whence they were brought into this country to sell at \$8.00 per yard during the peak prices.

As it takes about three yards of silk to make a dozen ties you can readily see that the SILK ALONE in each tie was worth about \$2.

Came the break in the silk market.

Importers could not pay the stipulated price.

Silk was held by the government in default of custom duties.

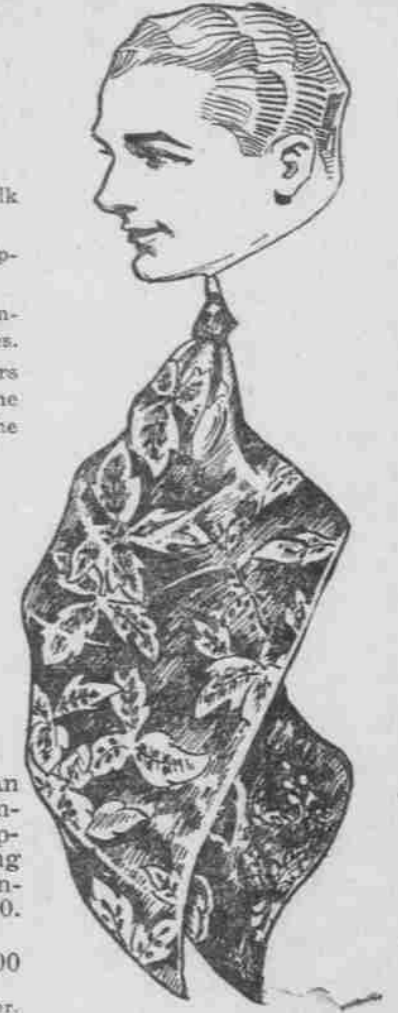
One of our good manufacturers finally bought it in by paying the custom charges. We got in on the prize. So—

Here Are 1500
Superb New Scarfs
to Sell at **1.00**

YOU can see that this is a sale with something more than words behind it. In fact you are getting wonderful imported Swiss silks than which there are none finer for appearance and service. You are getting neckwear of exacting workmanship. You are getting neckwear that we would consider on TODAY'S silk market an excellent value at \$2.50. And this for ONE DOLLAR!

Nearly a score of patterns each in six different colors. 1500 beautiful four-in-hand ties to choose from.

—Meier & Frank's: Main Floor.



OPPORTUNITY

150 Women's Suits

\$27.50

First time at this price. Wonderful values! Suits in coverts, tweeds, shepherd checks and homespuns. Suits in the season's smartest styles. Suits in all wanted colors for dress and every phase of outing wear. The size range is not complete in all colors but there is nothing lacking to the values.

Other Remarkable Values

feature the July Sales of dresses, suits and wraps which continue today in the Fashion Salons—savings in many cases 15% to 50% and more.

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



6 Women's Kerchiefs 43c Embroidered Towels 39c

Each 8c. Regularly 12c, 15c and 17c. Incomplete lines of white lawn handkerchiefs in an assortment of hand-loom embroidered designs, plain solid color lawn sports handkerchiefs in all wanted colors.

—Meier & Frank's: Main Floor.

To 75c values. A manufacturer's sample line of embroidered hand towels, bath towels and scarfs with scalloped or hemstitched ends. All are slightly soiled from handling. Special at 39c each while any remain.

—Meier & Frank's: Second Floor.

Seconds of
Women's Silk Hose
\$1

First quality hosiery of this grade would sell regularly for almost twice this price and the imperfections, where such can be discerned, are usually of insignificant character.

These are FULL FASHIONED silk stockings with little tops and toes. Majority in a handsome Russian calf shade, some blacks and whites. Extraordinary at a dollar a pair.

—Meier & Frank's: Main Floor.

6x9 Feet

Grass Rugs

\$3.95

Opportunity indeed for summer homes. Good grass rugs in 6x9 size. Stencil patterns—desirable shades of blue, green and tan.

50 only—while the lot holds out—\$3.95 each.

—Meier & Frank's: Seventh Floor.

Women's and Children's
Knitted Bloomers
29c

For greater convenience in selection this sale will be held on the Center Aisle Bargain Square, Main Floor.

1000 pairs of light weight knitted bloomers for women's and children's summer wear. The garments are in pink and have elastic at waist and knee. Women's sizes 5 and 6; children's sizes 6 to 10 years. Great value at 29c pair.

—Meier & Frank's: Main Floor.

Transformations \$4.98

Regularly \$8.50. Ear to ear size fine quality wavy hair transformations.

—Meier & Frank's: Fifth Floor.

2 Boys' Collars 5c

Dozen 25c. Discontinued numbers and broken lines of boys' Arrow collars in soft and starched styles. All sizes 12 to 14 inclusive.

—Meier & Frank's: Third Floor.

5 Fringe Shape Nets \$1

Regularly 35c each. Gray and white fringe shape hair nets.

—Meier & Frank's: Fifth Floor.

Stamped Aprons 49c

Regularly 75c each. New aprons stamped on cream art cloth in attractive cross-stitch designs.

—Meier & Frank's: Second Floor.

5 Yards Cretonne \$1

Regularly 25c to 30c yard. 1000 yards cretonnes in a good selection of patterns and colors.

—Meier & Frank's: Seventh Floor.

Sugar and Creamer \$2.98

Regularly \$4.25 pair. Bright finish dessert sugars and creamers in plain design, gilt lined.

—Meier & Frank's: Main Floor.

Notion Day

10 items selected from thousands for this special midweek featuring:

- Dexter's Silko Cordonnet Crochet Cotton, white and colors, ball 10c.
- Stickerei Edging, white and colors, 6-yard bolts 10c.
- American Lady and Cardinal Cotton Tape, widths 3/4, 1/2 and 3/8-inch, 4 yards to bolt, 6 for 25c, bolt 5c.
- Washington Steel Pins, 400 count, 3 papers 10c, each 5c.
- Madame Leemax Baby Pants, rubberized, large, medium and small sizes, pair 25c.
- Darling Safety Pins, nickel guarded loop, rust-proof, card 7c.
- Wire Hair Pins, assorted sizes, large cabinets 10c.
- Water-proof Aprons, plain gray and plaids, medium size, 69c.
- Naiad Waist Linings, Jap silk and nainsook, \$1.25, 65c and 50c.
- Shirlastic Ribbon, perfect fitting foundation for camisoles, pink, white and blue, regularly \$1, special each 79c.

—Meier & Frank's: Main Floor.

Bathing Suits \$2.59

Regularly \$3. Boys' worsted plated bathing suits in maroon, cardinal and royal with contrasting chest stripes. All sizes 28 to 36.

—Meier & Frank's: Third Floor.

75c Almond Belmonts 39c

Close to half price for these creamy almond flavored centers dipped in dark vanilla chocolate and rolled in chopped almonds. 1500 pounds at 39c lb. box. No deliveries.

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

Bibles Half Price

\$5 Limp Leather Reference Bible, Red Letter edition, \$2.50; \$3.75 Teacher's Bible, self-pronouncing, \$1.88; \$4.60 Pictorial Hand Bible, red letter, self-pronouncing, \$2.30; \$4.20 S. S. Hand Bible, illustrated, \$2.10; \$3.60 International Scholar's Bible, with illustrations, \$1.80.

—Meier & Frank's: Fifth Floor.

Electric Toasters \$2.19

Regularly \$4.50. Less than half price for these nickel-plated upright electric toasters complete with cord and plug. Toast two slices of bread at same time.

—Meier & Frank's: Basement, Sixth Street.

Betty Bright
Aluminum Kettles
\$1.49

Every housewife knows Betty Bright aluminumware. Here are 200 Betty Bright Windsor kettles in 5-quart size with aluminum cover, which is topped with a wooden knob to protect the hand from the heat. Very special at \$1.49.

—Meier & Frank's: Basement.



And—Think of This:
Men's and Young Men's

Society Brand

and Adler-Rochester

ALL WOOL SUITS

Regular \$45 to \$65 Values

Save a fourth. Save a third. Save virtually half. Best qualities. Best assortment. Best values in town. Suits for men. For young men. For high school fellows. Finest all-wool worsteds, unfinished worsteds, blue serges, cassimeres, chevots, tweeds. Products of America's fore-

most tailors. Best workmanship. Best styles. Single breasted. Double breasted. Every good pattern and color. All sizes to fit every build—regulars, longs, shorts, stouts. Remember the price—thirty-three dollars.

Extraordinary at—

\$33

—Meier & Frank's: Third Floor.

Clearaway
Men's Shoes, Oxfords
\$2.65

Men's white shoes and oxfords priced down to the vanishing point. Only two hundred pairs. There will be eager buying while they last.

English and medium toe lasts. Leather and fiber soles. Standard lines in quality and workmanship.

Sizes 6 to 11. Most men will want at least two pairs for vacation and general service wear at this extraordinarily low price of \$2.65 pair.

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

Regular \$6.00
Men's Outing Breeches
\$2.95

Less than half price. But only 150. Come early to get your size.

A well-known make of men's outing breeches (can't mention the brand at this price). We took all the distributor had in this shade of dark tan.

Better than khaki—this is a finely serviceable cloth of gabardine-like texture—softer, dressier and will outwear the usual kind. Laced bottoms, reinforced seat.

Sizes 28 to 40 waist—lots in 28, 30, 32 and 34. Only 150 pairs—when these are gone there will be no more at the price.

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

Feather Pillows \$1.50

Regularly \$2.50 each. Standard size 21x27-inch all feather filled pillows covered with fancy art ticking.

—Meier & Frank's: Second Floor.

6 Men's Kerchiefs 45c

Regularly 2 for 25c. Men's soft linen finish white lawn handkerchiefs with quarter-inch hemstitched hems.

—Meier & Frank's: Main Floor.

Comforters \$3.95

Regularly \$5 each. Good heavy stitched center comforters in a wide assortment of coverings with plain borders.

—Meier & Frank's: Second Floor.

Wool Blankets \$6.95

Regularly \$10 pair. Oregon made all wool double bed size blankets in plain gray or gray and blue plaid patterns.

—Meier & Frank's: Second Floor.