

Best Assortment of Needs for Country Home, Etc. The Mail Order Section for Out-of-Town Patrons

Our New and Enlarged Up-to-Date Grocery—The Best of Everything at the Lowest Prices—Phones: Private Exchange 4 or Home Phone A 6101

Agents Kiser Hand-Colored Photos—Fifth Floor Sole Agents Vudor Porch Shades—Third Floor

COURTESY—Employees, old and young, endeavor individually to excel in courtesy and painstaking attention to patrons and visitors. Freedom to explore every part of the store without being impeded to buy, is one of the many enjoyable characteristics of a store policy that has made this Portland's Most Popular Shopping Place.

CONVENIENCE—Centrally located in the heart of the business district, easily accessible to every carriage, the majority being routed past our doors—splendidly equipped modern arrangements for the comfort and accommodation of the patrons and visitors, this store has rightly become entrenched as Portland's Best Store.

# The Greater Meier & Frank Store

SATISFACTION—Fifty-four years of continuous commercial growth from a small room, in 1877, to its present immense buildings, yielding upwards of 200,000 square feet of space, is a splendid tribute to the foundation principles of this business, the corner store of which is "Satisfaction." This store stands behind every transaction.

SERVICE—Notable among the various parts that constitute the Store's Great System of Service are its New York and Paris offices—its corps of home and foreign buyers—its extraordinary home Mail Order Department—its great auto, wagon and special delivery service; its telephone service, transfer service, quick pneumatic cash carrier service, etc.

## Stands for Courtesy, Convenience, Satisfaction and Service to All

### New Today Shipment Ribbons

New fancy Dresden Ribbons, new print warp Taffetas, new satin-striped novelties. Each express brings surprises in the way of new ideas for Fall, from Eastern markets. See them.

### New Today Shoes--\$4 and \$5

New tan Russian calf, custom-made Shoes, with the new slant top, short vamp, Cuban heel, hand- \$5.00 welt soles; sale price, pr.

Also a new line of black ooze calf Button Shoes, welt soles, \$4.00 tipped toes, Cuban heels

### New Today Veilings--\$1 to \$3

New arrivals in fine chiffon Auto Veils, with hemstitched borders, in two-toned, plain and shaded effects, on sale, ea., from \$1.00 to \$3.00

Also arrival of new Persian Auto Veils, 7-8 yard wide and 1-7-8 yard long, with fine hemstitch'd borders; sale price, each \$5.00

### New Today Auto Hoods \$3.00

New Moule Auto Hoods. The latest auto craze Cap for women; all shades. Come in and see them. Each, \$3.00

### Silk Dresses \$9.85

\$17.50-\$20-\$25 Values

This special line of snappy little one-piece dresses which we have just secured for our patrons are in a profusion of new and original styles that are sure to appeal to the discriminating woman—These dresses are made with the same care and along the same scientific lines as garments made to measure—They look much better and embrace all the new "This Season's" lines from the very best models—Materials are taffeta, foulard and rajah silks—Princess and semi-princess effects with dainty lace yokes; pleats, pin tuck or button trimmed—Plain and pleated skirts, also strap trim'd, vals. to \$25 \$9.85

THERE ARE 125 MODELS TO SELECT FROM

### A Remarkable Sale on Women's Dutch Neck Waists

EVERY DUTCH-NECK WAIST IN OUR MAMMOTH STOCK NOW GREATLY REDUCED. SEE FIFTH-ST. WINDOW DISPLAY. MAIL ORDERS ATTENDED TO.

We are now offering at greatly reduced prices an endless variety of Waists in Dutch-neck and short-sleeve style. Materials are Marquisette, French lawn, batiste and linen; trimmed in Baby Irish and hand embroidery in the daintiest designs. Our highest grade waists are included in these values. The entire stock of Dutch-neck Waists has been divided into 25 lots, each extensively reduced. One exceptional value is a Pure Linen Waist, elaborately trimmed that sold for \$12.50, sp'1 for this sale \$4.55



### Women's Coats

Special line of Coats, garments of undisputed style and quality, best materials, loose and semi-fitted—Reg. values \$7.85 up to \$15, special \$4.55

### Tail'd Suits \$8.88

\$15-\$18 and \$25 Values

This large selection of Tailored Suits, Skirts and Jackets for misses and small women, as well as the larger-sized garments ranges from the more elaborate and ornate designs to those intended for occasions of lesser formality—The materials are all popular fabrics which have a fixed place in the esteem of the woman who knows good wearing values—Included are plain and fancy weaves in serges, chevots, tweeds, worsteds, shepherd checks—Jackets medium length, semi-fitted, with one button side fastening; shawl collar, satin or braid trimmed, also plain notch collar and button trimming—Values to \$25 \$8.88 each, a special for tomorrow at only \$8.88

100 SUITS IN ASSORTMENT. MAIL ORDERS FILLED.

### \$4 Sweater Coats \$2.55

The demand for the Sweater Coats continues very strong. It is absolutely impossible to do without a sweater Coat this season. We have them in fancy or plain weave, made with high or V-shape neck, single or double-breasted style; either loose or half-fitted effects. Very popular for boating, golfing, autoing, etc.; made of soft wool, in colors white, red or gray; values to \$4.00, special at \$2.55

### Kimonos and Sacques Half Price

Long Kimono and Dressing Sacques at half price; shirred at waist line, loose or Madame Butterfly; silk messaline and albatross; figured or plain; light and dark colors. Prices: Reg. \$5.00 values at \$2.50—Reg. \$9.00 values at \$4.50 Reg. \$6.00 values at \$3.00—Reg. \$12.00 values at \$6.00 Reg. \$7.50 values at \$3.75—Reg. \$14.00 values at \$7.00

### New Today New Fall Suits

First showing of new Fall models. Materials, tweeds, rough worsteds, unfinished worsteds in basket and small diamond weaves, zibelines, broken diagonals in two-tone effects, serges and chiffon broadcloth. Colors, snuff, reseda, gold, aeroplane, clematis, brown, black, raisin and blue of the royal type. Styles are tailored, semi-fitting effects for early Fall, generally loose at waist line in the back, fitting more closely over the hips. One-piece backs take the lead. Straight front, buttoned-through effect. Some coats have seam coming from under arms, while center of back is trimmed with small straps and buttons. Skirts, the gored circular model, the favored style. Narrow skirts very much in vogue this season. Double skirt, with the lower portion plain and narrow. All mail orders very carefully filled.

### New Today In the Women's Neckwear Sec.

New Persian novelties in bows, rabats and aeroplane bows, 35¢ to \$2.00 New Persian Auto Scarfs for \$1.75 Also the latest novelty, just out, the new Persian Shoulder Throws, on sale at these prices, ea., \$3.50 to \$10 Advance showing for Fall new Persian Coat Sets. New Persian Dutch Collars, for, each, 75¢ to \$2.00

### Embroideries DIVIDED INTO 3 LOTS

#### Lot 1—Dainty Embroideries \$3.50 Values 98c

This sale of dainty Embroideries will appeal to the women who are interested in securing patterns of flouncing, etc., suitable for the white embroidery gown so popular at present. They come in widths 27 and 45 inches. Patterns include the much-sought-for eyelet and floral designs. About 300 yards in assortment; regular 98c values to \$3.50 yard, sale price

#### Lot 2—Manufacturer's Lengths \$1.75 Values 75c

This wonderful sale of manufacturer's lengths of Embroideries will continue to interest our many economical customers. Insertion and edging for women and children's undermuslins in designs of eyelet and blind work. In widths 1 to 12 inches, and 4 1/2 and 5-yard lengths. Values up to \$1.75 strips; special, the strip 75c

#### Lot 3—Corset Cover Emb. \$1.25 Values 59c

18-inch Swiss Flouncing and Corset Cover Embroidery, in floral effects, for lingerie or undermuslins. 59c Values to \$1.25 yard, special

## Great Half-Price Sale of Imported French Underwear



In our Muslin Underwear Department on the Second Floor you will find a particularly dainty collection of Fine French Hand-Made Lingerie at HALF PRICE—This special assortment is a sample line just received from Paris and it shows every possible charm of French needlework—Brides-to-be will find that the choice of the entire trousseau may be made from this assortment with satisfaction, as the garments are made over our patterns, assuring correct proportions—This lot consists of White Underskirts worth \$18 to \$150 each.

Gowns ranging in price from \$10.00 to \$150.00, go on sale at Half Price  
Drawers ranging in price from \$6.00 to \$25.00, go on sale at Half Price  
Corset Covers ranging in price from \$5.00 to \$15.00, on sale at Half Price  
Combinations ranging in price from \$15.00 to \$50.00, now at Half Price

The materials in the above assortment are very fine French nainsook, lawns and percales—They are trimmed in real Val. and Cluny laces, fine German Val. laces and embroidery which cannot be equalled—See Display



### 1500 Yards Cheney Silks \$1.25 Val. 69c

Our customers all know what the celebrated Cheney Bros. Showerproof Brand means on silks. We are placing on sale a lot of 1500 yards of this famous silk, noted for its wonderful wearing qualities, its beautiful soft, lustrous appearance and standard colorings. The greatest variety of popular shades ever displayed in the City of Portland, also including the new shades for Fall in browns, old rose, raisin, wistaria tan, reseda, navy; also a beautiful line of figured patterns in floral, polkadot, striped and figured effects. This quality silk is being sold at a good value at \$1.25. Our price for this silk during this sale is only, yard, 69c

### 1000 Yards French Challie 75c Vals. 63c

A special sale starts tomorrow on 100 yards 31-inch French Challies, all the newest designs. Regu- 63c lar 75c. Supply your needs, yd.

### 4 Lots of Women's Gloves Regular \$1.00 Values, Special at 49c Pair

Lot 1—Great clean-up sale of broken lines, colors and sizes at greatly reduced prices. A clean-up of Mochas, Chamois and Kid Gloves, broken line of colors and sizes in lot.

Regular \$1.25 Values, Special at 79c Pair

Lot 2—A large assortment of Women's Pique Skins, Lamb Skins and P. X. M. Cape Gloves. Broken line of colors, but all sizes are in this collection. Supply your needs.

Regular \$1.50 Values, Special at 98c Pair

Lot 3—Great sale of Perrin's two-strap real Kid Gloves in black, white, tans, gray and a few high colors, with plain and fancy stitching. Make your selections here tomorrow.

Regular \$1.50-\$1.75 Values, Special \$1.33

Lot 4—Great combination sale of Perrin's and Trefousse Real Kid Gloves. A complete line of staple shades. An A-1 article and your opportunity for great saving in gloves.

### EXCLUSIVE AGENTS Madame Irene Corsets

Special showing of advance Fall models in the celebrated Madame Irene Corsets. These wonderful Madame Irene Corsets are made by Madame Irene, of New York, who is considered the greatest corset artist in America. She is constantly in touch with the fashionable world of New York, and keeps abreast with the European fashions at all times. Modeling and fitting corsets at all times for the most fastidious women naturally has given her an enormous advantage in designing new styles. The reputation and fame of Madame Irene's fashionable and artistic creations, combined with the comfort, the materials, the superior cut and the workmanship in these garments have made them eagerly sought by the most fastidious and fashionable world. The corset is made of the very best quality German coutil, batiste or brocades, and prices range from \$6.50 to \$22.50 each. We have expert, experienced fitters and demonstrators to satisfy you. Every model we fit in our department is from Madame Irene's Fifth-avenue shop, which is the most beautiful corset store in the world. For style and comfort they have no equal. Every genuine Madame Irene corset bears the brand "Madame Irene," otherwise it is not the original, high-class Madame Irene, but an imitation. Visit our Second floor corset section, and see these beautiful models.

### Women's and Infants' Hose

#### Three Specials—3000 Pairs to Select From Women's Silk Lisle Hose, Special 28c Pair

Women's extra fine lisle-thread Hose with high spliced heels and double soles, in all colors and shades, including fine gossamer black silk lisle, fancy lisle boot, 28c lace effect in sky, tan, pink, black and white. Regular 50c values, special, pair

#### Infants' Fancy Lisle Sox---Three Pair 50c

Infant's Cotton and Lisle Sox in lace and plain, also broken line of fancy lisle, 50c sizes 4 to 8, in black, pink, sky, tan, red and white; reg. 35c; 20c pair, or 3 pair

#### \$2.00 Italian Silk Hose, Black, at 95c Pair

Fine black Italian Silk Hose; that kind that does not rip or run. In all sizes, 95c 8 1/2 to 10. Also broken lines women's fine woven Silk Hose in colors; \$2.00 vals

### Three Great Trunk Specials At \$5.85-At \$10.45-At \$11.65

This trunk sale is a special midsummer sale offering for patrons who are planning on vacations. These are the durable, well-made Trunks that will stand hard usage at the beach or mountains. We will call your attention particularly to our Water-proof Trunks, which we recommend and guarantee in every way. Call as quickly as possible and let us demonstrate to you the wonderful wearing qualities and special features in Trunks.

32-in. duck-covered Trunk, 2 leather straps over top, \$5.85 one tray, regularly sold for \$6.55, special at only \$5.85

34-in. duck-covered, water-proof painted, 2 trays, \$10.45 leather straps; regular \$12 value, special at only \$10.45

36-inch duck-covered, water-proof painted, metal-bound, full lined-lined, two trays, leather straps; regularly \$11.65 sold for \$13.75, good value at that price, special at \$11.65

### 500 Brass Hanging Baskets Including Fern, Special for 48c

We are offering at our brass or silverware section a beautiful novelty for the new bungalow or home in the shape of an artistic brass hanging basket filled with the wonderful green air fern, so popular for decorating at present. The basket is made of handsome solid brush brass and is suspended with a brass chain to match. The air plant is a novelty fern secured from the South Sea Islands, and lives on air alone. It has practically no roots and is not effected by gas or heat. This basket complete, including fern, at the low price of only 48c

See the Sixth-street vestibule window display. Prompt and careful attention given to all mail or phone orders.

### Some Great Specials on Rugs Very Unusual Prices Prevail

Our mammoth third-floor rug section offers extraordinary values beginning tomorrow. In the assortment are the best grades of Axminster, Wilton and Tapestry Rugs, all selected with the greatest of care as to quality and colorings. Inspection invited.

AXMINSTER RUGS, in tan, green, Oriental or floral effects. Size 8-3x10-6, regularly sold for \$29.00, special at... \$14.25 Size 9-0x12-0, regularly sold for \$22.00, special at... \$15.95

WILTON RUGS in patterns suitable for living-room, dining-rooms, dens, in beautiful combinations of colors and patterns. Size 6-0x 9-0, regularly sold for \$30.00, special at... \$18.75 Size 8-3x10-6, regularly sold for \$37.00, special at... \$27.50 Size 9-0x12-0, regularly sold for \$40.00, special at... \$29.85

TAPESTRY RUGS in a large assortment of desirable colors. Size 8-3x10-6, regularly sold for \$16.00, special at... \$11.65 Size 9-0x12-0, regularly sold for \$18.00, special at... \$12.35

### 3000 Pairs Oxfords at Specially Low Prices—\$2.39 and \$1.59

A special offering of Women's High-Grade Low Shoes. Included are Pumps, in tan Russian calf leather, lace or button cut; Oxfords, in chocolate or tan vici kid, blucher cut; two-eyelet Ties, made of ooze calf, London smoke and blue color, and Ankle-Strap Pumps, made of tan or gray suede. All have flexible welt soles, military or Cuban heels, tipped or plain plain toes. Values to \$5.00; special price at \$2.39

1200 PAIRS OF WOMEN'S OXFORDS SPECIAL A special lot of 1200 pairs Women's Oxfords, in broken lines of patent kid, black and brown vici kid and gunmetal calf. Oak welts and turned soles. \$1.59 Nearly all sizes in the lot. \$4 values. Sp'1 \$1.59