

Turn Page Over and Read Our Regular Ad-Elks' Headquarters--3 Days of "Before the Fourth" Sales!

Our Tea Room and Restaurant—Breakfast served from 8 to 11; luncheon, 11:30 to 2; Afternoon Tea, 2:30 to 5:30.

MEIER & FRANK'S

GOVERNMENT WEATHER FORECAST: FAIR TODAY.

MEIER & FRANK'S

Our Mail Order Service—the boon of the out-of-city patron. Mail or phone your orders—they'll receive prompt and careful attention.

Our Big July Sale of Toilet Goods Begins Tomorrow!

A Perfect Complexion Is Beauty's Greatest Charm

WHAT woman is there who doesn't take pride in a perfect complexion and who doesn't admire the woman with a clear, refined skin? This is what results from the use of Aubry Sisters' famous Beautifier. A single trial will prove to you its distinctive merits—let the demonstrator at special booth, first floor, give you an application. The Beautifier is a delightful cream paste, which is applied to the face and arms with a moist sponge. Unlike a powder, since it can't be detected. Neither will it rub off. Aubry Sisters' beautifier is priced at 25c, 50c and 75c a jar. Other preparations—the Tint, Soap, Cream and Powder.



FOR days, immense lots of Toilet Goods and Drugs, purchased direct from the manufacturers, have been arriving in almost a constant stream for the July Sale, which begins tomorrow! Such tremendous quantity buying for this monthly event has resulted in a new standard of value-giving, heretofore unknown in Portland. Don't fail to read every item here. Most of them are less than the ordinary dealer pays wholesale, and for that reason we must limit the quantities. Tear this page off and keep it for reference. The prices remain in force all this week, provided lots are not sold out. Special salespeople to care for the throngs.

Tokalon Toilet and Drug Specialties of Quality

Over 125 daily-used Toilet and Drug Specialties now embraced under this new line of ours. "Tokalon" preparations are compounded exclusively for us, under personal supervision, by one of the world's largest laboratories. They are unqualifiedly guaranteed by us.

- FACE CREAMS AND LOTIONS: 50c Crema Elcaya, special at 39c; 25c Dioxide Cream (made with Peroxide of Hydrogen), 15c; 50c Stillman's Frocks Cream, 29c; 50c Madga Cold Cream, only 33c; 50c Ideal Massage Cream for 29c; 25c Prostilla, priced special, 14c; 50c Krank's Pink Blush Massage Cream, 29c; 15c Jergen's Benzoin and Almond Lotion, 12c; 50c Sempre Giovine, special, 29c; 50c Santiseptic Lotion, for mosquito bites, 35c; 50c Veda Rouge, special at 25c.
- TOILET AND DRUG SPECIALTIES OF QUALITY: 1c Viola Combination—Face Powder, Face Cream and Soap—special at 33c; 25c Bathswest Bath Powder, 2 for 25c; 25c Pond's Talcum, large pkgs., 2 for 25c; TOOTH POWDER AND PASTES: 25c Sanitol Tooth Powder, 2 for 25c; 25c Sanitol Tooth Paste, two for only 25c; 25c Graves' Tooth Powder, two for 25c; 25c Lyon's Tooth Powder at 10c; 25c Pasturine Tooth Paste, 14c; 25c Rubifoam, two bottles, 25c; 25c Pond's Extract Tooth Powder at 10c; 25c Euthymol Tooth Paste at 10c.
- SOAP SPECIALS: 5c Flotilla Soap, dozen, 33c; the cake at 3c; 10c Auditorium Bath Soap at 7c; 15c Supertar Shampoo Soap, 12c; 10c Glycerosa Soap, sale price, 7c; 5c Oatmeal and Bath Soap at 3c; 9 cakes Jergen's Assorted Soaps at 25c; 10c Liliac Rose Glycerine Soap at only 5c; 25c Bars Floating Castile Soap at 21c; 10c 4711 Verdina Velvet Glycerine Soap, 5c; Jergen's Oatmeal and Witch Hazel Soap, 3 cakes for 10c; 10c Portland Rose Glycerine Soap at 5c; 25c Cuticura Soap, sale price, 12c.
- HAIR PREPARATIONS: \$1 Fitch Hair Grower only 83c; 50c Hay's Hair Health only 39c; 50c Seven Sutherland Sisters' Hair Grower, 39c; 50c Herpicide Hair Tonic at 35c; \$1 Dandrine Hair Tonic at 69c; \$1 Pinaud's Eau de Quinine, 69c.
- PATENT MEDICINES: 25c Bromo Seltzer, special at 15c; 50c Canthrox Shampoo, only 29c; 85c Mercolised Wax, at only 59c; 50c Phenolax Wafers, special, 29c; 35c Merck's Sugar of Milk, 21c; 50c Pond's Extract Ointment, 29c; 25c Lino Salve, for only 16c; 25c Samuraj Moth Destroyer, full pound crude camphor, 2 for 25c; 15c Cedar Shavings (for moths), 10c; 25c Rosewater and Glycerine, 15c.
- MISCELLANEOUS: 25c Carter's Little Liver Pills, 2 for 25c; \$1 Lambert Listerine for only 59c; 25c Glycothymoline for only 19c; Hydrogen Peroxide, full pint, full strength, 15c; 15c Charcoal Tablets, special, 7c; 25c Aromatic Castor Oil (tasteless), 13c; 50c Beef, Wine and Iron for 29c.



Without exception we quote the Lowest Prices in Portland on Toilet Goods and Drugs.

Free Facial Massage



DIRECT from the Melba laboratories in Chicago, an expert masseuse has come to demonstrate these famous beauty preparations during our July Toilet Goods Sale! A free facial massage with Melba Cream and Cleanser to every lady calling at booth, 2d floor, new building. A few applications of Melba Face Cream, in conjunction with Melba Cleanser, will massage away the wrinkles and lines, bringing the skin to a clear, soft, healthy freshness. The secret of Melba Face Cream Massage is the perfect emulsion of oils by a cold process—firm, but not greasy. Melba Cream 50c Massage and Cleanser, priced here at, jar Melba Nail Finishing Paste, for 25c; Melba Face Powder, sale price, 50c; Melba Rose Blush, sale price, only 25c; Melba Oil Concrete, assorted odors, 50c.

\$1.25 Knoleak Water Bottles and Fountain Syringes at 89c

OUR famous Knoleak \$1.25 high-grade 3-quart chocolate Rubber Water Bottles, as illustrated. Also our \$1.25 Knoleak 2-quart Fountain Syringes. Both are absolutely guaranteed for a year. Toilet Goods Sale, \$1.25 Weaver 2-qt. Maroon Water Bottles, \$1.19; 25c Weaver 3-qt. Chocolate Water Bottles, 98c; \$1.50 Chocolate Rubber, 3-qt. Fountain Syringes, 98c; \$2.50 Weaver Maroon Rubber 3-quart Fountain Syringes, \$1.69; 25c Rubber Diving Caps 19c; 50c All-Rubber Bath Caps 39c; 75c Rubber-Lined Travelling Cases 49c; 25c Wash Cloth Cases 19c; 75c Silk Sponge Bags 39c.

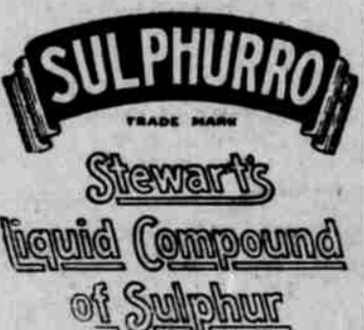
\$1.50 to \$3 Bristle Brushes 98c

A manufacturer's surplus of high-grade Bristle Hair Brushes. Solid Backs—ebony, mahogany, cherry and rosewood finishes. Worth 98c \$1.50 to \$3—July Toilet Goods Sale, only 50c to 60c Hair Brushes, special at 39c; \$2.50 to \$3 Military Brushes at 1.98; 15c Tooth Brushes, priced at only 9c; 35c Nail Scrub Brushes, 19c; 25c, 19c; 25c and 35c Nail Buffers, only 19c.

Parisian Ivory Picture Frame FREE! With every purchase of 50c and above, during our July Toilet Goods Sale, beginning tomorrow, a dainty Parisian Ivory Picture Frame given. We are Portland Agents for famous Wayne Odeard Paper Wardrobes. All sizes, for men's and women's clothing, furs, coats, etc. Prices, 50c to \$1.50.

Sulphurro Has Helped Thousands With Rheumatism, Asthma, Goitre, Sore Throat Eczema, Etc.

SULPHUR is now, and probably always will be, the greatest harmless germ destroyer in existence. Disease and its germs have no greater enemy. We burn sulphur in a room to destroy germs in the air. We take it internally to destroy the disease germs accumulated in our system. Sulphurro is SULPHUR IN COMPLETE SOLUTION. Although introduced in Portland only a few months ago, Sulphurro already has thousands praising it. It is entirely absorbed into the blood and should be taken every day (also baths as directed) until the blood is pure. The fact that Sulphurro is absorbed directly and entirely into the blood explains the reason for taking but two or three-drop doses and the advisability of using it in the baths. Sulphurro is on sale in our Drug Department. The 4-oz. bottle, 50c; 10-oz., \$1.



A Carload of Toilet Paper

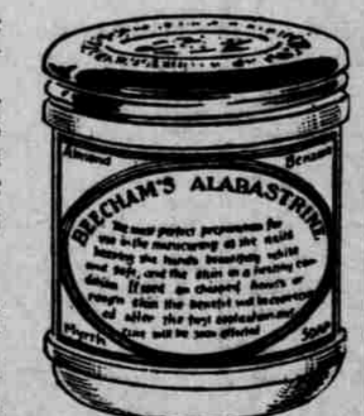
WE'LL sell thousands of rolls of our Tokalon Toilet Paper in the July Sale, at these prices, which are lowest of the month. 4c Leader Toilet Paper, dozen, 33c; roll, 3c; 5c Par Excellence Toilet Paper, small rolls, dozen, 43c; 10c Par Excellence Paper, 1000 sheets, dozen, 83c; 10c Crystal Rose Package Paper, 1000-sheet, dozen, 83c; 15c Mountain King Toilet Paper, 2000-sheet, dozen, \$1.29; 20c Sterling Toilet Paper, 2000-sheet rolls, dozen, \$1.49. Federika, for the feet, can be used either as foot bath, or shaken in the shoes; package, 25c.

Hanson-Jenk's Violet Toilet Water Brut

for refinement and odor. Toilet Water Brut has few rivals. A delight-requisite which should be on every toilet table. It is pre-eminently the Toilet Water of the day. Ask for it tomorrow in our toilet goods department. Prices: 4-ounce bottle, 75c; 8-ounce bottle, \$1.25. We are principal Portland agents for this superb line of Toilet Articles. Some of them briefly mentioned: Violet Brut Tale. Powder at 25c; Springtime Beauty Cream at 75c; Face Cream, a jar at only 50c; Ily's Taleum Powder at only 25c; Almond Meal, 25c and 50c; Cucumber and Orris Lotion 50c; Nail Enamel and Bleach at 25c; Nail Salve, priced at only 50c; Emery Boards, the package, 25c; Soap, the cake, 10c, 25c, 35c; Face Powder, in all shades, priced at only 50c and 75c.

Alabastrine for the Nails

VOID the use of the cuticle knife by using Beecham's Alabastrine, which softens the cuticle, preventing hangnails and rough finger tips. Alabastrine prevents the nails from chipping or cracking and keeps them in a perfect condition. The housewife, the business woman, and men, too, find Alabastrine invaluable in keeping the nails looking right. On sale only in Portland at the Meier & Frank Toilet Goods dept. Large size jar, Beecham's Vere de Vere Cream. To preserve the softness and texture of the skin it is necessary to protect it as much as possible from exposure and extremes of heat and cold. Beecham's Vere de Vere Cream is a splendid skin food, which builds up the relaxed muscles and tissues of the neck and face. The jar at only 65c.



50c Sempre Giovine 29c

Pronounced Sem-pray Jo-ve-nay, Meaning ALWAYS YOUNG. MARIETTA STANLEY'S "Little Pink Brick" has been the "Queen of Beautifiers" to hundreds of women from coast to coast. It has meant to them the building up of depleted tissues, the bring-back of the glow of youth and natural beauty. It eliminates the tired expression that so often mars the attractiveness of milady's face. Sempre Giovine is remarkably cleansing and soothing—can be used on the most delicate skin without injury. 29c The regular 50c size is priced for this sale at only 29c.

Sanaderma--A French Shampoo

NOT an ordinary Shampoo, by any means, but delightful French Shampoo—an exquisitely perfumed powder used by the fashionable women of Paris, Nice, St. Petersburg, etc. And more and more are its merits becoming known in our land and more and more are American women using the famous Shampoo Sanaderma. No need for them to envy the natural gloss and beauty of the fashionable French woman's hair. The same results are effected for them through its use. Sanaderma cleanses the scalp, removes dandruff, strengthens roots of the hair. Ask for it. Toilet Goods Sale, 6 pkgs. 25c, ea. 5c



Prune Bitters--A Perfect, Natural Laxative, \$1.00

PRUNE BITTERS are a mild, pleasant laxative which will clean the system thoroughly, with no ill after-effects. Relieves stomach and liver troubles, indigestion, constipation and biliousness. Prune Bitters are composed of pure Oregon prune juice, medicinal herbs and syrups. A natural, uninjurious remedy for children and adults alike. Every bottle is sold with a money-back guarantee, at \$1.00



Pompeian for a Healthy Skin

YOU will never know how good-looking, clean-looking and attractive you can be, until you use Pompeian! Rub it on your moistened face and well into the pores. Massage the face a few minutes. Out comes the cream, darkened and laden with secreted soil. You are astonished. You never knew that so much dirt could stay in the pores, despite soap-and-water cleansing. Glance in the mirror. The old, sallow "dead" skin has begun to go. In its place comes a skin that has the healthy clearness and freshness of youth. Verily, don't envy a good complexion—use Pompeian and have one. 50c Jars Pompeian Cream, 33c; 75c Jars Pompeian Cream, 49c; \$1 Jars Pompeian Cream, 67c.



Keep the 'Little Doctor' in the House!

You'll find that many an ache and pain is relieved through the use of MacLaren's Mustard Cerate. It's been "the Little Doctor" in thousands of homes, everywhere. It takes the place of the old-fashioned mustard plasters, poultices, liniments, etc., and is always ready for use—easily applied and never blisters. Composed of oil of mustard, wintergreen, menthol and other ingredients—having a drawing power to reach and relieve the deep-seated nerve pain. With its use—coughs and colds, pleurisy, rheumatism, headaches, toothache, sprains, sore joints, etc., are relieved. In jars 25c and 50c. TRADE MARK WILL NOT BLISTER.

Mme. Hatten's Cold Cream

FOR years Mme. Hatten worked and experimented until she perfected the formula from which this Princess Cold Cream is manufactured. It is an ideal cleanser—not greasy, though oily enough to penetrate the pores and remove dust and impurities. Princess Cold Cream, as well as all other Mme. Hatten preparations, bear the original "Bee Hive" label. All put up in light, sanitary boxes. The Cream, a jar, at 50c and \$1. Other 20th Century Specialties—Bleach Cream, Freckle Cream, Almond Cream, Face Powder, etc. Various, 25c, 50c and \$1.



Mme. Leonard's Rose Blush

—does for the skin and complexion what its name suggests—makes it clear and fresh as the lovely rose. And not only that, but it acts as a preservative—strengthens the tissues and makes the flesh firm and youthful in appearance. Equally as good are the other preparations of Mme. Leonard. These special offers for July Sale: \$1 Mme. Leonard's Rose Blush; 50c Jar Almond Face Cream; 25c Jar Raspberry Tint } \$1.19. Mme. Leonard's \$1.25 Hair Treatment, 98c. 98c { 50c Amolia Pomade, for dandruff; 50c Indian Herb Hair Grower; 25c Tar Antiseptic Shampoo.



EST. 1857
MEIER & FRANK STORE
TELEPHONES—PACIFIC, MARSHALL 4600. HOME A 6101.