

Our Monthly Sale of Toilet Requisites and Drugs Begins Tomorrow—See Back Page, Section 3, This Paper
Exclusive Distributors in Oregon for Indestructo Trunks, Ostermoor Mattresses, Hastings Kitchen Cabinets

SPECIAL 50c LUNCHEON
SERVED DAILY—MUSIC

"I Bought it at Meier & Frank's"—You Hear That Every Day, Everywhere
With Every Article Reduced (Excepting Only Contract Goods, Groceries and Pre-Showing of Women's Apparel for Fall) **Our**

Semi-Annual Clearance Sale

Begins the Second Week Tomorrow With Ever Increasing Activity

Spend a Few Moments Here

You will find it time well spent and most interesting to visit our Jewelry and Leather Goods Departments, where you will find all the newest novelties and Fashion's latest designs, which are always sent to us first from the large importers and manufacturers the world over. Every article is sold with the Meier & Frank Co.'s binding guarantee of satisfaction.

—First Floor, New Building.

No other merchandising event in all Portland can be compared to this unprecedented Midsummer Clearance Sale which enters with added vigor on its second week tomorrow.

Our mammoth stock of new merchandise is included, with but few exceptions (as noted above).

The deserving patronage of this sale during the past week proclaims the confidence of our thousands of patrons in the undeniable value-giving that surpasses all attempts to equal anywhere.

Come tomorrow—this is a sale in which you should participate, owing to the money-saving possibilities offered you now in selection of all your needs.

To \$1.25 Embroidery Bands and Flounces—the former 2 to 14 inches, the latter 9 to 27 inches, on Swiss. A large selection awaits you and you will find them very appropriate for use on dainty Summer dresses and waists. Choose tomorrow at the extraordinary price of, yard, 49c.

\$1.25 Infant Flounces—18 to 27 inches, both hem and scallop edges, dainty floral designs on Swiss, priced for quick Clearance, yard, 49c.

To 12c Embroidered Edges and Insertion—of cambric and Swiss, 1 to 3 inches, suitable for children's wear, for Clearance, yd. 5c

Courtesy
Dependability
Service

Astounding Values in Fancy Suits at \$15.00

Largest Stocks
Newest Goods
Lowest Prices

250 Garments Formerly \$30.00 to \$48.00

Those who have won in vacation contest:
L. T. McManis 10,104
Oscar Heintz 11,024
John Bauer 11,044
Isaac Kruckow 10,490

LEADING CONTESTANTS

Harry Shulman	8,887
Edith Pittenger	8,697
Wardle Kears	7,984
Harry Hochfeld	7,792
Louise Press	6,207
Bertha Israel	5,790
T. McMullen	4,540
Oscar Seltzer	4,220
Archie Leonard	3,982
Ada Conroy	3,708
Isaac Lurks	3,618
Ida M. Waudry	3,375
Joe Weinstein	3,213
Willie Rues	3,190
Helen Bennett	2,188
Ray Eldrick	2,046
Harry H. Hamilton	2,081
Mosie Shulman	2,046
Miss M. Mandel	2,014
Thos. Casey	2,002
Clare Clark	2,002
Geo. Quinlan	2,000
John St. Rayner	2,000
M. O'Malley	2,000
Helen Meany	2,000
Leone C. Racy	2,000
Margaret Whitt	2,000
Geo. H. Himes	2,000
Grace Lee	2,000
Carl Nelson	2,000
Best Garrett	2,000
John Reed	2,000
Morris Luyke	2,000
Marion Brehant	2,000

The "Brassiere"

A Most Important Factor
in Women's Wear

The Brassiere, so rapidly increasing in popularity, is a wonderful help to good dressing, and once worn is convincing in its adaptability to wear with the corset, in conforming the bust and breaking the corset line. Our assortment of models are the very latest of fashion's demands and are now priced very low for clearance—

\$1.00 Brassieres, Clearance Price	\$0.89
\$1.50 Brassieres, Clearance Price	\$1.22
\$2.00 Brassieres, Clearance Price	\$1.47
\$2.50 Brassieres, Clearance Price	\$1.95
\$3.00 Brassieres, Clearance Price	\$2.67
\$3.50 Brassieres, Clearance Price	\$2.89
\$5.00 Brassieres, Clearance Price	\$3.95

—Second Floor, New Building.



Beautiful Curtains Phenomenally Priced

A most unusual opportunity is this to further adorn your home with these beautiful Curtains so phenomenally priced. They're a large assortment of broken lines.

\$35.00 Brabson Curtains, \$12.50
\$27.50 Arabian Curtains, \$13.75
\$10.00 Cluny Curtains, \$5.50
\$9.00 Arabian Curtains, \$4.50
\$9.50 Cluny Curtains, \$4.75
\$8.50 Cluny Curtains, \$4.25
\$8.00 White Cable Net Curtains at the pair, \$3.95
\$6.00 W. Filet Net Curtains, \$3.00
\$7.50 Green Filet N. Curtains, \$2.50
\$4.25 Arabian Cable Net Curtains at only, the pair, \$2.29

\$2.75 White Nottingham Curtains at the pair, \$1.89
\$3.25 Arabian Nottingham Curtains, the pair, \$1.75
\$2.75 White Nottingham Curtains at the pair, \$1.40
\$1.75 Arabian Nottingham Ctns. 65c
\$1.00 White Nottingham Panel Curtains at only, \$65c
\$3.50 White Arabian Scrim Curtains for only, 98c
85c White Nottingham Curtains 45c

—Third Floor, Main Building.

Comforters Underpriced

Replenish your supply of Comforters now, while they are priced so low for Clearance. They're silko-line covered, in beautiful floral and Persian designs, and are all filled with pure white laminated cotton, full size.

\$1.35 Comforters, for Clearance, \$1.05
\$1.75 Comforters, for Clearance, \$1.29
\$2.00 Comforters, for Clearance, \$1.55
\$2.25 Comforters, for Clearance, \$1.80
\$2.75 Comforters, for Clearance, \$2.15
\$3.00 Comforters, for Clearance, \$2.65
\$4.00 Comforters, for Clearance, \$2.95

—Third Floor, Main Building.

Just 250 handsome and beautiful Fancy Tailored Wool Suits are included in this group of \$30 to \$48 models, and offered for tomorrow, with unrestricted choice for only \$15. Space does not permit adequate description. You must see these Suits to appreciate in full how unusual is this offer. Four styles, as pictured, were sketched from this lot in our Garment Salons. Every conceivable mode that Fashion has decreed for this season is represented in this group. The materials are Serges, Poplins, Tweeds, Eponge, etc., in all desirable shades. No Suits from this group will be sold on approval and no phone orders accepted. Sizes included range from 16 years to 53 bust measure. Some conception of this extraordinary sale may be had by viewing our large Fifth-street window display. It behooves you to come early tomorrow for comprehensive choice of these 30 to \$48 Suits at \$15.

—Garment Salons, Second Floor

Linoleums and Rugs at Extreme Reductions

Here's welcome news for you, for always some part of the home needs a new Floor Covering. You may come to our store tomorrow and choose from several great groups of beautiful Linoleums and Rugs at prices reduced to the very extreme.

3000 yards of Inlaid Linoleum, a choice selection of patterns, both light and dark; all new and in first-class condition.

\$1.40 Grade, for Clearance, sq. yard, 95c
\$1.60 Grade, extra heavy weight, \$1.10
67c Grade, D print, for Clearance at 49c
60c Grade, E print, for Clearance at 45c

Imported Grass Rugs and Japanese and China Matting

A large selection of beautiful Imported Grass Rugs and Japanese and China Matting.

\$8.00 8x10 Rugs, for Clearance, \$5.95
\$9.00 9x12 Rugs, for Clearance, \$6.85

Our entire stock of 30c Matting for Clearance at 22c

\$23.00 Seamless Wilton Velvet Rugs—plain tan and green, with beautifully designed borders, \$17.50 for this great Clearance event at, each

Extra Quality High Grade Wilton Rugs
\$50.00 9x12 Wilton Rugs, \$39.50
\$38.00 9x12 Wilton Rugs, \$34.65

—Third Floor, Main Building.



Nainsook Gowns and Combinations

THE GOWNS—made from this new and popular material—Nainsook—are snowy white and of fine, soft texture. They're specially well-made garments and becomingly trimmed in linen lace and Swiss embroidery. Specially priced for tomorrow's selling at only, each 98c

THE COMBINATIONS—of Nainsook—are wonderfully adapted for Summer wear and traveling. They're pure white, soft and comfortable, in styles that are certain to please. These are specially priced. 98c Supply your Summer needs tomorrow at this low figure, each

—Second Floor, New Building.—Mail Orders Filled.

All Women's and Children's Parasols Are Reduced

All \$1.50 Women's Parasols—Plain and fancy borders, in mercerized cotton effects, priced for clearance, 98c.

\$1.75 to \$2.50 Parasols for Women—Pongee, taffeta, linen, plain hemstitched tucked colored borders and insertion effects, regulation 22-inch, long plain and carved handles, for clearance at \$1.63.

All \$3.00 and \$3.50 Parasols for Women—Of silk taffeta and pongee, 8 and 10 ribbed, 22-inch frames, large assortment of colors, silk cords and tassels to match, for clearance at \$2.49.

Our entire stock of parasols for children at greatly reduced prices, from "play" parasols to the daintiest, for most important "dress-up" occasions.

25c Japanese Parasols now 10c	\$1.00 Domestic Parasols, at 75c
50c Japanese Parasols, now 29c	\$1.25 Domestic Parasols, at 98c
25c Domestic Parasols, now 21c	\$1.50 Domestic Parasols, at 1.29
50c Domestic Parasols, now 43c	\$2.00 Domestic Parasols, at 1.73
75c Domestic Parasols, now 63c	\$2.50 Domestic Parasols, at 1.98

—First Floor, Main Building.

Tremendous Clearance of Furniture Continues

Imported Grass Furniture at 1-3 Off
All Reed Furniture now at 1-3 Off
All Rattan Furniture now at 1-3 Off
All High-Class Bedroom Sets, consisting of All-Wood Beds, Dressers, Chiffoniers, Toilet Tables and Semonoes, 1-3 Off.

Upholstered Furniture—Sofas, Rockers, Chairs, etc., at 1-3 Off
All Brass Beds, 4x6 and 3x6, 1-4 Off
Complete Dining-Room Sets 1-3 Off

Purchase Furniture on our Club Plan of Easy Installments if you desire.
—Fourth Floor, Both Buildings.

All Dining Tables, Buffets, China Cabinets, Buffet Servers and Chairs at 1-4 Off.
All Lifetime Furniture, Davenports, Rockers, Chairs, Couches and Desks, 1-4 Off.

All Book Cases at One-Third Off
All Library Tables at One-Fourth Off
All Ladies' Desks at One-Fourth Off
All White and French Gray Enameled Furniture at One-Third Off.

Emphatic
Reductions on
All
Undermuslins
During Our
Semi-Annual
Clearance Sale

The Very Latest in Satin Hats For Mid-Summer Wear Just Arrived!

New and up-to-the-minute in style, they're positively the latest in Hats, and bid fair to be very popular for Midsummer wear. They're stunning to a degree and you'll find them in black and black and white. Fetchingly trimmed in bows, wings and quills, there's an assortment of styles, and they're reasonably priced at \$5 to \$10.

All Summer Millinery Reduced
Imported Hats, One-Half Price
Flowers offered at Half Price
All Untrimmed Hats, 1/4 Price

—Millinery Salons, Second Floor.—Mail Orders Filled.

Meier & Frank Co.

1867

1913

Mail
Orders
Filled

"Hotpoint" Electric Irons SURPASS ALL OTHERS

For convenience, comfort and economy's sake own a "Hotpoint" Electric Iron; they've so many desired features. The point of the ordinary iron when in use, being constantly pushed into the cold, damp goods, cools rapidly, but the "Hotpoint" Electric Iron is so constructed that additional heat is projected into the point, keeping it always ready for constant use.

The "Hotpoint" handle is always cool, kept so by heavy asbestos insulation on the inside of the pressed steel cover, which also helps to hold the heat a much longer time than other irons and consequently the electric current need be used only a portion of the time. Each iron is equipped with an attached stand, which does away with all lifting.

And very important is the 10-year guarantee which covers any damage resulting to the heating element under normal use.

Come in and see the many merits of the "Hotpoint" Electric Irons demonstrated. 3-lb. "Hotpoint" Irons, \$3.00; 5 and 6-lb., \$3.50.

—Big Basement Store.

