

This Page and Another Page (Back of Section 3, This Paper) Tell You of

LOOK!

MEIER & FRANK'S Stupendous Stock Reduction—

Clearance Sales!

Drastic Price Reductions Embracing Merchandise in 75 Departments!

At Your Service

- Accommodation Desk—Basement, 6th-st. Building. Express Office—Basement, 6th-st. Building. Free Check Room—Basement, 6th-st. Building. Hospital and Nursery—Seventh Flr., 6th-st. Building. Rest Rooms—Second and Seventh Flrs., 6th-st. Building. Water Office—Basement, 6th-st. Bldg. Writing Room—Seventh Floor, 6th-st. Building.

Our Mid-Year Inventory brings to light the remarkable inroads that six months of active selling in this mammoth institution have made upon our reserve stocks, showing that there remain in practically all of the seventy-five departments of this Store broken lines, odd lots, samples, and in some instances overstocks, and it is imperative that this Merchandise be cleared at once. To insure the accomplishment of this intention without delay we are making the most emphatic reductions on these stocks, and the two full-page advertisements in this paper are but an inkling of the occasions for economy offered to you here, beginning tomorrow. Scrutinize these pages carefully, and by these sales you may judge the entire character of this great Stock Reduction-Clearance. In many instances the merchandise is offered to you considerably below our original cost. This is accounted for principally where lots are broken as to sizes and styles, but all the merchandise that enters this extraordinary event is dependable merchandise! A visit here tomorrow and the succeeding days of this sale WILL WELL REPAY YOU!

Fur Storage Secure your Furs and Fur Garments against fire, theft and moth. Our dry cold-air Storage Vaults afford fullest protection. Furs received—Fifth Floor Sixth-Street Building



These Prices Assure a Hurried Out-Clearing of "Ready-to-Wear"

SIXTH-STREET BUILDING THE PRICES QUOTED HERE ON Women's Gloves

Tell the Story of This Unequaled Sale! An Absolute Clearance of High-Grade Gloves At Emphatic Reductions.

- \$1.00 Kid and Chamois Gloves, Pair 39c. Three pairs for \$1.00—1640 pairs, some slightly soiled from display. Two-clasp Kid Gloves and Chamois Gloves. Nearly all colors and sizes from 5 1/2 to 7—but not every size in each style. \$1.25 French Chamois Gloves, Pair 75c. Perrin's French Gloves and "Baemo," an American-made Glove. Washable Chamois, in all sizes. \$1.75 "Trefousse" French Kid Gloves, Pair \$1.15. 678 pairs of the Gloves in this lot to be closed out at less than cost. Two-clasp French Kid Gloves, in black, white and colors. A wonderful sale. \$4.00 "Trefousse" Long French Kid Gloves, Pair \$2.49. 16 and 20-button length real French Kid Gloves, every pair perfect. Black, white and tan shades. 114 pairs with fancy embroidered backs in contrasting colors. 316 pairs of the lot are to be sacrificed at less than cost. \$3.50 and \$4.00 16-Button Kid Gloves, Pair 75c. Odd lines and broken assortments of sizes. French Kid Gloves, full elbow length, in black, tan and fancy colors. All sizes. \$1.25 and \$1.50 Perrin's French Kid Gloves, Pair 75c. A great clearance sale of these fine French Kid Gloves. Tans, browns and some black and white. Included are a variety of first quality Suede Gloves. —Fifth Floor—Sixth-St. Bldg.

SIXTH-STREET BUILDING. \$5.00 Waists Reduced to \$1.98

- Slightly soiled from handling and display. Models of chiffon, messaline and all-over laces—tailored and "dresy" models. High or low collars—opening back or front. \$4.00 and \$5.00 Waists Reduced to \$2.45. Voiles, linens, batiste, madras and cotton crepe Waists. Simple tailored and more elaborate styles. High or low necks, long or short sleeves. \$6.50 Waists Reduced to \$3.75. Chiffon, messaline, crepe de chine, laces and net combinations, chiffons and laces made over colored linings and French ribbon effects. Dressy and simple tailored models. Immense range of colors. \$6.50 to \$10.00 Waists Reduced to \$4.45. Great variety of styles—Waists of voile, taffeta, crepe de chine in white and all colors. Plain and fancy effects with high or low collars, long or short sleeves, and in all sizes. \$15.00 to \$25.00 Waists Reduced to \$7.95. Broken lines and sizes, odds and ends of special lines of high-class waists of voile, handkerchief linen, batiste and washable silks. Trimmed and tailored styles—some hand-embroidered. Great variety for selection. —Fifth Floor—Sixth-St. Bldg.

SIXTH-STREET BUILDING. Closing-Out Sale of "Ivy" Corsets

And Discontinued Models of Other Makes \$1 to \$2 "Ivy" Corsets 59c

- \$1.00-\$2.00 "Ivy" and other Corset Models . . . 59c \$2.50 and \$3 "Ivy" and other Corset Models . \$1.27 \$3.50 to \$6.50 "Ivy" and other Corset Models \$2.47 \$7.50 to \$10 "Ivy" and other Corset Models \$3.95 \$12 to \$15 "Ivy" and other Corset Models . . \$5.00 —Fifth Floor—Sixth-St. Bldg.

SIXTH-STREET BUILDING. All-Wool Dress Goods 1/2 Price

About 100 Dress Lengths—a special purchase—go on sale tomorrow at exactly half price. All wool materials, in light, medium and dark colors—in attractive and fashionable weaves and shades. Lengths of 4, 4 1/2 and 5 yards—40 and 45-inch widths. Every Piece All-Wool and Reduced to Half Price.

- \$2.50 36-inch Taffeta Silks, Yard \$1.98. Scotch plaid and military striped Taffeta Silks, in blue, brown and green combinations. An early Fall showing of Silks worth \$2.50—reduced to, the yard \$1.98. \$2.00 Plain Taffeta Silks, Yard \$1.39. A large assortment of desirable colors—plain Taffeta Silk, 36 inches wide. Regularly \$2—reduced to, yard, \$1.39. \$1.50 Fancy Silk Suitings, Yard 98c. 36 inches wide. Silk Suitings in light and dark colors, stripes and figures. Splendid assortment—usually selling \$1.50, reduced to, the yard, 98c. —Third Floor—Sixth-St. Bldg.

Meier & Frank Co. 1867 1914 THE QUALITY STORE OF PORTLAND Fifth, Sixth, Morrison, Alder Sts.

A visit to our spacious Garment Salons, now located on the Fourth Floor of our Sixth-street Building, will convince you of our absolute determination to make this our mid-year Stock Reduction-Clearance Sale the most remarkable of the season. High-grade, seasonable and up-to-the-minute merchandise awaits your selection at half price and less. Rack after rack of this merchandise is displayed, bearing price reductions that will prove an economy to all purchasers.

Hundreds of Suits Below 1/2 Price

Four special groups of Suits for women are included in this vast underpricing. Every Suit is this season's model, embodying the favored styles and materials. Colors, too, conform to the requirements of Fashion, and the diversity of styles, fabrics and trimming features, as well as the wide scope in prices, makes this offering to the women of Portland PHENOMENAL. If you wish a most moderately priced Suit—you'll be charmed with those priced at \$7.85, \$12.25, and at \$18.25—while if your inclination is for a more-elaborate or exclusive garment—our Suits selling from \$48 to \$115—Now Half Price—will supply that need.

- Group 1—Tailored Suits regularly \$12.50 to \$17.50—Now \$ 7.85 Group 2—Tailored Suits regularly \$20.00 to \$30.00—Now \$12.25 Group 3—Tailored Suits regularly \$37.50 to \$45.00—Now \$18.25 Group 4—High-Class Suits regularly \$48 to \$115—Now 1/2 Price —Fourth Floor—Sixth-St. Bldg.

SIXTH-STREET BUILDING This Group of Coats 1/2 Price

For rapid clearance of our Coat stock we're placing a "Half-Price" mark on one of the largest and most comprehensive assortments in town. Popular Balmaecan, cutaway, belted and semi-belted models—all the new styles and colors, including black, navy, brown, tan, gold, rose, green, black and white checks, stripes and mixtures. A most timely sale—at the beginning of the vacation season, when coats are an absolute necessity. Coats regularly \$12.50 to \$45.00—now HALF PRICE.

- \$12.50 Coats, in various styles, reduced to . . . \$ 6.25 \$17.00 Coats, in various styles, reduced to . . . \$ 8.50 \$20.00 Coats, in various styles, reduced to . . . \$10.00 \$25.00 Coats, in various styles, reduced to . . . \$12.50 \$35.00 Coats, in various styles, reduced to . . . \$17.50 \$45.00 Coats, in various styles, reduced to . . . \$22.50

SWEEPING REDUCTIONS ON SPECIAL LINES OF SILK AND NOVELTY COATS NOW! —Fourth Floor—Sixth-St. Bldg.

SIXTH-STREET BUILDING "Dix" Dresses Reduced

New Models of This Famous Make Included in Stock Reduction-Clearance Sale.

Lawn, ripplette, cotton etamine, fine gingham, linens and pique materials—in hosts of attractive colors and combinations. All this season's models, combining to a remarkable degree smartness and simplicity of line—two essentials in a successful house or afternoon dress. Hand-embroidered collars, cuffs and revers, hemstitching and lingerie touches add attractiveness to these famous "Dix" Dresses, reduced as follows:

- \$1.75 and \$1.95 "Dix" Dresses reduced to . . . \$1.53 \$2.50 and \$2.75 "Dix" Dresses reduced to . . . \$2.13 \$3.50 and \$3.75 "Dix" Dresses reduced to . . . \$3.13 \$4.50 and \$5.00 "Dix" Dresses reduced to . . . \$4.13 —Fifth Floor—Sixth-St. Bldg.