

WE ARE HEADQUARTERS FOR THE FAMOUS "BUTTERICK" PATTERNS AND FASHIONS!

Beginning Tomorrow Morning this Store Celebrates its

58th Anniversary

Fifty-eight years of value-giving! Fifty-eight years of satisfying service! These are the two fundamentals for which this store has striven and for which it stands today as it passes another milestone in Portland's history. Our 58th anniversary will mark the attainment of a cherished ideal—the building of the new, the better, the greater Meier & Frank Store (insuring completion) which you have helped to make possible. And so we celebrate.



Meier & Frank Co.



Fine Black Silks, Yard 72c

Anniversary Sale
Heavy, extra good quality of black messaline and tafeta silk, yard wide.
New "Cheney" Silks, Yard 79c
Anniversary Sale
Cheney Brothers' famous showerproof foulard silks, dozens of colors and patterns.
—Third Floor, Sixth-St. Bldg.

Summertime Is Embroidery Time and Lace Time and Timeliness Is the Watchword of This Great Sale!

Embroideries, Laces--Anniversary Price Concessions

You won't need a further intimation of the importance of this event than the few examples quoted below. Note each of them and decide whether or not you are warranted in coming tomorrow. If exceptional values hold any attraction for you—then this sale is not to be overlooked. Come as early as possible tomorrow.

DAINTY BABY FLOUNCINGS, 39c
Regular Prices, 50c to 75c
Swiss and batiste 27-inch flouncings, neat patterns and scalloped edges. For infants' and children's dresses.
EMBROIDERY FLOUNCINGS, 49c
Usual Prices, 65c to \$1
Attractive eyelot designs, many with lace edging. 45, 18 and 27-inch, for lingerie frocks, petticoats, etc.
INSERTIONS, FLOUNCINGS, 25c
40c to 80c Values
Swiss, voile, organdie, cambric and nainsook edges and insertions, 1 1/2 to 8-inch widths; flouncings 12 to 45-inch widths; bands and railoons 2 to 6 inches, and 15-inch cover-cover embroidery. Dozens of lovely designs, immense assortment.

\$3.25 TO \$6.50 FLOUNCINGS, \$1.69

\$2 to \$3 Grade \$1.39
These Beautiful Flouncings are in widths of 18, 27 and 45 inches, all St. Gall make. Voile, crepe, batiste and organdie embroideries in elaborate floral designs, combined with lace and net down to the daintiest baby flouncings. Ideal for graduation and confirmation frocks.

NOVELTY LACES, \$1.39

Always Sold at \$1.75 to \$2.00
Lovely shadow, Chantilly, net top and the new metal laces in black, white and cream. The widths necessary for flounced skirts, waists, etc.

VALENCIENNES LACES, 12 YARDS 49c

65c to 85c Kinds
French round mesh in 1/2-inch to 2-inch widths. The desirable undermuslin and Summer frock trimming.
65c TO 85c 18-INCH LACES, 49c

\$1.00 to \$1.25--6 to 18 inches, 79c

Net tops, shadow and Chantilly laces in white and cream. Just the laces for vestees, collars and trimming purposes.

SHADOW LACE ALL-OVERS, 98c

\$1.50 to \$2.50 Qualities

EMBROIDERY EDGES, YARD, 10c

Have Sold at 15c to 25c
—First Floor, Sixth-St. Bldg.

Women's Union Suits 98c

Regularly Sold at \$1.25
Tioga brand, light-weight silk, rib; low neck, no sleeves, regular sizes.
Women's Vests Special, 15c
Anniversary Sale
Light-weight cotton for Summer wear, with fancy lace yokes, Reg. and outsizes.
—Second Floor, Sixth-St. Bldg.

\$85 Wardrobe Trunks, \$37.50
Salesmen's Samples
New open-top, silk-lined men's and women's styles, fiber covered.
—Tem. Annex, 5th Fl.

"Dix" Make Dresses at \$1
\$2.50 and \$3 Models
—Guaranteed fast color percales and ginghams, sizes 36, 42 and 44.
—5th Fl. 6th-st. Bldg.

Crepe de Chine Negligees, \$6.49
A Special Purchase
Beautiful colors, best quality material, raglan and Empire styles.
—5th Fl. 6th-st. Bldg.

Children's Dresses, \$5.85
Regularly \$12.50
Hand-embroidered piques and linens, tan, rose, blue and white.
—5th Fl. 6th-st. Bldg.

"Lifetime" Chair, \$6.98
Regularly \$11
Rocker or chair, waxed or fumed finish, leather seat. Very special.
—Tem. Annex, 10th Fl.

Women's Blouses, \$4.50
All-Long Sleeve Models
New crepe de chine, pussy willow & feta, imitation laces, over silk.
—5th Fl. 6th-st. Bldg.



Anniversary Sale of 150 Women's Exclusive Model Dresses

Entire Line of Importer's Samples at Less Than Cost

Twice each year we make this sale of Model Dresses an event that stands pre-eminent in the estimation of our patrons. This season the Dresses procured number 150, and the styles are as charming as they are exclusive.

While they conform in general to the accepted models of the season, they also possess those exclusive touches that mark the highest order of designing.

Dresses at \$38.50

That Would Regularly Sell at \$58.00 to \$125.00

Beautiful gowns of satin,orgette crepe, pompadour silk, chiffon taffeta and combinations of lace and satin, as well as three-piece suits of silk or satin, with lace or net waists.

Dresses at \$24.50

That Would Regularly Sell at \$35 to \$55.00

Street dresses of cotton crepes, serges, flannels and linen, in rose shades, copenhagen, navy and flowered and striped effects. Beautifully made and designed, in original styles.
—Fourth Floor, Sixth-St. Bldg.



\$38.50

Women's New Neckwear, 15c
Regular 35c Values
Samples from N. Y. All kinds collars, gimpes, vestees, etc.
—1st Fl. 6th-st. Bldg.

German Hair Switches, 98c
Reg. \$1.50 20 Inch
German wavy hair Pompadours, \$1.98; T r a n s f o r m a t i o n s, \$2.98; 20-Inch Switches, \$2.98. Bal. 6th-st. Bldg.

Women's Hose, Pair, 27c
Regular 50c Grades
Fine soft silk hose, black and tan. Full fashioned, double welt.
—1st Fl. 6th-st. Bldg.

Fancy Silk Parasols, \$2.19
Bought to Sell \$3.50
Pure silk tafeta, beautiful colors, ivory frames and handles.
—1st Fl. 6th-st. Bldg.

Good Leather Party Cases \$1.58
Reduced From \$4
45 grades reduced to \$1.58, \$7.50 grades now \$2.98. Limited quantity.
—1st Fl. 6th-st. Bldg.

Misses' Ribbed Hose, 15c
Former Price Pr. 35c
Soft silk hose, black only. Santitas and G-dol brands. 5 1/2 to 9 1/2 sizes.
—1st Fl. 6th-st. Bldg.

The Ohio Souvenir Spoons



Each 10c By Mail 3c Extra

Specially made for Meier & Frank Co. by the well-known silversmiths, R. Wallace & Sons Mfg. Co., makers of the celebrated "1835 Wallace" wares, as well as many patterns of sterling silver. Their guarantee is wrapped around each of these teaspoons.

STILL ON SALE Souvenir Spoons of the following States: Oregon, California, Washington, Missouri, Minnesota, Kansas, Idaho, New York and Illinois, at 10 cents each.
—First Floor, Main Bldg.

Anniversary News of "Vogue" Hats

A Big Purchase That Goes On Sale for the First Time

Trimmed \$9.00 to \$15.00
Untrimmed Hats \$5.00

Because Lisere, Milans and hems are the favorites this season Vogue Hats are developed in these three effective braids, with the minute attention to shaping and modeling that has made the "Vogue" label standard.

In trimming "Vogue" designers are experts, the placing of even the tiniest rosebud being a matter for grave consideration and the harmonizing of colors the work of artists.
—Second Floor, Sixth-St. Bldg.



Tomorrow Begins Our Annual "Nemo Week"

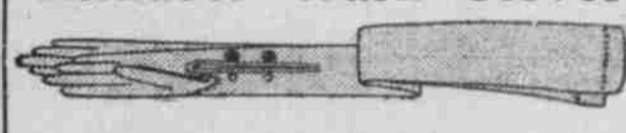
Introducing a New Reducing Corset. Style 344 as Depicted

Price \$3.50

This is an unusually effective reducing corset, designed for average and stout figures. Made with every attention to detail, appearance and comfort.

White batiste, with invisible reducing strap. Note the graceful lines of the illustration, and come in during "Nemo Week" and let us show you this new model.
—Fifth Floor, Sixth-St. Bldg.

Reindeer Wash Gloves



Pair 38c Usual \$1 Grade

Will wash in cold water. Duplex style, with two pearl clasps, in natural, brown, biscuit and black.

Women's Wash Gloves 20c

Our Regular 50c Grade
Long chamotte, 16-button, in chamale color, sizes 5 1/2 to 9 1/2.
—First Floor, Sixth-St. Bldg.

New Scrim Curtains, \$2.95
Usual Price \$5
Fine voile scrim, lace insertion and edge. \$2.50 Net Curtains, \$1.95.
—Tem. Annex, 9th Fl.

Linen Table Scarfs at 38c
Reduced From 75c
Eru linen, 18x54 size, stamped for embroidering in many designs.
—7th Fl. 6th-st. Bldg.

"Lifetime" Settee, \$8.75
Reduced From \$25
Fumed finish "Lifetime" Settee, with leather auto seat. Unequaled bargain.
—Tem. Annex, 10th Fl.

Aluminum Saucepans, 49c
Regular Price 85c
Lipped, 3-quart size Saucepans, imported heavy-gauge metal, reinforced handle.
—Tem. Annex, 3d Fl.

Out-of-Town Mail Orders Filled From This and All Our Ads

If Received Within Three Days of Date of Publication

Telephone Us Where Quantities Are Limited or You Are in a Hurry

We give our out-of-town customers the same privilege of buying from our daily advertisements as those who live in the city. Moreover, our method is not a "mail-order system"; it is, rather, a systematized shopping service, which gives the personal attention of a trained shopper to the filling of every mail order.

Your order is studied and promptly filled with as much "intelligent interest" as if you were here yourself. Should you come in person, we will be glad, upon request, to have one of our experienced shoppers assist and conduct you to as many of the 75 different departments as you choose. There is no charge.



75c and 89c Undermuslins, Each at 49c

This group contains 1500 garments, divided into envelope chemise, corset covers and drawers. Well made, fine, serviceable materials and dainty trimmings of organdy medallions, laces and embroideries.

A Galaxy of Economies in This Great Anniversary Sale of Undermuslins

Offering Thousands of the Daintiest of Garments at Very Liberal Savings on All Prices. Sale Begins Tomorrow.

A sale which demonstrates the advantages as to distinctiveness, quality and price to be obtained at Meier & Frank's. Opportunities for thrift on every hand. **\$2.50 and \$3 Gowns, Envelope Chemise, Etc., \$1.98**

1500 garments. Entirely new gowns, copies of French styles, Empire with wide heading ribbon run at bust line, back and front alike. Dainty batiste; gowns with pink or blue crepe de chine French bands, tailored bow finishing. Great variety of styles in combinations and envelope chemise.

- Women's Muslin Drawers, 15c**
Muslin, tucked ruffle with hemstitched hem. Open and closed styles.
- 25c Corset Covers, 19c**
Muslin. Prettily trimmed with laces and embroideries and ribbon-run headings.
- \$1.00 Undermuslins, 69c**
Gowns, envelope chemise, skirts, of fine quality crepe and nainsook. Empire and round neck styles. Skirts of crepe and pique.

- 98c Seco Silk Bloomers, 59c**
Pink, blue, white and green seco silk; ideal for traveling wear.
- 59c Undermuslins at 39c**
Corset covers and drawers. Trimmings of fine laces and Swiss embroidery.
- 39c Corset Covers, 25c**
Several very attractive styles. Trimmed back and front styles, with Swiss embroidery and pretty laces, ribbon run.



\$1.50 and \$1.98 Undermuslins, Each 98c

Consisting of gowns, combinations, envelope chemise, sleeve corset covers and skirts. Many new and original styles, a few illustrated. Nainsook material, exquisitely trimmed, a really remarkable collection.