

THESE DRESSES ON SALE, SECOND FLOOR, NEW BUILDING—TAKE ESCALATOR (MOVING STAIRWAY) FROM ARCADE



Newest Goods of All Kinds, Greatest Assortments, All at Removal Sale Prices — You Save on Every Purchase.

Introducing Tomorrow in Portland, Exclusively at Meier & Frank's Store, a Most Extraordinary Special Removal



Sale and Demonstration 5000 Machine Made



NORTH SHORE WASH DRESSES



Unquestionably the Greatest Sale of Women's, Misses' and Children's Wash Dresses Ever Attempted on the Pacific Coast!

In keeping with the advanced merchandising ideas of this progressive store, the Meier & Frank Co. announces, after weeks of careful planning, selecting materials and choosing styles, this one extraordinary accomplishment of a sale and demonstration of the widely advertised and much-demanded "North Shore" system-made Wash Dresses. It is an event of the greatest importance to every dress buyer in the community.

"North Shore" Dresses Are Better, Because:

1. Models by high-priced designers.
2. Styles and fabrics always the latest.
3. Constant changes in models and patterns offered give greatest choice.
4. Exclusive patterns through many special purchases of materials.

Living Fashion Models Will Promenade These Dresses

To further bring home the faultless making and value-giving of these "North Shore" Dresses we have arranged this special demonstration that will illustrate in turn each of these beautiful dress styles.

Each and every style is new and charming—all materials were thoroughly shrunk before being made up, and they are guaranteed fast colors. See them at once—tomorrow!

"North Shore" Dresses Are Made by the Thousands

They are cut and made up by special machinery and skilled operatives in light, sanitary factories, at Gloucester, Mass. All fabrics are contracted for at the mills direct, in quantities so tremendous as to enable you to buy materials in these finished dresses that would cost you many times over these prices should you try to combine the same amount of quality, style and finish in a dress of your own making, right at home.

"North Shore" Dresses Cost Less, Because:

1. Made in tremendous quantities. All by special machines.
2. Cut with powerful electric knives.
3. All sewing done on very fine high-speed machines.
4. Materials bought direct from the mills in lots of thousands of yards.

This Is a Splendid Opportunity to Complete Your Wardrobe, for There Are Dresses for Business, Morning, Shopping, Afternoon, Street and Porch Wear. Every One Fully Guaranteed — Only the Most Advanced Styles.



15 Styles at \$1

- Like Picture No. 1, \$1.00**
Made of very good quality lawn, old blue dots on white background; trimmed with pipings of blue and wide bandings of white pique, with fancy blue buttons. Made in a charmingly simple morning-dress style. Comes in all sizes.
- Like Picture No. 2, \$1.00**
Pretty blue and white checked lawn of very good grade. The simulated bolero is formed of wide bands of plain blue chambray, which also trims sleeves and collar. A wide, turn-over collar of all-over embroidery finishes this pretty house gown.
- Like Picture No. 3, \$1.00**
Antwerp blue chambray, an excellent quality that will give any amount of service. Piping at waistline of white pique, which material also forms the collar. Vestee of white embroidery and white pearl button finishing. A charming and practical model.
- Like Picture No. 4, \$1.00**
Pin stripe, good quality lawn, in dainty blue and white effect. Wide, belt, sleeve and neck trimming of solid old blue chambray. Semi-sailor collar in back and finished around neck with very dainty white embroidery edging. Blue buttons.
- 11 Other Styles at \$1.00—Each as Effective as the 4 Pictured Above**

ALSO FINE "NORTH SHORE" DRESSES FOR CHILDREN

Made in the same critical manner as those for women. No line of such dresses offers a larger assortment of clever styles and fabrics of great durability. THESE ARE BUT A FEW OF THE DRESSES AND PRICES INCLUDED IN THIS GROUP—DOZENS MORE EQUALLY AS GOOD AND NEW

Child's Dress at 95c

Attractive little frock made of pink chambray and pretty pink, green and white plaid gingham combined. Opens down the entire front, making laundering easy. Collar edged with pink embroidery. In sizes 6 to 14 years.

Child's Dress at 95c

This is a bloomer model. The one illustrated is of tan chambray, collar, cuffs and piping of a pleasing blue, tan, pink and white plaid gingham. Very well made; separate elastic knee bloomers. In sizes 6 to 14 years.

Child's Dress at \$1.48

An unusually pretty little frock. The material is a stylish black and white striped crinkled crepe, trimmed with bright green crepe, buckles and buttons. The style is very new and youthful. Sizes 6 to 14 years.



Child's Dress at \$1.95

A charmingly simple girlish dress, made of very good quality pink chambray. Collar, cuffs and wide low belt of heavy white pique, with silk hand-embroidered motifs on collar and belt. Sizes 6 to 14 years.

Child's Dress at \$2.79

A very handsome little frock. Made of French gingham, a pleasing blue, tan and white plaid. Wide belt, cuffs and collar of heavy white pique; collar edged with Cluny linen lace; hand-embroidered motif on belt.

Child's Dress at \$3.49

Very fine French gingham and French chambray combined. Effective plaid with blues and black predominating, trimmed with blue chambray to match. Hand-embroidered white pique collar. Sizes 6 to 14 years.

9 Styles to Be Had at \$3.95

- ONE STYLE IN A**
Lovely white novelty crepe with shirred skirt, has green velvet girdle, fine organdie embroidered collar and cuffs.
- ANOTHER STYLE OF**
Flowered corded voile is made suspender fashion with bodice of white novelty crepe, collar and cuffs of embroidered organdie.
- THIS PRETTY STYLE**
In a beautiful lavender and white corded voile, suspender style, has underbodice of dainty white Swiss, organdie collar, lace, velvet trimmed.
- STILL ANOTHER—A**
Tailored street dress is made of handsome lavender and white cotton rep, patent leather belt, picot organdie collar, white crochet buttons.
- Five Other Equally as Charming Models at This Price—\$3.95**



10 Styles \$1.95

- Like Picture No. 1, \$1.95**
Good grade of chambray, a serviceable tan shade that will not show soil. Piped with white pique, deep sailor collar of pique, lace trimmed. Crochet buttons and motifs and bow of Dresden ribbon with ornament. A street or porch model.
- Like Picture No. 2, \$1.95**
A dainty openwork lawn frock, lavender flowered and piped with lavender to match. Collar and bands in front of dotted Swiss, embroidered edged. Lavender glass buttons and pretty made buckle in front. A very dainty summer afternoon model.
- Like Picture No. 3, \$1.95**
This dress is a decided street model and a very pleasing one. Made of black and white gingham trimmed with Antwerp blue chambray, which forms the upper portion and sleeves, the black and white the suspender part. Organdie collar and crochet buttons.
- Like Picture No. 4, \$1.95**
A fancy white pique is the material used in this very handsome dress, quite suitable for either house, porch or street wear. The trimmings are of pretty embroidered edging, which is used effectively on collar and outlining the low neck. Pearl buttons.
- Six Other Models Are Featured at This Price, Each One as Handsome as the Four Above**



8 Styles \$1.69

- Like Picture No. 1, \$1.69**
Cool looking black and white striped lawn—a very good grade. The collar, cuffs and pretty pique are of white striped pique, edged with a very effective pattern of white embroidery. Finished with smoked pearl buttons. A pretty porch model.
- Like Picture No. 2, \$1.69**
Good heavy grade of chambray is the material in this charming dress, a pretty pink shade. Piped with pink and white striped gingham. The graceful turnover collar is made of fine white embroidery, same material used on the cuffs. Crocheted buttons.
- Like Picture No. 3, \$1.69**
This is a percale dress, black and white broken check. Piped with a pretty shade of blue and trimmed with wide bandings of white pique, which also forms the collar. Fancy buttons; black velvet bow. Made in a style that may be worn on the street.
- Like Picture No. 4, \$1.69**
A pretty checked gingham, pink, gray and white effects. Splendid grade—one that will wear. The trimmings are of plain pink chambray and bandings of the gingham. A model suitable for street, porch or house wear. All sizes.
- Four Additional Styles at This Price of \$1.69, Each One as Beautiful**



8 Styles \$2.95

- Like Picture No. 1, \$2.95**
Pink chambray street dress, made in the new suspender fashion. The under bodice is of white crepe with pink polka dots. Embroidered organdie collar, buckles, cuffs and crocheted effects form the trimmings. A very handsome model.
- Like Picture No. 2, \$2.95**
Fine voile, blue, green and white flowered. Very pleasing style with deep tucks in the skirt and tucked girdle to match. The collar is an embroidered white organdie. The pretty trimming in front is black velvet combined with white silk cord.
- Like Picture No. 3, \$2.95**
Dainty pink and white striped corded gingham, made with deep pleating, as illustrated, and deep band across the skirt. The collar is white pique embroidered in pink, finished with black moire bow with ornament. Novelty pink and white buttons.
- Like Picture No. 4, \$2.95**
The skirt and suspender part of this handsome street dress is of deep rose linen. The bodice is white linen, trimmed with deep piping of the rose linen. Fancy buttons. This is a particularly pleasing dress, suited to street wear.
- Four Other Styles at \$2.95—As Diversified and Charming in Design as the Four Pictured**

See Page 5, Society Section, for Our Drug and Toilet Goods Ad

Meier & Frank Co.
1857 1915

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Dresses on Sale 2d Floor, New Bldg. Take Escalator Moving Stairway From Arcade