



**Coming!**

Beginning Next Tuesday the First of a Series of Extraordinary Removal Sales in Our Final Let-Go of All Men's Furnishings.

before they move soon from the Temporary Annex to our new building.

Watch Our Ads in the Papers for the Sensational Bargain News



Introducing Tomorrow in Our New Beauty Shop

**Vit-ae-Tone**

(Tone of Youth)

The Facial Treatment That Will Give You a Real Live, Glowing Face

With the return from New York of our manager of the Beauty Shop we have inaugurated a new facial treatment which has met with wonderful success abroad, as well as in this country, and we take great pleasure in recommending it to the women of Portland.

It is the Vit-ae-Tone method, which is a scientific preparation and course of treatment for creating surface circulation without mechanical appliance or manipulation. Vit-ae-Tone brings the blood tingling to the surface and electrifies the tissue, obliterates wrinkles and improves the color and contour of the face.

Come in and let us demonstrate to you with a treatment what this preparation will do, for even one treatment makes a decided improvement in the appearance.

Read What Miss Ruth Shepley, Geo. M. Cohan's Leading Woman in "It Pays to Advertise," Has to Say About Vit-ae-Tone

"Up to this time I have refused all requests to lend my name to advertising any preparation, but your Vit-ae-Tone is simply wonderful and it is the only preparation I have ever used that gave immediate results. Your theory that facial circulation is the direct cause of making or marring beauty is surely correct. When I am tired and not looking my best an extra Vit-ae-Tone treatment rejuvenates me so that I look and feel completely refreshed. I earnestly recommend it to any woman who would look her best at all times." Very truly yours, (Signed) RUTH SHEPLEY.

Visit our Beauty Parlors on the Fifth Floor of the New Building, the most complete on the Pacific Coast, and let us explain to you the benefits of Vit-ae-Tone.

**SILETZ FAIR ON TUESDAY**

INDIANS TO EXHIBIT AGRICULTURAL AND HOME PRODUCTS.

Reservation Show Anticipated With Enthusiasm and Prizes for Entries Are Announced.

The first annual fair given by the Indians of the Siletz reservation opens Tuesday, August 24, for three days. The fair is a decided innovation for the Indians of that section of the state and they are anticipating it with enthusiasm.

The object is the opportunity that an exhibition of this sort offers for the display of agricultural and home products. The industries of the people of the reservation will be shown fully in the displays.

The exhibits are divided into 12 classes. There will be exhibits of livestock, farm produce, garden products and fruit, poultry, needlework, cooking, photography and painting, Indian baskets, Indian bead work, Indian implements, school exhibits and miscellaneous exhibits.

First and second place prizes will be awarded the successful exhibitors in all the classes and a few extra prizes are offered for the best combination exhibits. The best and most extensive individual exhibit will draw a \$40 John Deere breaking plow from the superintendent of the Siletz agency, Edwin Chalcraft. For the second best individual exhibit the exhibitor will receive a two-horse wheel cultivator.

Besides the exhibits there will be extensive afternoon and evening programmes, and Indian dances will be the feature every afternoon.

**RAILROAD MEN TO PICNIC**

Southern Pacific Outing Planned for August 23 at Salem.

All arrangements have been completed for the annual picnic of the "Safety First" committee of the Southern Pacific at the State Fairgrounds at Salem on Wednesday, August 23. The word has gone forth that the shops, stores and offices, as far as practicable, will be closed, and employees will bid goodbye to work and worries that day and join as one big family in amusements and fun.

tingents, and a brass band will meet all specials.

**Grandview Women Honored.**

(Special)—At the election of officers at the county convention of W. C. T. U. Mrs. Josephine Williams was elected president, and a number of other Grandview women were appointed superintendents. Mrs. Josephine Williams, superintendent of the medal contest. Mrs. William Saar, of purity and purity of literature and art; Mrs. R. Keater, of franchise, and Mrs. O. Caldwell, of school savings banks.

**LIFE INSURANCE MEN.**

The announcement on page 3 of this issue is of interest to ambitious life underwriters.—Adv.

**BRIGHT PORTLAND BABE MAKES PERFECT SCORE.**



—Van Dyke Photo. Katherine Wise.

At one of the eugenics tests made at the Parents' Educational Bureau in the courthouse this week, a perfect babe, Katherine Wise, the 18-month-old daughter of Mr. and Mrs. W. Blaine Wise, was discovered. Katherine made a score of 100 per cent after a thorough examination. She is being brought up on common sense as well as scientific methods. Her home is at 1073 East Seventeenth street North.

NEW VEILINGS IN HAIRLINE, HONEYCOMB, NOVELTY MESH EFFECTS AND CHIFFON AUTO VEILS JUST RECEIVED

**ONE OF THE FINAL CALLS**

of Low Prices Now Makes Its Appeal Throughout the Store During These

**Last Days of Our Removal Sale**

It's One of Those Deep Final Cuts That Bring Prices Down to the Point Compatible With the Time You Want the Goods—You Have Never Known Lower Prices; Neither Have We!

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

**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.

**Yard-Wide Gabardine Suitings, Yd. 25c**  
Regularly Sold at, the Yard, 50c  
Plain navy, medium blue and various shades of tan. Suitable for suits, one-piece dresses and fine for children's wear.—Second Floor, New Building

**Silk and Cotton Grenadine, Yard 25c**  
Priced All Season at, Yard, 50c  
A great big assortment of desirable colors, including new shades and staples. 27 inches wide. Desirable tub dress material.—Second Floor, New Building

**Women's Odd Handkerchiefs, Each 10c**  
20c and 25c Grades—Dozen for \$1  
All pure linen from Ireland in dozens of designs, including the new art initials, wide-hemmed initialed and white and colored novelties.—First Floor, Sixth-St. Bldg.

**Women's Odd Waists at \$7.85**  
Broken Lines \$15 to \$25 Grades  
Here are lace, Georgette crepe and fancy striped silks. All good styles, long or short sleeves, high or low collars.—Fourth Floor, Sixth-St. Bldg.

**Women's Odd Waists at \$3.45**  
Very Special Price Tomorrow  
Voiles, messalines, crepes and striped wash silks. Long or short sleeves, high-low collars. Tailored and semi-dress.—Fourth Floor, Sixth-St. Bldg.

**Pretty Colored Silk Parasols \$1.50**  
To Close Out Line of Fine Styles  
Fujiyama, La Belle, 10-rib and regulation shapes. Solid colors in handsome shades and many lovely combinations and patterns.—First Floor, Sixth-St. Bldg.

**Stamped 75c Towels, Each 50c**  
Good Huckabacks, Size 20x45  
Stamped for embroidering in a variety of pretty and effective designs. Also odds and ends stamped collars, regularly 25c to 50c, now 19c.—Art Needlework Section, Sixth Floor, New Bldg.

**Corset Cover Embroidery, Yard 49c**  
Regularly 75c—18-inch Variety  
Swiss embroidery, plain and lace edges, 18 and 27-inches wide. Also, baby embroidery, Swiss edges and insertions, worth 25c, yard, 18c.—First Floor, New Building

**Six Fine Drapery Specials**  
Cleanups From Here and There  
Figured Sunfasts, short lengths, 45c  
were 75c to \$1.25, now, yard, 45c  
Lattice Sunfasts, changeable, 85c  
were \$2 yard, now at, yard, 85c  
Double-Width Cretonnes, both sides alike, were \$2.50-\$4.50, now, \$1.50 the yard.  
Colored Bordered Marquisettes, 19c  
regularly, yard, 35c, now, yard, 19c  
Figured Nets, white, cream, ecru, regularly 60c, now, yard, 23c  
Scrim Curtains, cream, white, ecru, were \$2.25-\$2.50, pair, \$1.65  
—Temporary Annex, Ninth Floor.

**Imported Marseilles Bed Spreads \$3.98**  
\$6.00, \$6.50 and \$7.50 Values—3/4 Bed Sizes  
Only a limited number of these fine Spreads, six plain hemmed style and five with scalloped hems and cut corners.—Second Floor, New Building

**Imported Marseilles Bed Spreads \$6.89**  
Regular \$10.00 Grades, in Full Bed Sizes  
There are nine Spreads in the plain hemmed style and six with scalloped hems and cut corners for brass and iron beds.—Second Floor, New Building

**White & Colored Wool Blankets \$4.15**  
Regularly \$5.00, Extra Good Values and Grades  
Three different kinds—tan, blue and gray checked, full-bed size; light gray with colored borders, white wool with blue and pink borders.—Temporary Annex, Ninth Floor

**New Embroidery Savings**  
The embroideries now in demand for women's and children's undermuslins.  
Edges, Swiss and Nainsook, worth 10c | Edges, Swiss and Nainsook, worth 15c | Edges and Flourcings, 15c and 18c, yard, 25c now at, yard, 25c  
—New Building, First Floor.

**The New Fashions for Fall**

Notes From Portland's Fashion Center, Located in Our Sumptuous New Apparel Salons—Fourth Floor, New Building  
Hundreds of Autumn's newest styles in Suits and Dresses are here—and from them you may glean the trend of fashion for the 1915-1916 season. An announcement of importance is that in the main colors are subdued, and severe tailoring is the tendency. This refers to suits and dresses, but always there is the charming introduction of a dash of color or a bit of lingerie in collar or vestee to lighten the effect.

**Women's Tailored Costumes**  
The Redingote and flaring half-length jackets are very good. Pile fabrics, failles and metal fabrics, with whipcords, gabardines, tweeds and mixtures are shown. Dull greens, African brown, dark amethyst and many grays. The lines are charming and clearly defined—and much attention is given to small details. \$15-\$85.

**Women's Tailored Dresses**  
This model has a very prominent place to fill in the Autumn fashions. Serges, combinations of taffeta and serge. Midnight blue, greens and black are the leading colors. Braid and wool embroidery with touches of beads here and there. And the styles are very attractive—the Princess leading. Priced \$12.50 to \$35.

**Women's Evening Gowns**  
There are many new arrivals, and they're charming. It is impossible to describe the average gown of this nature—it has to be seen to be appreciated; so we say: "Welcome—we shall be glad to show you the newest styles." Priced \$25 to \$150.

**Women's Autumn Coats**  
There are chinchillas, velours, poplins and whipcords for general wear. All made on big generous lines with many novelty button effects. Evening wraps of chiffon velvet in pastel and rainbow colorings richly lined and fur trimmed are ready for your approval. Also many other newest styles. Priced \$10 to \$85.



—Fourth Floor, New Building.

**Another Cleanup of Dresses**

If Values Are a Criterion, It's the Greatest Event of the Removal Sale in Women's Apparel

Of course the lines and sizes are not complete, but you'll find in the following list Dresses suitable for the rest of the Summer months—and the kind you want for afternoon and general housewear during the Fall and Winter. Sale New Apparel Dept., Fourth Floor, New Building.

- Lot 1.—Dresses That Were \$25 to \$45 Now \$12.45
- Lot 2.—Dresses That Were \$15 to \$27.50 Now \$8.45
- Lot 3.—Dresses That Were \$10 to \$20 Now \$5.00
- Lot 4.—Dresses That Were \$5 to \$15 Now \$2.98

**Summer Coats at \$5**  
Priced Always During the Season \$10.00 to \$20.00  
Included are taffeta silks, poplins, Palm Beach cloth, corded silks, gabardines and serges. Medium and long lengths; semi-fitting, loose and belted styles. A very comprehensive assortment of styles and colors—and now all for \$5.00.

**Women's Suits at \$14.85**  
Including Models That Were \$25.00 to \$40.00  
Made in the season's good semi-tailored and plain tailored styles. You'll find black, grays, stripes, a few silk and mixtures in attractive effects. We don't want to carry these suits over—so we are almost giving them away—\$14.85.

**Free—200 Kerr Self-Sealing Mason Fruit Jars**  
To the first 200 women visiting our Crockery Department on Monday morning will be given one jar and cover complete—free—with special recipe book and directions for using the new Jars. The Jars are made of clear flint glass and are much more easily used than the old-style Mason Jars. Prices are:  
PINT SIZE, PRICED AT 80c PER DOZEN  
QUART SIZE, PRICED AT 70c PER DOZEN  
AT PER DOZEN, \$1.00  
TWO-QUART SIZE, PRICED, PER DOZEN, \$1.00

**BALL MASON FRUIT JARS**  
Complete with porcelain-lined tops and rubber.  
One Pint Mason Jars, the dozen at 49c  
One Quart Mason Jars, the dozen at 57c  
One Half Gallon Mason Jars, the dozen at 79c  
Heavy Mason Jar Rubbers, priced, the dozen, 7c  
Porcelain Lined Caps, are priced, the dozen, 20c

**BALL WIDE-MOUTH JARS**  
Complete with caps and rubbers.  
One Pint Ball Special Jars, the dozen at 65c  
One Quart Ball Special Jars, the dozen at 75c  
One Half Gallon Ball Special Jars, the dozen at 100c  
Annex, Fourth Floor

**New Neckwear**

Soft Crepe Effects, Fur Trimmings, Puritan Styles

Tomorrow in our fine neckwear section in the new building an array of the latest styles in women's Neckwear will be on display.

There are Fancy Frills in nets and soft crepes; new Georgette Crepe Sports Collars; Fichus of lace and net; Vestees in several new collars; Quaker Collars and Sets, black and white and colored awning stripe and cretonne effects—they're all new and good. We cordially invite your inspection of the new styles.—First Floor, New Building

**New Ribbons 25c**

The Late Arrivals for Sashes, Girdles and Hair Bows

We have a very large assortment of these new Ribbons, so very moderately priced. New colors and all the staples, in the following charming effects:

Soft Taffeta Silk Ribbon, with self-colored and beautiful contrasting satin edges, 5 1/2 inches wide; silk taffeta, with corded edges, 5 inches wide; lovely colored brocades and fancy Silk Ribbons, 5 to 7 inches wide. All at, yard, 25c.—First Floor, Sixth-St. Bldg.

**New Millinery**

The New Parlors Are Now Open and Beautiful Tailored and Semi-Dress Models on Display From

VOGUE, HYLAND, BURGESSER, KNOX  
Rather close-fitting turbans are much in evidence. Tailored Sailors are a close second. The majority have simple bands and tailored bows, but the variations in shape are countless. As always, our prices are extremely moderate.—Fourth Floor, Sixth-St. Bldg.

20% OFF WHITNEY BABY CARRIAGES AND GO-CARTS, REED CARRIAGES AND WOOD-BODY PULLMAN SLEEPERS