

FOR DEVELOPING AND PRINTING OF THE BETTER KIND BRING US TOMORROW FILMS YOU EXPOSE TODAY, KODAK SHOP, MAIN FLOOR

The Red Cross Salvage Bureau

wants all kinds of junk and waste material. These will be converted to the benefit of our boys Over There. Notify Red Cross Bureau this store, Marshall 4600 or A 6101.

Victory Yarn Hank \$1

The American Committee for Devastated France, sole beneficiary from the sale of Victory Yarn, announces this advance in price effective tomorrow, owing to scarcity.

One Delivery A Day

In accordance with the Government's request expressed through the War Industries Board, this store now makes only one delivery a day over each route.



Established 1857 THE QUALITY STORE OF PORTLAND 1000, 1002, 1004, 1006, 1008, 1010, 1012, 1014, 1016, 1018, 1020, 1022, 1024, 1026, 1028, 1030, 1032, 1034, 1036, 1038, 1040, 1042, 1044, 1046, 1048, 1050, 1052, 1054, 1056, 1058, 1060, 1062, 1064, 1066, 1068, 1070, 1072, 1074, 1076, 1078, 1080, 1082, 1084, 1086, 1088, 1090, 1092, 1094, 1096, 1098, 1100, 1102, 1104, 1106, 1108, 1110, 1112, 1114, 1116, 1118, 1120, 1122, 1124, 1126, 1128, 1130, 1132, 1134, 1136, 1138, 1140, 1142, 1144, 1146, 1148, 1150, 1152, 1154, 1156, 1158, 1160, 1162, 1164, 1166, 1168, 1170, 1172, 1174, 1176, 1178, 1180, 1182, 1184, 1186, 1188, 1190, 1192, 1194, 1196, 1198, 1200

The National League For Woman's Service

requests all who have for rent rooms suitable as accommodations for coming G. A. R. visitors, to leave names at the League's headquarters in our Sixth Floor Auditorium or at Liberty Temple.

"Pershing's Crusaders," Great War Film, Begins at the Heilig Tomorrow Evening

Every one interested in our Army and Navy "Over There" and "Over Here" should see these U. S. Government Official War Films this week. 25c and 50c (no war tax)—all seats reserved. Twice daily—2:15 and 8:15. The entire balcony for Tuesday and Wednesday evenings has been reserved for the MEIER & FRANK employes as guests of the store.

New Arrivals and Good Savings Await You Here Tomorrow

Our Millinery Shop Announces 3 Important Sales Tomorrow

All Our Untrimmed Hats

\$1.50 to \$12.00 Values

1/4 Off

All untrimmed Summer hats regularly low priced in our stocks at \$1.50 to \$12 go on sale tomorrow at a quarter off. Liseres, Milans, Hems and Leghorns. Black, white, natural and sand. A great assortment of shapes.

All Millinery Flowers Less 1/4

A wonderful variety to choose from.

Fifty Trimmed Hats at \$5

Regular Good \$7.50 to \$12.50 Values

Mid-Summer models in black and colors. Lisere and Hemp straws. Large, medium and close-fitting shapes. All stylishly trimmed.

—Meier & Frank's: Millinery Shop, Fourth Floor.



"Always the New Things First at MEIER & FRANK'S" Our Reputation for Being First in Fashions and First in Value Giving Will Derive Added Luster From This First Showing and Sale of

New Fall Suits, Dresses, Coats

Women and misses will be delighted at being afforded an opportunity to view and select from such extensive assortments of new Fall apparel so far in advance of the customary time. An exposition of the new season's fashions at MEIER & FRANK'S invariably attracts discriminating women in great numbers to our apparel salons. Those who wish to see and inspect at close range what are the authoritative modes so far proclaimed by fashion for Fall will take advantage of this invitation to see the new things here tomorrow in all their radiant freshness. We just touch the high lights!

Suits

Women's and misses' new Fall suits in great variety. Serge, gabardine, tricotine, silvertone and velours are leading materials. 32 to 36-inch length jackets are featured. Semi or belted models. Many have pleated backs, others in Norfolk effects. Plain notch or large cape collars. Braid embroidered, braid edged and piped models abound. Brown, Copen, navy, plum, Burgundy, green and taupe are favored colors. Moderately priced \$45 to \$95. Two models sketched.

Dresses

Here too our assortments are splendidly representative. Long straight line and long coat dresses seem to be most popular at this time. Satin, serge, wool jersey, poplin and tricotine are prominent among materials. Many of the dresses are braid embroidered and silk fringe trimmed. The foremost colors are brown, green, taupe, Copen, navy and many attractive combinations are seen. A wide range of styles and prices, \$19.50 to \$57.50. Two sketched.

Coats

Hundreds of new Fall and Winter coats are here for women and misses. Serge, velours, plush, Bolivia, broadcloth and Pom Pom are preferred materials. Some full lined, others half lined, others unlined. Loose and belted models in great array. Large self cape or fur collars—these last of kit cone, natural raccoon, natural or dyed opossum, Australian opossum, natural or dyed lynx, etc. Brown, Pekin, reindeer, taupe, plum, Burgundy, navy and green. \$25 to \$98.50.

SUIT SALE A great assortment of suits for mid-Summer wear. Women's and misses' suits in all the latest Summer materials and models. Reductions range from \$22.50 to \$25.00 suits at \$17.50 up to \$78.50 to \$98.50 suits at \$49.50.

—Meier & Frank's: Apparel Shop, Fourth Floor.

Madame Lyra Corsets

We are sole Portland agents for the well-known and well-liked Madame Lyra corsets.

A splendid model for the woman who desires freedom above the waistline and a well corseted effect below is priced at \$5. Made of broche material and plain flesh colored satin, elastic top corsets that are well boned. For medium or slender figures, sizes 20 to 30. A good value at \$5.

Other models in Madame Lyra corsets for all types of figures are priced from \$3.50 to \$15.

Mrs. E. F. Holbrook, an expert corsetiere from the Lyra factory, is in our Corset Shop daily to see that you secure the right Lyra model for your particular type of figure.

—Meier & Frank's: Corset Shop, Third Floor.



Flouncings Yard 59c

Very attractive new Swiss, organdy and voile embroidery flouncings that are especially suitable for Summer frocks. In all white and white with Alice, rose, red, pink or blue embroidery. 36 inches wide. An excellent quality at 59c yard.

Flouncings 49c

Good quality cambric flouncings in effective eyelet patterns. 40 inches wide. Yard priced at 49c.

Allovers 49c

Allover embroideries in eyelet and plain designs on good quality cambric. 22-inch. Yard 49c.

—Meier & Frank's: Embroidery Shop, Main Floor.



Collars-Cuffs

New tailored linen collars and cuffs for beach, sport and everyday wear. Collars 40c, 50c and 65c. Cuffs pair 50c. Illustrated.

Polka Dot Ties

New polka dot crepe ties for wear with middies and shirt-waists. Straight Windsor style and three-cornered effects. May be used for hat drapes. 65c-\$1.50.

—Meier & Frank's: Neckwear Shop, Main Floor.

Interesting New War Books

"Over There and Back," by Lieut. J. S. Smith, U. S. A., \$1.50. "My Airman Over There," by His Wife, \$1.35. "The Lost Naval Papers," by Bennett Coplestone, \$1.50. "The Mad Monk of Russia IIidor," by Sergei M. Trufanoff, \$2.00. "Winged Warfare," by Major W. A. Bishop, \$1.50. "Fragments from France," Part Five, by Bruce Bairnsfather, 50c. "Guilt of Germany," by Prince Karl Liechnowsky, 75c. "A Crusader of France," by Capt. Ferdinand Belmont, \$1.50. "Steps of France," by Capt. P. C. Wren, \$1.50. "Serbia Crucified," by Lieut. Milutin Krunich, \$1.50. Many others equally as good.

—Meier & Frank's: Book Shop, Fifth Floor.

A Free Lecture-Demonstration on "The Uses of Cottage Cheese"

Will Be Given at This Store by Mrs. Hallie K. Davis, of Washington, D. C.

There will be one lecture-demonstration on this subject Wednesday of this week and another Friday, beginning at 3 P. M. each day. Given in our Sixth Floor Auditorium under the auspices of the O. A. C. Extension Service in co-operation with U. S. Department of Agriculture and U. S. Food Administration. The public is invited. Printed recipes will be distributed. Portions served.

10 Bars of Ivory Soap 59c

Tomorrow only we will sell 10 bars of Ivory soap for 59c. Limit 10 bars to a customer. Delivered only with other groceries.

—Meier & Frank's: Ninth Floor, Fifth Street.

Greatest Silverware Sale We've Ever Known

Tomorrow We Place on Sale More Than 10,000 Pieces of Famous

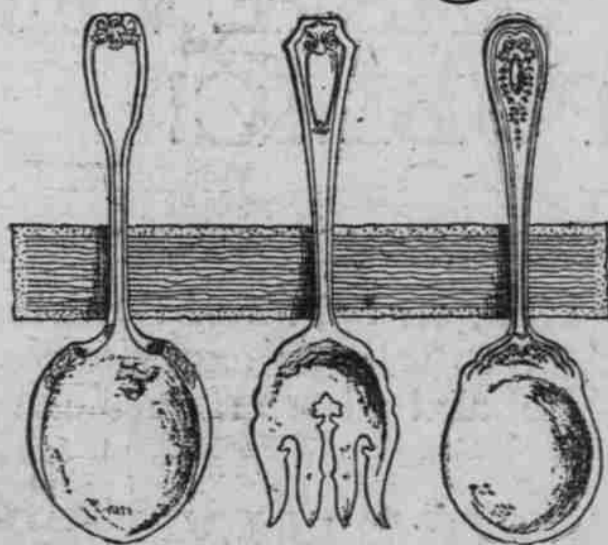
Wm. Rogers Silverware

Every Piece Offered at

Less Than 1/2

The Prevailing Prices

We repeat: More than 10,000 pieces of Wm. Rogers silverware—every piece at LESS THAN HALF the prevailing prices! It is a colossal sale—one that is possible only to a store with such a tremendous purchasing power as MEIER & FRANK'S. Bear in mind, please, that the



3 Patterns in This Sale

are all good desirable patterns and that they are NOT factory discontinued. They are the "Champlain," "Carrollton" and "Garrick" (as illustrated from left to right). All of this tableware is fully guaranteed to give 25 years of satisfactory family service.

Wm. Rogers SECTIONAL PLATE silverware—heavily plated on parts most exposed to wear—will give wonderful service. We especially recommend this silverware for beach, country cottage, hotels and rooming-houses or wherever there is need of wear resisting tableware. As you can see from a glance

at the illustration, the designs are handsome enough for any home. We have a great quantity to begin the sale—in fact our assortments embrace about every kind of flat tableware made—but as the demand is sure to be enormous we suggest that you do not put off buying. We quote a few prices:

- In Sets of Six
- Tea Spoons 98c
- Dessert Spoons \$1.59
- Table Spoons \$1.98
- Soup Spoons \$1.98
- Dessert Forks \$1.59
- Medium Forks \$1.98
- Coffee Spoons 98c
- Bouillon Spoons \$1.98
- Medium Knives \$2.49
- H. H. Medium Knives \$3.49
- Oyster Forks \$1.69
- Ind. Salad Forks \$1.98
- Ind. Butter Spreaders \$1.98
- Fancy Pieces Each
- Sugar Shells 39c
- Butter Knives 39c
- Cream Ladies 59c
- Gravy Ladies 79c
- Oyster Ladies \$2.98
- Berry Spoons 98c
- Salad Serving Forks 98c
- Salad Serving Spoons 98c
- Two-piece Chop Sets \$2.19
- Three-piece Carving Sets \$4.98
- Many other pieces in proportion.

This Sale Will Be Held Simultaneously in Three Places

On account of the magnitude of this disposal we shall hold this sale of silverware in our Silverware Shop proper on the Main Floor and on the Center Aisle, Sixth Street; also on the Center Aisle, Fifth Street. See Fifth-street window display of this silverware today. Buy liberally, for it will doubtless be a long time again before you are given an opportunity to purchase Wm. Rogers silverware at less than half price. Sale begins tomorrow at 9 A. M.

Extraordinary Values Are Offered in This

Great Sale of Waists

Just Received From Our Buyer Now in the East

\$5



We place on display and sale for the first time tomorrow this fine new shipment of waists secured by our buyer in a very special purchase and just received by express from New York. You'll be astonished at the value-giving that features this sale of new Summer waists at \$5.

Fine quality Georgette Crepe and Crepe de Chine are the materials. White, flesh, champagne and maize shades.

A great diversity of models—tucked, hemstitched, lace trimmed, beaded and embroidered styles. Revers effects, square, round, high and low necks. Dressy and tailored waists.

All sizes 34 to 44, but not in all styles. See Fifth Street window display today, then be here early tomorrow for these splendid new waists at \$5.

—Meier & Frank's: Waist Shop, Fourth Floor.

New Summer Dresses

For Porch and Afternoon Wear



We have just received from our buyer now in the East a fine new assortment of women's dresses for porch and afternoon wear.

Materials include plain colored and striped voiles in pleasing patterns.

These new arrivals are shown in high, low and V-neck styles, with wide shawl collars of self material or white collars of lawn and pique. Made with or without belts and pockets. All have cuffs and full skirts with deep hems. Some have trimming of ruffles, fancy stitching and buttons, others show touches of machine embroidery.

Two illustrated. All sizes 36 to 46. Moderately priced \$3.50 to \$9.95.

—Meier & Frank's: House Dress Shop, Third Floor.

Curtain Scrims 37c

An exceptionally good value at this moderate price. Curtain scrims in beautifully figured jacquard patterns, crossbar designs and bordered effects. Yard only 37c.

Cretonnes, Yard at Only 39c

A large variety of pleasing floral effects shown in these fine quality cretonnes that are worth from 55c to 65c a yard.

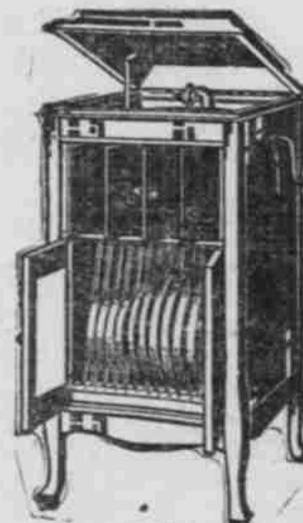
Famous "Vudor" Porch Shades

will transform your porch into a cool, restful, inviting outdoor room on the hottest Summer day. Sold here only in Portland. Priced \$3 to \$11.

—Meier & Frank's: Curtain Shop, Seventh Floor.

Grafonola Outfit \$84

Outfit consists of Grafonola as illustrated, in mahogany, oak or walnut finish, 24 selections, 300 steel needles, sample package fiber needles and a record cleaner. In addition to this model we have all other popular styles of Columbia Grafonolas. MAKE YOUR OWN TERMS IN REASON.



VOCAL RECORDS

being sung everywhere are: There's a Long, Long Trail; Joan of Arc; Keep the Home Fires Burning; The Story-Book Ball; In the Land of Yastu Yastu; Blue Bird; All Aboard for Home, Sweet Home.

DANCE RECORDS

that will appeal to lovers of this recreation are: At the Jazz Band Ball; Ostrich Walk; Turkey in the Straw; Hello! America, Hello! At the Cotton Pickers' Ball; There's a Lump of Sugar Down in Dixie.

SCANDINAVIAN RECORDS

We have all the records in the Scandinavian catalogue, including those in Swedish, Norwegian, Danish and Finnish languages.

—Meier & Frank's: Phonograph Shop, Sixth Floor.

"Eldredge" Two-Spool Sewing Machines

Sew directly from two spools of thread—one above, one below. Why waste your time winding bobbins? The Eldredge Two-Spool rotary sewing machine is the remarkable result of over 50 years of sewing machine efficiency.



The Electric Rotary

sewing machine eliminates all work from sewing—it occupies only a small space and can be used on any table or stand. All you have to do is to press the pedal and guide the goods—the motor does the work. On the Two-Spool or Electric machines pay

\$1 DOWN—\$1 WEEK

Liberal allowance for your old machine.

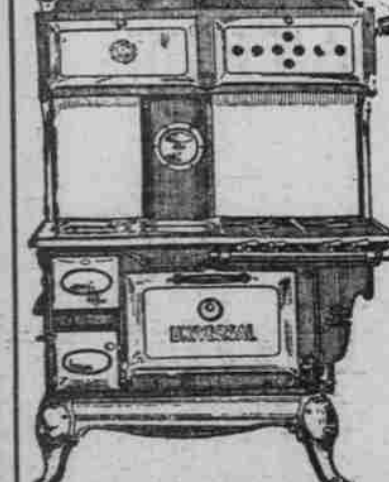
Model Dress Forms

We have a complete stock of Model adjustable and collapsible dress forms. Pay only

\$1 DOWN—50c WEEK

—Meier & Frank's: Second Floor, Fifth Street.

You Can Enjoy a Cool Kitchen if You Own a "Universal" Combination Range



For hot days you may have a roomy gas oven, a five-burner cooking top, an elevated broiler—a complete gas range—thus avoiding the unpleasantness of cooking over a hot range.

On chilly mornings all you have to do is to put your fuel—wood or coal—in the firebox and light the gas starter—no paper or kindling is required. You will soon have plenty of warmth in the kitchen and an abundance of hot water.

When operating the oven you may change from wood to gas fuel by a turn of the key. Let us show you these and the many other exclusive features that make the Universal Combination the most complete and satisfactory range.

Make Your Own Terms in Reason

On the Universal Combination as on all other ranges we carry you can, if desired, take advantage of our most liberal credit offer—make your own terms in reason.

—Meier & Frank's: Sixth Floor, Fifth Street.