



Meier & Frank Co.
Established 1857
THE QUALITY STORE OF PORTLAND
Fifth, Sixth, Morrison, Alder Sts.

Women's Genuine Leather Bags \$1.49
Just 150 real leather hand bags and purses fitted with coin purse and mirror. Some lined with moire silk. Top and back strap and pouch styles.
—Meier & Frank's: Main Floor.

Sale of Stationery 47c
Good quality "York" linen stationery and correspondence cards in pink, green, blue, white, etc. This stationery has two different shapes of envelopes in a box. The cards have gilt edge. 24 sheets paper or 24 cards and 24 envelopes to box.
50c Whist Playing Cards, pkg. 29c | Columbia River Highway Pictures, in gilt frames, 75c
Poker Chips, 100 in box at 71c | Many other specials.
5c Paper Doilies, 5 to 8-inch, pkg. 4c
—Meier & Frank's: Main Floor. (Mail Orders Filled.)

Sale of Stamped Bureau Sets \$1.19
Very special values. New patterns in bureau sets, stamped for embroidery. Edges are hemstitched. Scarfs are 18x54 inches; centers 36x36 inches.
—Meier & Frank's: Second Floor.

30c Plisse
1000 yards of fine quality 19c instead of 30c. This material is perfect for blouses and dresses.
35c Percal
A good assortment of yard tude of desirable patterns—
—Meier & Frank's: Second Floor.

Portland!—Whatever Your Needs—Now Is the Golden



\$3.95 \$3.95 \$2.98 \$3.95 \$2.98 \$2.59

Unprecedented Offering:

5000 Women's Dresses

SUITABLE FOR HOUSE, PORCH, LAWN, BEACH, RESORT AND STREET WEAR

\$1.98 \$2.29 \$2.59
\$2.98 \$3.59 \$3.95

Think of the magnitude of this sale—5000 dresses! Consider the advantages it has for you coming at a time when just such dresses as these are most in demand. And most wonderful of all are its money-saving possibilities, for this is one of the most remarkable of our July Sales.

A Great Many of the Dresses Are SAMPLES

Some represent a grouping of broken lines from our regular stocks. Others were secured in special purchases—many of these are NEW—never shown before. Still others are seconds of the famous "Dix" make. ALL are standard lines and the most desirable summer models are included.

Materials are the quality voiles, lawns, percales and gingham. A great assortment of styles and colors as you would expect, considering the enormous quantity involved. The diversity of trimming effects is equally pronounced. 12 models illustrated.

There are of course all sizes (16 to 20 and 34 to 48), but not a complete range of sizes in every model. Many of the garments are especially adapted to small women's wear and some are in extra large sizes. See three Fifth and Alder-Street Windows.



\$3.59 \$2.29 \$3.98 \$2.98 \$1.98 \$3.59

—Meier & Frank's: Third Floor. (Mail Orders Filled.)

Mail Orders Promptly Filled

July Clearance

THE first week of our July Clearance Sales has passed into history. That they were a brilliant success the attendance of enthusiastic thousands during the week amply testified. The people came and in whichever of our 70-odd departments they found themselves golden opportunities greeted them on every hand. Such a buying carnival the season has never known. Persons as well as homes have benefited by it—benefited through the acquisition of seasonable and dependable merchandise at rare savings.

3000 Yards in This Sale of Embroideries 10c
Many of the patterns in this desirable lot of 3000 yards Swiss and cambric edges are IMPORTED. Fine quality embroidery edges for trimming women's undermuslins and wash dresses. Widths range from 2 to 4 1/2 inches. Less than present manufacturer's cost at, yard 10c.
Lawn Skirtings Yard at 59c
27 inches wide. Excellent quality lawn skirtings in neat floral designs for baby wear.
Printed Georgette Crepe \$2.69
The regular \$3.00 and \$3.50 grades. Serviceable quality 40-inch printed Georgette crepe in large floral and conventional patterns on light and dark grounds. For blouses and gowns.
—Meier & Frank's: Main Floor. (Mail Orders Filled.)

Some of the Loveliest Beaded Silk Bags 1/4 Off
Women who have admired these exquisite bags—and what woman hasn't?—will open their eyes in amazement at this unprecedented offering and hasten to acquire one of these beautiful and modish accessories at a fourth less than the regular price.
France Sent These
but we have not as many as we would like. The superb quality of the silk, the marvel of the beading—everything stamps these bags as masterpieces.
May we suggest an early selection? Regular prices range from \$40 to \$50—sale prices from **\$30 to \$37.50**.
—Meier & Frank's: Main Floor, Sixth Street.



2100 Pairs Silk Gloves 75c
From America's Most Famous Maker—Pair
75c
First quality long silk gloves in the most wanted colors with beautifully embroidered backs. Tucked and shirred styles. All sizes. These are regular \$2.50 to \$3.25 values and are reduced for the July Clearance Sales to 75c.
Kid, Lambskin, Doeskin Gloves \$1.39
About 900 pairs comprising samples and odd lots of good quality kid, lambskin and doeskin gloves in one and two-clasp styles. All sizes. Good colors.
—Meier & Frank's: Main Floor. (Mail Orders Filled.)



Save on Silks and Dress Goods
White Silk Pongee \$1.29
White washable all silk imported pongee—ideal warm weather silk for frocks, skirts, blouses. Washes like linen. Full 36 inches wide.
\$1.75 to \$2 grade **\$1.29**. Regular \$2.50 grade **\$1.79**.
Navy Blue Serge 79c
1000 yards of 36-inch navy blue serge especially suitable for gym. and bathing suits.
All-Wool Challis \$1
New all-wool challis in light, medium and dark colorings for women's and children's wear.
We baste, fit and make ready to finish any style tailored skirt at \$1 up if materials are purchased in our Dress Goods Department.
—Meier & Frank's: Second Floor, Fifth Street.

On Center Aisle Bargain Square, Main Floor Great July Clearance Sale of 12,000 Yards Fine New Dress Voiles 25c
Regular Values 35c-40c Yard
25c
New 40-inch dress voiles in an endless variety of patterns and colorings—stripes, checks, plaids, floral designs, small Dresden effects, etc.—light and dark colors. All in full bolt length. All first quality. If sold in the regular way these voiles would be 35c and 40c—tomorrow, yard 25c.
See Fifth-Street Window Display
—Meier & Frank's: Center Aisle, Main Floor.



Meier & Frank's Lower Domestic
Here are 16 extraordinarily good domestics
Ginghams 15c
27 inches wide. Standard quality ginghams in good looking apron checks. Short lengths from 2 to 10 yards. 25c quality.
Crepes 25c
Genuine Windsor costume crepes in figured effects and plain colors. Regular width. Short lengths. 40c quality.
Cambric 29c
36 inches wide. Lonsdale cambric in 2 1/2 to 10 yard lengths. Seconds. Also 33-inch Indian Head in short lengths.
Outings 18c
Good quality outing flannel in light and dark colors. Regular width. Full bolt lengths. Usually sold at 25c yard.
Percal 19c
36 inches wide. Genuine "Scout" percales in light and dark colors—dots, stripes, checks and plain shades. First quality.
Sateens 35c
30 inches wide. Extra fine, soft finish sateen in black, white, brown and other colors. For bloomers, shirts, etc.
Longcloth 19c
36 inches wide. Full bleached, soft-finished longcloth in an excellent quality. Short lengths from 2 to 10 yards.
Twill 23c
36 inches wide. Plain white middy twill of a good quality. Short lengths from 2 1/2 to 10 yards. Regularly 35c yard.

Shoes for the Family—Reduced!

Now is the time to supply present and future shoe needs for at MEIER & FRANK'S during the July Clearance Sales there are the most exceptional specials in odds and ends of good shoes for men, women and children—all from regular stock—all greatly reduced. Read and profit by the following:



Women's Shoes \$4.85
385 pairs of women's pumps and oxfords of regular \$6.00 to \$8.00 values.

Women's Shoes \$4.85
100 pairs of women's white canvas HIGH shoes in lace style. Worth much more.

Pumps, Shoes \$2.95
200 pairs of women's serviceable white canvas pumps and shoes, special at, pair, \$2.95.

Slippers, Pair 98c
250 pairs children's white canvas two-strap slippers. Sizes 2 to 5, pair 98c. Sizes 5 1/2 to 8, pair \$1.19.

Slippers, Pair \$1.89
175 pairs white canvas Mary Jane slippers. Sizes 2 to 5, pair \$1.89. Sizes 5 1/2 to 8, pair \$2.19.

Slippers, Pair \$1.19
175 pairs of children's patent Mary Jane slippers. Sizes 2 to 5, pair \$1.19. Sizes 5 1/2 to 8, pair \$1.39.

Sale of Men's Oxfords \$4.15
135 pairs of men's Oxfords in English, medium and broad toe lasts. Tan and black, lace and button Oxfords. Excellent values.

Sale of Boys' Oxfords, Pair \$2.45
75 pairs of boys' tan and black Oxfords at this remarkably low price while any remain. Sizes 2 1/2 to 5 1/2.
All sizes in the sale, but not every size in each style or group. Come early for best selection.
—Meier & Frank's: Shoe Shop, Third Floor.

