



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

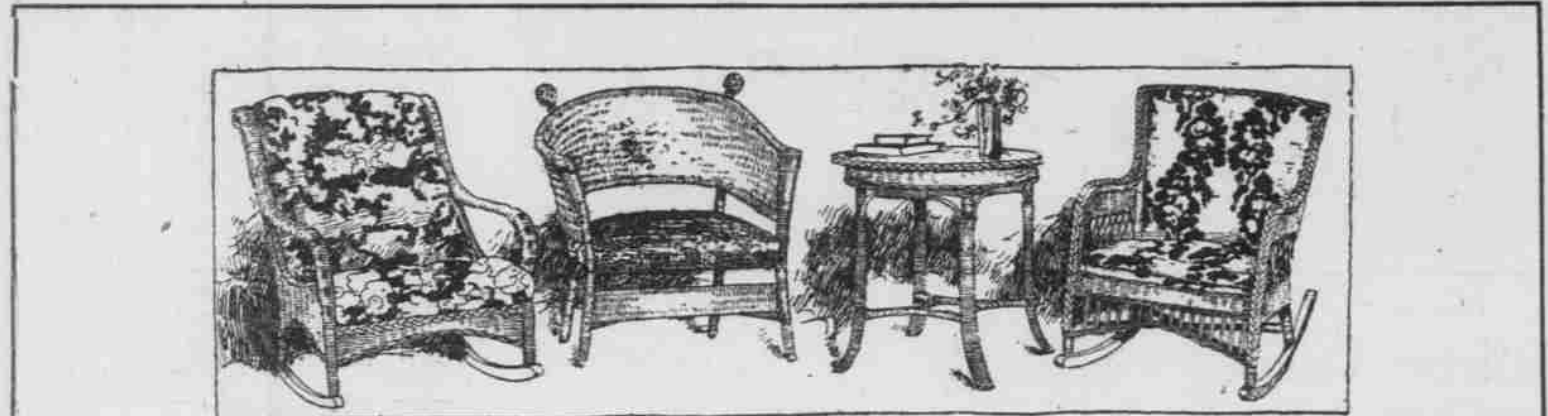
A Sale of Hexagon Mesh Veilings
\$1.00 Values, Yard 69¢
65c Values, Yard 49¢
Good quality hexagon mesh veilings with colored chenille dots. Ideal for summer wear. Very special values.
—Meier & Frank's: Main Floor.

A Sale of Eastman M. Q. Tubes 5c
Extra special for tomorrow only. Genuine Eastman M. Q. developing tubes at each, 5c. Regularly 7c. Limit 12.
Bring us tomorrow the films you expose today for best results in developing, printing and enlarging.
—Meier & Frank's: Main Floor.

Popular "Danse" Bags \$1.95
Just received. Made of good quality Morocco leather these "Danse" bags have three compartments and are fitted with mirror. Silk lined. Brown, blue, gray, purple and light brown. Limited number.
—Meier & Frank's: Main Floor.

See Also Back Page
This Section for a Page of News
Of Interest to Women

New Goods! New Values! New Enthusiasm for



Now!—Summer Furniture

Is Added to the August Co-operative Sale

Comfortable summer chairs of wicker, hickory, fumed oak, natural oak, ivory reed and Chinese grass. Many have cretonne upholstery. All are in good plain styles, shaped for coolness and real ease. You know how often the porch chair lacks that indefinable something which gives to your body and makes it entirely restful. Sit in these chairs, however, and you will find they are built by expert comfort givers.

They are chairs which will be just as valuable next year as this, but we have only one or two of a kind and these price reductions will hurry them out, making room for other new things.

- Fumed Oak and Hickory**
- Arm Rocker, fumed oak, was \$3.50, now \$3.15.
 - Arm Rocker, fumed oak, was \$4.00, now \$3.60.
 - Arm Rocker, fumed oak, was \$4.50, now \$3.75.
 - Arm Rocker, fumed oak, was \$5.50, now \$4.35.
 - Chair of hickory, was \$4.75, now \$4.25.
 - Chair of hickory, was \$5.50, now \$4.75.
 - Chair of hickory, was \$5.25, now \$4.75.
 - Rocker of hickory, was \$5.75, now \$5.25.
 - Rocker of hickory, was \$8.00, now \$6.88.
 - Chair, high back, hickory, was \$8.75, now \$7.25.
 - Rocker, high back, hickory, was \$10.00, now \$8.00.

- Grass, Fiber, Reed, Willow**
- Sewing Rocker, Chinese grass, natural finish, was \$7.69, now \$6.90.
 - Rocker, large size, Chinese grass, was \$10.69, now \$9.45.
 - Chair, brown fiber, cretonne upholstery, was \$10.00, now \$7.75.
 - Rocker, brown fiber, cretonne upholstery, was \$17.50, now \$12.75.
 - Chair, brown fiber, tapestry upholstery, was \$32.50, now \$24.50.
 - Rocker, brown fiber, cretonne upholstery, was \$20.00, now \$15.85.
 - Rocker, ivory reed, was \$19.00, now \$16.00.
 - Chair, ivory reed, was \$17.50, now \$14.25.
 - Rocker, ivory reed, cretonne upholstery, was \$22.50, now \$15.50.
 - Chair, natural willow, was \$15.00, now \$12.75.

- Dressing Tables and Chiffoniers**
- Low Boy, ivory enamel, was \$83.50, now \$62.50.
 - Low Boy, mahogany veneer, was \$83.80, now \$54.50.
 - Chiffonier, ivory enamel, was \$66.00, now \$52.50.
 - Chiffonier, ivory enamel, with mirror, was \$59.00, now \$39.75.
 - Chiffonier, mahogany veneer, was \$53.50, now \$39.75.
 - Chiffonier, walnut, was \$51.50, now \$39.50.
 - Chiffonier, walnut, was \$46.00, now \$37.50.
 - Dressing Table, mahogany veneer, was \$42.00, now \$32.50.
 - Dressing Table, mahogany veneer, was \$41.00, now \$29.50.
 - Dressing Table, mahogany veneer, was \$43.00, now \$29.00.
 - Dressing Table, mahogany veneer, was \$42.00, now \$27.50.
 - Dressing Table, mahogany veneer, was \$37.50, now \$26.75.
 - Chiffonier, walnut, was \$39.00, now \$24.00.
 - Chiffonier, ivory enamel, was \$27.00, now \$19.85.

Make Your Own Terms in Reason
—Meier & Frank's Co-operative Sales: Eighth Floor.

Why a Certain Store Buyer Could Get Only \$148 Worth of Furniture When He Wanted a Carload

Every summer and midwinter leading American manufacturers hold a furniture exposition at Grand Rapids. Buyers from every part of the United States go there, select from samples shown and order in the quantities they can use.

This year the exhibition opened Monday, June 23. Between 300 and 400 makers showed their samples. More than 2200 retail buyers (a record number) attended. Everybody came at once, instead of leisurely, as usual. Factory show rooms were crowded. Buyers waited on themselves.

So great was the rush of orders that one factory after another closed its doors. In two or three days many big plants were sold up. They could take no more orders for deliveries within six months. To protect their regular customers, factories used a card index system. They sold only to stores that had dealt with them in 1918, and they refused to take orders for larger amounts than in 1918. For instance, one buyer said, "I will take a carload of this and—"

"Sorry, sir," interrupted the factory salesman, who had looked up his rating with the company, "you can have only \$148 worth, that being the amount you purchased from us last year."

The Grand Rapids Furniture Exposition usually lasts a month. This year it closed within eight days. There was no more furniture to sell.

Why Does Everyone Want Furniture?

You probably know yourself. You know you have been saving until the war was over. Until the boys came home.

Many stores all over the country saved, too. Kept their stocks low. Waited for prices to go down. Prices did not go down because materials were high and labor scarce, and these conditions are expected to continue.

So now—the war over—everybody wants furniture at once and somebody will have to wait.

The Meier & Frank Company succeeded in placing orders for even finer furniture than we have ever had. It will be a great pleasure to show the new suites and pieces as soon as they arrive.

In the meantime there is plenty of good furniture here on our floor and in our warehouses, many pieces of which can be bought most advantageously during the August Sale.

—Meier & Frank's: Furniture Shop, Eighth Floor.

Headquarters for Buyers and All Convention Visitors

Extraordinary Sale of Women's Light Summer Union Suits 75c



600 garments in this unusual Co-operative Sale offering of women's fine quality light weight cotton ribbed union suits for summer wear.

Low neck, sleeveless style with lace trimmed knee. Sizes 34 to 38. Wonderful values, at suit 75c.

Silk Vests \$2.39

Another unusual offering! Women's fine glove silk vests in bodice top style with ribbon shoulder straps and lace-trimmed yokes. Flesh color. Sizes 36 to 42. Extra special at \$2.39.

—Meier & Frank's Co-operative Sales: Main Floor.

The Co-operative Sales Bring a Sale 900 Pairs Women's Washable Gloves

For Street Wear Pair Special at **\$1.63**



These gloves at \$1.63 pair are very desirable for street wear. They are shown in all the fashionable colors, including Newport, pearl, ivory, tan and white with black embroidered backs. Most of the gloves are WASHABLE. One and two-clasp styles. Every pair expertly fitted at \$1.63.

Fancy Silk Gloves 91c

Short fancy silk gloves of a nationally famous make. With band top and contrasting embroidered backs. White and gold, white and gray, white, pongee, mode, brown, gray and black. Broken lines of colors and sizes.

—Meier & Frank's Co-operative Sales: Main Floor.

Specializing Underclothes for Mid-Season Gowns

Our Underclothes Shop has a thousand suggestions to offer for the underthings to wear with any sort of frock. Charming silk camisoles to wear with Georgette crepe, voile and lace blouses. Silk petticoats with quantities of lace or demurely plain with hemstitching to go with organdie, Georgette and lace dresses. Nightgowns and envelope chemises for traveling, for high days and for holidays.

Some of the garments are specially purchased. Some are reduced from our own original prices. Others were bought some time ago and are more economical than you may expect.

CAMISOLES of wash satin, crepe de chine and trousseau crepe, \$1.79, \$2.29, \$2.59, \$2.98.

ENVELOPE CHEMISES of crepe de chine, washable satin and trousseau crepe, \$3.59, \$3.79, \$4.98 and to \$10.

PETTICOATS of wash satin and crepe de chine with quantities of lace, \$5.95 to \$15.

NIGHTGOWNS of wash satin, crepe de chine and trousseau crepe, \$4.69, \$6.95, \$7.50 to \$10.45.

NIGHTGOWNS of soft nainsook, \$1.98, \$2.29, \$2.59, \$2.98 and to \$3.98.

ENVELOPE CHEMISE of nainsook, \$1.59, \$1.98 to \$3.95.

CORSET COVERS of nainsook, 98c, \$1.27, \$1.69 and to \$2.98.

STRAIGHT CHEMISES of nainsook, \$1.59, \$1.98 and to \$3.95.

PETTICOATS, lace and embroidery trimmed, \$2.98, \$3.29, \$3.75 and to \$6.39.

Futurist Athletic Underwear

Athletic one-piece suits for women. New. Dainty. Comfortable. Made of shell pink batiste at \$1.50, cross-bar dimity at \$2.29 and silk and cotton seco silk at \$3.50.

French Hand-Made Gowns \$9.95, \$12.95, \$16.50

The charm of Paris is over them. Fine French cottons and creamy laces and shell pink ribbons. Hand-stitched with the minute precision of Paris needleworkers. Embroidered with a wealth of design and imagery. Tucked patiently. Exquisitely suited for trousseaux.

The \$13.50 to \$16.50 Gowns Are \$ 9.95
The \$18.00 to \$22.00 Gowns Are \$12.95
The \$25.00 to \$35.00 Gowns Are \$16.50

This unusual opportunity comes only because these are odd ones and twos of a kind which we wish to dispose of before autumn importations arrive.

—Meier & Frank's Co-operative Sales: Third Floor.

Bands 19c--25c

3000 yards of shadow bands in white and cream and Cluny edges for brasieres. 2 1/2 to 4 inches wide.

Laces, Yard 10c

5000 yards of Val. laces—edges and insertions from 1/2 to 1 1/2 inches wide.

Flouncings 85c

300 yards of organdie and voile dress flouncings in white and colors. 38 inches wide.

—Meier & Frank's: Main Floor.

Co-operative Sale Infants' Coats

Four reduced lots of infants' coats reduced:

Coats \$5.95-\$10.95

Were \$9.50 to \$18.00. Infants' long coats of cashmere, albatross and granite cloth, also a few in crepe de chine and silk poplin. Some are hand-embroidered.

Coats \$4.98-\$5.95

Were \$7.50 and \$8.75. Infants' short coats of cashmere and granite cloth in plain styles. Large and small collars.

Coats \$8.45-\$10.95

Were \$12.00 to \$18.50. Silk poplin crepe de chine and pongee coats in dainty styles and colors. Some are hand-embroidered. 1 to 3 years.

Coats \$2.95-\$5.95

At \$2.95 white pique coats in plain styles. Were \$4.50 to \$6.50. Sizes 1 to 7 years. At \$5.95 a limited number of corduroy coats, were \$7.50 and \$8.75.

—Meier & Frank's: Second Floor.

Sale of Table Cloths \$3

For the Co-operative Sales we offer excellent quality mercerized table cloths at the low price of \$3.00—regularly \$5.00—size 70x70 inches. Also \$7.50 cloths in size 70x108 inches on sale at \$5.00.

\$1.75 Table Damask Yard \$1.25

Good quality mercerized table damask in heavy weight. Pretty designs. 70 inches wide. In lengths of 2 1/2 yards each—special at \$3.13. Limited quantity.

—Meier & Frank's Co-operative Sales: Second Floor.

Continuing Our Special Co-operative Sale of Fine Cretonnes 67c

So popular have our cretonnes been at 67c yard that we have decided to repeat the offer. We have freshened up the lot with cretonnes taken from our regular stocks. Do not miss the opportunity to choose cretonnes from these beautiful patterns and colorings suitable for any room in the home. 67c is just about one-third less than the regular price.

Curtains \$2.65-\$3.95

In the first lot are curtains that are worth from \$4.00 to \$5.00 pair. In the second lot, curtains worth \$5.50 to \$7.50 pair. Fine quality marquisette and Filet net curtains taken from our regular stock and reduced for the Co-operative Sales.

Ruffled Curtains

are the vogue for bedrooms. We are showing an extensive line of ready-made ruffled curtains in Swiss, voiles and grenadines.

Dotted marquisette, for making ruffled curtains, very special at, yard 39c and 56c.

—Meier & Frank's Co-operative Sales: Seventh Floor.

Universal Combination



On a chilly morning there is no delay—just put some fuel, wood or coal in the firebox—light the gas self-starter and you will soon have a cheery warmth and abundance of hot water. For splendid baking results there is nothing better than the castiron oven of the Universal.

For hot summer days and quick service, gas is instantly available. The range is equipped with gas self-starter—no matches required.

We have Universal Combination ranges in a variety of styles and finishes. Moderately priced. Your old range taken as part payment.

Make Your Own Terms in Reason

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