

YOU BRING IN YOUR FILMS—WE'LL BRING OUT THEIR FINE POINTS—MAIN FLOOR

Ask Mr. Foster Travel Information Service

Why bother about schedules and other troublesome travel details when Mr. Foster's courteous, efficient representative will cheerily attend to all this for you and probably do it better than you would yourself. No charge for this service.

—Meier & Frank's: Sixth Floor.

Worried About Your Furs?

Don't know what to do with them while you are vacationing? Afraid of moths, thieves—damage or total loss? Then there's only one thing for you TO DO—put them in our storage vaults. Call, phone, drop a postal. We do the rest.

—Meier & Frank's: Fourth Floor.

Meier & Frank Co.
Established 1867
THE QUALITY STORE OF PORTLAND
7th, 8th, 9th, 10th, 11th, 12th

Chautauqua Tickets

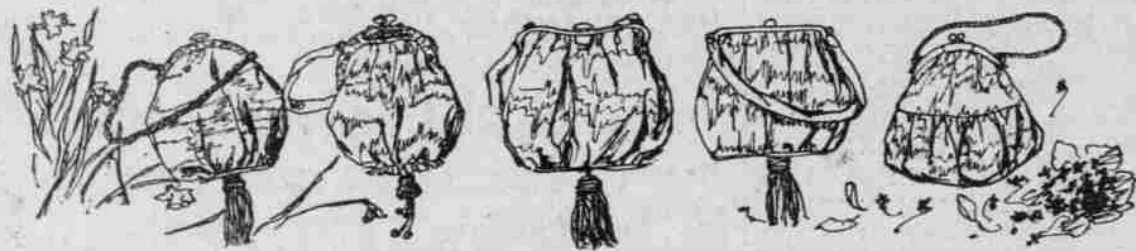
Tickets for the Willamette Valley Chautauqua to be held at Gladstone Park July 13-25 inclusive are on sale in our Book Shop. Billy Sunday, other notable speakers, bands, singers, players.

Adults' season tickets \$2.50; children's (7 to 12) at \$1.25. Free programmes in Book Shop.

—Meier & Frank's: Fifth Floor.

SEE ALSO
PAGE 13
this section.

Greatest Apparel Values Wait on This Store's Patrons



On Sale Monday

Entire Stock of Silk Bags

Were \$12.50
to \$35.00 $\frac{1}{2}$ Now \$6.25
to \$17.50

Our entire regular stock of silk bags at these prices will be reduced to half beginning Monday. Imitation shell, metal and covered frames with black, brown, navy and taupe silk. Mostly pouch style with ornate tops. Among them are favorite drop frame bags, with beaded tops and large mirrors. Majority of the bags are fitted with coin purse and mirror. A few handsome brocaded bags are also half price.

Center Aisle Bargain Square

Moire Bags Half Price at 98c to \$2.50

Were \$1.95, \$2.25, \$2.98, \$3.98 and \$5—now 98c to \$2.50.

Moire hand bags fitted with coin purse and mirror and having moire or metal handles. Black, navy and taupe.

Each bag half its former price.

—Meier & Frank's: Main Floor.

Sumptuous Negligees Half Price

WERE PRICED \$50 TO \$150
NOW PRICED \$25 to \$75

Jersey combined with georgette, brocade combined with georgette, lovely satin throws, luxurious tea gowns lined with chiffon and many other beauties for the boudoir.

ONE OR TWO OF A KIND

and we have decided to clear them away at just half the original prices. Women who desire something exceptionally fine will be interested.

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

Dress Embroidery 75c

Yard-wide cotton voile dress embroidery that has been 98c until now. White with white, rose, black, navy, brown, gray or tan embroidery.

Laces 49c

Shadow, plat valenciennes, point de Paris, imitation filet and a number of other finished laces. White and ecru.

—Meier & Frank's: Main Floor.

Our Entire Stocks of Georgette Crepe

Freshly Price Adjusted

\$2.75 and \$3 grades \$2.25
\$3.25 and \$3.50 grades \$2.50
\$3.75 and \$4 grades now \$3
\$4.50 grade now only \$3.50

Fine all-silk georgette crepe in plain colors can now be had at these revised prices. White, flesh, black, navy, turquoise, peach, Nile, maize, rose, orchid and many other desirable shades.

—Meier & Frank's: Main Floor.

July Sale Corsets

Certain corsets sold down to a few of a kind or size have been abruptly reduced for this July outgoing.

* * *

Sports Corsets \$1.95

Flesh pink batiste with wide elastic at side and back. Sizes 20 to 24 for misses and small women.

* * *

American Lady Corsets \$1.95

Regular \$3.50 grade of front lace corsets for medium figures. White only.

* * *

Pink Satin Corsets \$3.45

Low bust, dancing corsets with elastic tops. Sizes 24 to 30. Regularly \$4.50.

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

TAFFETA SILK SALE \$2.59

—Our entire regular stocks of this season's \$3.50, \$4 and \$4.50 qualities.

Plain colored taffeta carefully bought for the regular stocks of the Daylight Silk Shop. Now at 91c to \$1.91 yard LESS than the prevailing prices all season.

Taffeta for dresses, wraps, skirts, peplum blouses and petticoats.

Wonderful Collection of Colors

such as navy, midnight blue, copenhagen, pale blue, brown, tan, fawn, taupe, gray, burgundy, heliotrope, plum and pink, also light and medium color combinations in two-tone taffeta.

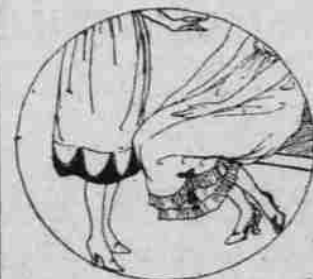
35 and 36 Inches Wide

Sale opens 9:15 A. M. Monday in the Daylight Silk Store.

—Meier & Frank's: Silk Store, Second Floor.

Finer Silk Petticoats in a Sale

\$8.95, \$10.50
and \$14.95



Exclusive originalities in petticoats which well-dressed women enjoy. Made of beautiful jersey with plain and combination jersey or messaline flounces.

A dark blue petticoat with two narrow stitched frills, a taupe jersey with embroidered Van Dyke points falling over a band of American beauty, a cerise jersey with a black and cerise flounce, a sand-colored jersey with pleated messaline flounce which has Dresden medallions.

Many others.

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

Many Coats at Half 75 Suits Reduced to \$32.50

All Remaining Model Gowns from Famous Maker Now \$58.50

Stirring days in the Fashion Salons. One beautiful garment after another freshly marked to hurry away in order to make room for early autumn arrivals. Clever women will provide for the coming social season at a fraction of the normal costs.

This sale will appeal to exclusive customers because there is seldom more than one garment of a kind.

Regular \$20 to \$98.50

Coats Half Price \$10 to \$49.25

All kinds of coats and wraps seem to be included in this collection. Coats of leather, fiber silk, serge, jersey, Bolivia, checks, velveteen and other luxurious materials. Golf coats without sleeves, motoring coats, short coats, long coats. Wanted colors in light and dark shades. Broken size assortments.

\$45 to \$57.50

Tailored Suits \$32.50

Sports suits of the new and fashionable rainbow tweed carefully built by expert men tailors. Charming shades of rose, brown, tan, blue and green. Excellent for traveling, sports and general wear. Youthful models suitable for misses as well as women.

"MODEL" Gowns \$58.50

Remaining gowns from a famous maker's spring collection will be offered tomorrow at this new low price. As all Portland knows, these gowns are pre-eminent in style, materials and workmanship. They are fashioned of the finest fabrics and trimmings obtainable in Europe and America. Soft satin, heavy crepe de chine, beautiful georgette crepe, rich taffeta, fine serge and other woolen materials.

Morning

Afternoon

Dinner

A Few Evening Frocks

This opportunity to secure whatever is left at \$58.50 will be eagerly welcomed.

Model sizes only. Large variety of colors.

—Meier & Frank's: Fashion Salons, Fourth Floor.



Regular \$6.50, \$7, \$8 and \$11

Georgette Blouses \$5

Ten Charming Styles of Midsummer Blouses

made of the heavier kinds of georgette crepe. White, flesh, beige, gold and maize. Tailored styles, soft little tucked affairs with hemstitching, side pleated blouses with flaring tucked sleeves, lovely ones trimmed only with unusually good-looking hemstitching and several styles with embroidery or lace.

Each one has been freshly taken from our regular stocks and reduced especially for this sale. Majority are the \$8 and \$11 values.

Plenty of Sizes in the Collection

but not all sizes in each style.

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



All These Fine Hats Half Price

Hats which have not been reduced before are to be closed out Monday at exactly half last week's prices.

A brown hat with leather applique and raffia embroidery was \$38, now \$19.
Large shade hat with jade, purple and red chenille bordering the brim and deep chenille tassel, was \$27.50, now \$13.75.
Dress hat of brown lisse turned up in front with fancy ostrich, was \$20, now \$10.
Dress hat of brown straw with ostrich plumes, was \$30, now \$15.
Transparent hat edged with horsehair lace, was \$16.50, now \$8.25.
Large horsehair hat with wreath of fine flowers, was \$18, now \$9.
Dark blue straw with rose colored brim and trailing rosebuds in soft pink and gray, was \$20, now \$10.

About 50 hats in the assortment at half price.

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



\$3.95

\$6.95

\$6.95

500 Fine Porch and Afternoon Dresses

\$13.50 to \$15 Values

\$5 to \$10 Values

\$6.95

\$3.95

Sizes 12 to 20 in the dresses at \$3.95; sizes 34 to 42 in the dresses at \$6.95.

Charming frocks. Not just house dresses. Really fashionable affairs of soft finished gingham, chambray, cotton crepe and percale. Soft delft blue, pink, tan, lilac and fancy colored plaids. Plenty of plain colors in the lot. Three dresses are pictured, but there are dozens of other styles equally attractive. Short and long sleeves. Many women will want two or three.

—Meier & Frank's: Third Floor.