

The Store Dependable

Dependable merchandise. Dependable values. Dependable service.

Meier & Frank's did not set out in 1857 to be the greatest store in the Northwest—one of America's great stores. But success came on the heels of right effort. Meier & Frank's reputation for dependability grew—and with it the business.

The house of Meier & Frank's has maintained over a period of more than three score years a reputation for dependability second to none.

Dependability is its own paymaster. The dependable store wins a priceless asset—the confidence of the people.

No customer can reasonably be more exacting of us than we are of ourselves.

Our word is our bond. Depend on us.

Meier & Frank Co.

FOR ADDITIONAL MEIER & FRANK NEWS OF SPECIAL INTEREST TO HOME LOVERS SEE PAGE 11, THIS SECTION

Camp Fire Girls' Summer Camp

Camp "Namanu" on Clackamas River will be open this year July 15th to August 12th. Reservations may be made now—those girls especially who wish to stay the full four weeks should sign up at once. There will be additional beds for ten employed non-Campfire girls—reservations should be made at once. Register at headquarters, Seventh Floor.



Personal Charm and Permanent Wave

Your hair will look its prettiest at all times if permanently waved in the Hair Goods Salons.

Dampness, even a plunge into the surf or a shampoo, will not injure the curl. The wave is lasting. And the waving is done in comfort and without danger of scorching. Appointments made; call, telephone or write.

—Meier & Frank's: Fifth Floor.

Bulletin

LINCOLN High School Chorus of 450 voices in concert at Municipal Auditorium, 3 P. M. today. Admission 15c.

FOR BEST results in developing, printing and enlarging bring us tomorrow the films you expose today. Films left before 11 A. M. ready by 5 P. M. same day. Ask about our new hand-coloring service—5c, 6c and 10c per print.

FRESHLY roasted and salted Spanish peanuts, new shipment just received, pound box 16c. —Main, Ninth Floors, Basement Balcony.

SCIENTIFIC cold dry air refrigeration is necessary to insure fur and wooleens immunity from damage by moths, dust, etc. during the months when not in use. Our fur storage vaults, modern in every respect, provide this refrigeration and this immunity.

THE ASK * * * Foster Travel service has complete authentic information regarding trips anywhere. Tickets purchased, reservations made, literature given, etc. No charge for this service. —Meier & Frank's: Sixth Floor.

The Most Compelling Values in the City--

Final Disposal of Famous Model Gowns

Sale of Ribbon Camisoles

\$1.95

Originally Priced \$4.00



Effective when worn under the sheer frocks of the season, these ribbon camisoles find high favor as graduation gifts. They are patterned in slip-over style with elastic at top and bottom, and show the newest shades of pink, blue, navy, white, brown, henna, jade and the delicate colors.

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

No Matter How Little You Sew

You Can Fashion the Prettiest Summer Dresses From These—

Organdie Flouncings \$1.98

Regularly priced at \$3.75, these flouncings are a yard wide and, combining gingham in shades of orchid, red, blue and green with the organdie, they are unusually distinctive looking.

Checked Organdie \$1.98

Checked organdie flouncings in pink and lavender and plain organdies with scalloped edges in pink, blue, gold and orchid are a yard wide. Priced regularly at \$2.25 the yard.

Cotton Crepe 79c

27-inch cotton crepe flouncings with scalloped edges in rose, green, blue and lavender. Regularly \$1.25 yard.

Lace Edges 79c

Hand-made Filet and Irish lace edgings and insertions in 1 to 3-inch widths.

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



Frocks for Summer Town Wear--Sports Frocks for the Links or the Motor Trip--Dresses for Shopping Wear--Frocks for Afternoon Wear--Lace Gowns for Evening Occasions--

100 Dresses at **\$75**

96 Dress at **\$55** Be Here Early

The initial appearance of these model gowns, in many cases, was made at a much higher price than that quoted here. With the summer before you—the needs for these dresses are immediate. And so exquisite and smart are the garments that you will welcome every occasion to don them.

Shantung Silk Suits \$25

The most perfect of summer suits are those fashioned of Shantung silk—strikingly smart in appearance and wonderfully cool. Strictly tailored—correct in line—they achieve distinction with their long shawl collars, small revers and notch collars. They are unlined for summer wear and come in natural shades.

Smart Summer Dresses \$7.50 to \$22.50

This group of frocks meets the call of every summer diversion from garden teas to beach promenades. Voiles, ratines, linens, gingham—the materials are no less varied than the designs and the color patterns which show checks, dots, plaids, stripes and plain tones. A complete assortment of sizes.

Wraps, Coats, Suits \$47.50

Apparel from two of America's finest designers—no two garments alike—are grouped for this very unusual reduction. In addition to their distinctive styling, they merit your interest by the excellence of the materials—the finest Twills, Gerona, Veldyne, Duvetyne, Canton and Marvella cloths. Summer models, some of them fur trimmed. All desirable colors.

Tweed Suits \$19.50

The finest homespuns and mannish mixtures make up these desirable tweed suits with both the belted and semi-fitted backs. They are fully lined with good quality silk and are available in shades of open, tan, gray, rose, green, orchid and novelty mixtures. These suits are so designed that they may be worn either with or without the narrow belt.

Showing and Sale—

Kayser Silk Gloves

Values chosen at random from our complete stocks of Kayser silk gloves in both standard and novelty lines.

\$1.50

\$1.35

Fashioned of the finest quality Milanese silk in white, pongee, beaver, gray, navy and black with binding and strap to match the two-toned embroidered backs. Beautifully made and with double finger tips. Sizes 5½ to 8.

Two-Clasp Silk Gloves 75c to \$2.25. Gauntlet Silk Gloves \$1.50 to \$3.50.

Of the highest quality Milanese silk, these two-clasp gloves are finished with four rows of embroidery in self and contrasting shades. The colors are mastic, gray, mode, brown, beaver, navy, black and white. Sizes 5½ to 8.

Long Gloves \$2.00, \$2.50 and \$2.95. Novelty Long Gloves \$3.35 to \$5.25.

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

Something New Under the Sun

"Rolette" Silk Stockings

The new "Rolette" silk stockings with shirred garter tops—a recent Kayser origination—are the mode of the moment.

We have these smart new hose in beaver, brown, seal, nude, and black. Pair \$3.

Full length fancy glove silk hose with elastic band tops, gray, pearl and beige, pair \$4.



Silk Hose \$1.50

Medium weight silk stockings with lisle tops and soles for extra service. Boige, nude, gray, cordovan, black and white.

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

Homespun Suitings \$1.49

All-wool homespuns, 54 inches wide, one of the most effective materials for outdoor summer dresses. The regular prices of this quality are \$2.00 and \$2.25.

Heliotrope Dandelion Periwinkle Rose Tan Gold Orchid

Among the new materials of interest are the white wools, the new tweed suitings and the polo coatings. You will find them on display now. Moderate prices.

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



Sale Extraordinary!

Sample Line of Neckwear 1-2 and Less

A sale which comprises the entire sample line of summer neckwear from one of our best-known makers.

\$2 and \$2.50 pieces, special	98c	\$4.95 and \$5.50 pieces, special	\$2.39
\$2.75 and \$3.00 pieces, special	\$1.29	\$5.95 and \$6.95 pieces, special	\$2.79
\$3.50 and \$3.95 pieces, special	\$1.69	\$7.50 and \$8.95 pieces, special	\$3.69

The group includes vestees, waistcoats, camisettes, cascades, collars, collar and cuff sets and long gilet effects. In nets, elaborately trimmed with real laces, some of them hand-embroidered and finished with real Filet and Irish laces, displaying rows of tucks and embroidered bands. Ecrus, cream and white.

Other models are fashioned of sheer organdies, linens, ratines, georgettes, voiles and cross-barred dimities. Some are embroidered in colors.

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

Sale! 300 New Blouses

Sweater and Summer Suit Blouses Offered at a Remarkable Price

\$5

Of the Highest Quality of Georgette In White, Flesh and Bisque

300 blouses that have just arrived—that have never been on display before—that evidence the latest trend of eastern fashions—at five dollars!

They are in tuck-in and overblouse designs and are exquisitely embroidered or patterned with tiny tucks.

Many are trimmed with Irish Filet and Venise laces and insertions.

They have square, round or V necks, several models have short sleeves.

In styles fanciful or semi-tailored.

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

