

FOR ADDITIONAL MEIER & FRANK NEWS FOR MONDAY FEATURING SPECIAL SALES FOR THE HOME SEE PAGE 11 OF THIS SECTION

The Store Hospitable

Often times we have been told—especially by visitors from afar: "There is an air of cheerfulness about your store."
 And we would always have it so.
 Many minds have studied and pondered and searched for the things that would best contribute to patrons' well being.
 Thus we have improved much on the first Meier & Frank store that set out so bravely in 1857.
 But we haven't improved on the ideals that made the first Meier & Frank store a gathering place for the countryside.
 Especially the ideal of success through service—a service measured not by the yard-stick of comparison but by ability to do.
 To our ideals we hold fast.



News for You! Campfire Girls

Your summer camp—"Namanu" on the Clackamas river will be open from the 15th of July to the 12th of August. The best care and attention will be given to the girls who stay at Namanu—and they'll have the most glorious of vacations. Register now at the Campfire Headquarters on the Seventh Floor.



Unceasing Is the Demand for Summer Fineries at Prices That Provide for an Entire Outfit. Here Is

Where the Extreme Is Good Taste

There are no limits of brilliance or vividness to the sports costumes. Striped like a zebra or colored like a bright marigold—it is all one and the same to a knit golf suit or a silken sweater. The Sports Shop on the Third Floor is the gathering place for all the smartest apparel designed for summer activities.

Bulletin

You will find the finest work done on the films you bring here. Every picture is printed on Velox—bringing out its finest effects. Have your best prints hand colored at 1c, 2c and 4c each.
 —Meier & Frank's: Main Floor.

Toasted and salted peanuts, the small Spanish peanuts, crisp and appetizing, will be on sale Monday for 14c the pound box. Also 1000 pounds of regular 5c Honey Almond Toffee, made of the richest ingredients, Monday special for 14c the pound box.
 —Main and Ninth Floors, Basement Balcony.

Paris or Seaside. It makes no difference where you are going—for correct information as to routes, accommodations, cost, etc., consult the Ask Mr. Foster Service. No fees.
 —Meier & Frank's: Sixth Floor.

The greater value you lay on your furs, the more they warrant care during the destructive summer months. Protected from moths, fire, dust, theft and loss, our Fur Storage Service is the logical care to give them. Furs remodeled now at the minimum cost.
 —Meier & Frank's: Fourth Floor

Apparel for the Summer Complete

For the Afternoon and Evening
Canton Crepe Dresses

\$29.50

So individually styled that they are equally appropriate for town wear and informal dinners, these Canton dresses present an exceptional buying value. Included are a few attractive taffeta frocks. Colors are brown, blue and black. Sizes 16 to 52½.

For Sports Occasions
Velvet Jackets

\$12.50

Everyone has been asking for these smart velvet jackets and only now have they arrived by express. In belted models, with long tuxedo collar effects and fully lined with finest quality silk, these jackets come in a complete line of sizes.

Frills for Summer Frocks

Paris has shown partiality—and America has followed suit—for the extremely simple summer frock whose single claim to ornamentation lies in the most exquisitely sheer flutings and pleatings that outline the neckline, cuffs and sometimes hem and pockets. The materials featured are organdie and net in both white and colors.



A new lingerie frill made on a flaring foundation of organdie with from two to eight ruffles of organdie or point d'esprit net may be fashioned into a monk collar. A touch at cuffs completes a frock. These bandings range from \$2.25 to \$4.95 the yard.

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

The Lines of Youth



If you did not possess them in your own right, you may still acquire them by the careful choice of your corset or brassiere.

Of the many youth-giving brassieres that have been displayed this season, none holds a better claim to your approval than the new De Bevoise Youthsway brassiere. Fashioned of dainty pink and white gingham, and coming in sizes 32 to 44, it works magic to a figure that has lost a trifle of its charm. Priced at \$1.

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

Jacquard and Dresden Taffeta Ribbons 79c

Regularly \$1.00 to \$2.25 Yard

5½ to 9 inches wide and the variety of colors and designs of these ribbons brings to your mind the many suggestions for their use. They lend themselves unusually well as ribbon trimmings for the wide hats of summer.

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

Embroidered Edges, Insertions, Flouncings

For infants' and children's wear—for summer underthings—three big groups.

Many soft little garments for children as well as women's underthings, may be fashioned from these flouncings of swiss, cambric and longcloth.

Group 2 presents 300 yards of swiss, cambric and longcloth edges and insertions finished with eyelet work and floral patterns, 10c yard

Group 1 presents 1000 yards of cambric edging, ¾ to 1½ inches wide, 5c yard

Group 3 presents 500 yards of swiss and cambric flouncing in imported patterns, 12 to 27 inches wide, 49c yard

Wash Laces 15c
 Attractive wash laces in plat val, imitation cluny and calais patterns in lace edgings. White and natural. 1½ to 4 inches wide.

Radium \$1.49
 300 yards of 36-inch radium in the shades of black, brown, navy, pink, turquoise, flame, white and gray.

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

Coats, Wraps and Capes

\$25 \$26.25 \$33.75 \$47.50 \$56.25

Each wrap and coat in this assortment represents an extreme reduction from its original price. Tricotines in navy and black and crepe knits and Cantons in plain and fancy models make this a notable group.

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

Attractive Wash Skirts

\$4.50 \$5.00 \$6.75

Gabardine and ratine are the favored materials for wash skirts and they are patterned along several charming new styles. While many are all white, some of them are distinguished by figured patterns.



Dress Your Feet

For the Summer Outing—No Matter What It Is

You don't want to even know that you have feet when you are touring or hiking. Regular outing boots, designed to give comfort and support, are the only thing to wear.



We are featuring women's 12-inch tan outing boots in a light weight leather or in a dark oiled, water-proof leather. All sizes and widths, at \$9 pair.

Also women's 15-inch outing boots with soft moccasin toe, priced at \$11 pair.

Men's 14-inch boots made to wear and give dependable service, priced at \$15 pair.

Women's "Stickle" Nu-brown elk shoes, 12-inch height, of a soft yet durable leather, priced \$11 pair.

Women's "Bass" flexible soled genuine Pac 12-inch boots, \$10 pair.

This same style of outing boot for men in 12-inch pattern is priced \$12.50 pair.

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

Voile Summer Blouses

Exquisitely Hand-Fashioned

The new frilled and ruffled fronts that are so demanded by the up-to-date suit make their appearance in the designing of many of these sheer voile blouses. Trimmed with Irish crochet or val and filet laces their beauty is further enhanced by the use of tiny tucks and touches of embroidery.

Prices vary, \$5 to \$17.50.

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



Glove Silk Vests \$2.29

The newest thing about women's glove silk underwear is the colors that it comes in. We have just received an assortment of glove silk vests, some of them plain, some with the French trimmed bands, and the colors are pink, orchid, naturelle and peach.

Glove Silk Bloomers \$3.29

A special assortment of salesmen's samples enables us to offer them at this exceptional price. Besides the shades of flesh and a few light colors, these bloomers come in black and brown.

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

Of Interest to Women Who Sew

Stamped Needlework 25c

An assortment of stamped needlework, including fudge aprons, dresser scarfs, children's dresses, towels, tea aprons, etc.

Luncheon Sets 95c

Stamped on linen finished Indian Head, these luncheon sets consist of a 44-inch cloth and four napkins. The designs, stamped in our own workrooms, are unusually artistic and attractive. Their former price has been \$2.00.

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

Stamped Dresses 98c

Children's dresses in sizes 4, 6 and 8 years, stamped on a good quality of Japanese crepe. The designs are effective and easily embroidered.

Pillow Cases \$1.25

An unusually lovely assortment of pillow cases stamped for applique embroidery. The designs are daintily appropriate for the boudoir and they are to be embroidered in shades of pink, blue or gold. Regularly \$2.00.

The Finest Values in Leather Bags

Usually Priced From \$5.00 to \$8.50

\$3.49

Patent Leather, Seal and Calfskin

We say the "finest" after carefully considering the selection of that word. In view of all remembered sales on women's bags of this quality, we know of no such values offered in Portland in recent years.

The styles are new and smart—for surely a leather bag can be as smart as the most distinctive frock. These bags are fresh from their wrappings and show exceptionally fine linings and fittings. Square, round, oblong and novelty shapes.

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

