

MEIER & FRANK'S NEW TELEPHONE NUMBER IS "ATWATER" 4600—CALL THIS NUMBER FOR SERVICE

Dependability

☞ You can depend on Meier & Frank's.
 ☞ You can depend on what you get at Meier & Frank's.
 ☞ This store's reputation for dependability has been built not on promise only but on performance.
 ☞ It is a great thing from the customers' viewpoint.
 ☞ Old customers trust in it implicitly—and their trust is not deceived.
 ☞ New customers quickly find it and, finding it, become lasting friends.



**Spanish Peanuts
 Pound 17c**

For tomorrow we have 3000 pounds of these finest selected small Spanish peanuts, freshly roasted and salted. We offer them in all candy sections while the quantity lasts at 17c pound box. None delivered at this price.
 —Main and Ninth Floors, Basement Balcony



There's Safety for Furs

In our modern storage vaults where the uniformly low temperature keeps furs in perfect condition.
 Restyling and repairing—at summer rates now.
 —Fourth Floor.



Bulletin

Swimming and picnic parties offer many opportunities to take good pictures. Bring your films here for the best developing. We use none but Velox papers. Prints tinted for 5c and 6c.
 —Meier & Frank's: Main Floor.

The headaches that annoy you during the brilliant summer days may be caused by some defect in your eyesight. A wise precaution is to have your eyes examined by one of our expert optometrists.
 —Meier & Frank's: Mezzanine.

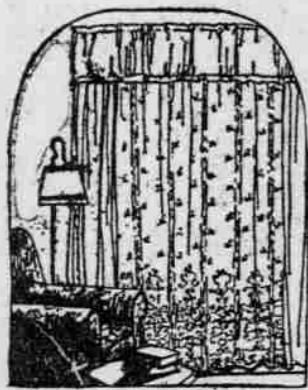
We are headquarters for Girl Reserve Uniforms. The complete Paul Jones girl reserve uniforms—middy, skirt, hat and tie—are here in a splendid assortment.
 —Meier & Frank's: Second Floor.

Summer travels demand luggage that is distinctive looking—that affords protection to your light, filmy apparel—that offers in a compact space room for everything you need. We have it.
 —Meier & Frank's: Sixth Floor.

For Tomorrow We Announce An Extraordinary Sale

Apparel of the Moment

Sheer Curtains for the Summer Home



Here Are the Materials From Which to Fashion Them

Filet Nets 33c

We are offering 1000 yards of regular 50c filet net in tones of white, cream and ecru. The patterns are exceptionally dainty and desirable and the quality of the net marks this as a splendid value.

Marquisette 27c

2000 yards of fancy bordered marquisettes, showing a good selection of designs in white, cream and ecru.

Curtains \$2.49

2000 pairs of scrim and voile curtains that regularly would be \$3.50 to \$5 the pair. Lace trimmed, several styles.

Mercerized Marquisette 53c

An assortment that includes a special lot of more than 1200 yards of good quality 50-inch mercerized marquisette in white, cream and ecru, and about 800 yards of fancy colored, figured marquisette designed for summer use.

Voiles 45c

1000 yards of white and plaid voiles that will prove unusually attractive for bedroom and summer kitchen curtains.

Cretonnes 33c

1000 yards of good weight cretonnes in a wide variety. They will do wonders to brighten beach or town homes.

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

9x12 Grass Rugs \$3.95

We have just 100 grass rugs, 9x12 and 8x10 feet, at this moderate price. The stenciled borders come in the colors of green, tan, blue and rose. Limited quantity.
 —Meier & Frank's: Seventh Floor.



Sale of Fruit Juicers

A summer convenience that every kitchen should have.

Regular 25c glass orange juicers, 20c special
 Regular 15c glass lemon juicers, 10c special

Two Demonstrations

that will prove of unusual interest to Portland housewives will be given here this week.

Waterless and Grit Soap

Two new soaps that offer unusual benefits. Featuring coconut oil as their chief ingredient, these soaps have special uses and qualities that will be demonstrated in this department. In two sizes, they are 15c and 25c the can.
 —Meier & Frank's: Basement. (Mail Orders Filled.)

Economy and Kerr Fruit Jars

An expert demonstrator will give much practical advice to persons interested in summer canning. Prices are: Economy jars, pt. \$1.25, qt. \$1.50, 1/2-gal. \$2. Kerr jars, 1/2-pt. 95c, pt. \$1, qt. \$1.20, 1/2-gal. \$1.50.
 —Meier & Frank's: Basement. (Mail Orders Filled.)

Beautify Your Summer Porch or Garden

and at the same time make it the most inviting place about your home. Take advantage of this sale of

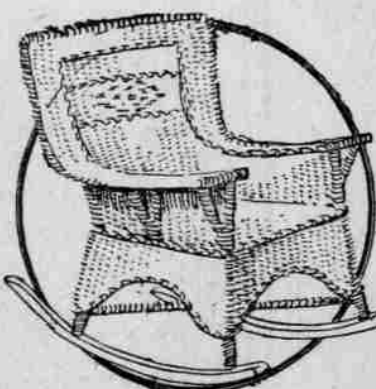
Finest Chinese Grass Furniture

Offered in a Complete Assortment

We are glad to announce the arrival of a new shipment of this splendid grass furniture from the Orient. The various pieces show splendid workmanship and beauty of line. Prices on this furniture are noticeably lower than those of a year ago—and the variety of pieces is greater than usual.

Rockers as Illustrated Priced at \$6.95

Other attractively priced pieces comprise



- Settees \$12.95
- Tables \$6.95
- \$8.95
- Rockers \$5.95
- Steamer Chairs \$9.95

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

DRESSES SUITS CAPES COATS

Seasonable—Chosen From Our Regular Summer Stocks—The Very Things You Need and Want for July Days

JUST HALF PRICE



\$75.00 Coats Now \$37.50 \$45.00 Dress Now \$22.50 \$95.00 Cape Dress Now \$47.50 \$67.50 Suit Now \$33.75

A half price sale here is always an event. The apparel offered is of the best, most strikingly attractive, and most wanted character. Discriminating buyers will find many opportunities in this sale to purchase modish apparel for early fall wear at the smallest expenditure.

Sports and Afternoon Dresses Half Price

Dresses that have heretofore sold for \$29.50 to \$98.50 will be half these prices tomorrow. Along sports lines are these of English tweed, two-piece knit dresses and one-piece crepe knit, velette and flannel dresses. Many of the afternoon dresses are charmingly fashioned of soft-hanging canton crepe.

Sports and Tailored Suits Half Price

Model suits in plain and fancy weaves for afternoon wear, novelty suits developed along the very latest lines of fashion—heretofore \$35 to \$85. We also include some striking sports suits patterned with striped flannel jackets and white skirts. An exceptionally complete variety of choice.

Coats, Capes and Wraps Half Price

Every type of coat and wrap that has been featured in summer fashions appears in this extensive assortment. Many of the capes are collared with caracul fur. Materials include canton crepe, veldyne, spongeen and tricotine. The colors are navy, black, brown, tan, rose, blue, open and gray. These have been priced \$39.50 to \$75.

Sports SUITS

\$15



Among the many different styles at this remarkably low price are full silk-lined tweed suits in all the newest shades of tan, gray, brown and rose; treilaine suits in fancy heather mixtures; lovely jersey suits in heather mixtures and plain shades—a group of suits that possess lines of exceeding smartness and representing the very best values obtainable at this price.

Model GOWNS

\$47.50



A final showing—and a greatly reduced price on 150 model gowns of striking beauty and originality of design. Filmy lace gowns for summer dinners and dancing are noticeable for their exquisite charm. Other afternoon gowns are of softly draped and hung silk. Quite as desirable but entirely different are the sports frocks shown at this price.

Hand-Fashioned Summer Voile Blouses \$7.50

Blouses that have been priced \$8.50 to \$15 prior to this sale.

Made entirely by hand, these are blouses that will appeal to the most discriminating women. Some have square necks and Tuxedo collars. Some are hand-embroidered or embellished with drawn work and hand-run tucks. Banded with Real Baby Irish and Filet laces. Sizes 36 to 44 in the collection.



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

Radium All-Overs \$1.49

The newest designs in 36-inch radium all-overs are shown in this assortment in shades of brown, navy, pink, black, white. Included at the same low price are novelty lace bands and edgings in evening and street shades, 9 to 36-inch widths.

Imitation Filet Bands

Imitation filet lace bands and edgings that are wonderfully effective when used on table runners, buffet scarves, door panels, pillows, etc. In widths varying from 11 to 18 inches, these laces are excellent values at 39c, 49c, 59c and 79c yd.

Summer Flouncings 39c

Cambrie and lawn embroidered flouncings, 12 to 17 inches wide, showing dainty patterns that suggest a use for baby garments. Some with floral and eyelet designs will make up into attractive underthings for women.

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

"Rolette"—the Smart New Silk Hose

Made popular by reason of the cool comfort they afford one, "Rolette" silk hose are in great demand. Of all-silk net with shirred garter top, these half hose have full-fashioned glove silk feet and POINTED heels. Colors are brown, seal, nude and black. Pair \$3.



Chiffon Hose
 Sheer and delicate are these chiffon hose. They are unusually well woven and come in shades of nude, fawn, rose, beige, taupe, polo, silver, grey, new suede, gun metal and black. Pair \$3.25.

Special \$2.45
 Regularly \$3.50. A splendid assortment of full-fashioned silk hose with lisle tops and soles and hand embroidered clocks. Navy, cordovan and black may be chosen.

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

Sale! Summer Needlework

Children's Dresses 1/2 Price

Exquisite, hand-embroidered dresses—models from the Art Needlework department—to be sold at just half their regular prices. Materials are voiles, gingham, dotted swiss and other summer fabrics. While the sizes range from 2 to 10 years, there is only one of most styles. Were \$2.25 to \$11.

Stamped Gowns \$1

Full length fine cambric gowns, stamped for embroidering in attractive, easy-to-make patterns. Regularly \$1.50.

New "Royal Society" Packages for Fall Are In

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

Ribbons at Half Price

Our Finest Taffeta Satins

2650 yards of ribbon, in an extensive assortment of colors which include pink, blue, old rose, coral, maize, orange, chin chin, etc., also white and black. The ribbons which if sold regularly would be double the price consist of loom ends, all perfect materials but in lengths that are broken. 1/4 to 2 1/2-in. widths.



Regularly	Width	Sale
10c yd.	No. 1	5c yd.
12 1/2c yd.	No. 1 1/2	7c yd.
15c yd.	No. 2	8c yd.
20c yd.	No. 3	10c yd.
25c yd.	No. 5	13c yd.
35c yd.	No. 7	18c yd.
45c yd.	No. 9	23c yd.
55c yd.	No. 12	28c yd.
65c yd.	No. 16	33c yd.
75c yd.	No. 22	38c yd.

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

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