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

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WE DO the best that is in us every day and there are the experience, the efficiency and the energy in the Meier & Frank organization to make that best very good.

Meier & Frank Co.

Furs Saved in our Fur Storage Vaults. Nothing enters there to harm them—moths, nor dust, nor thieves. The vaults are filling up every day—but there is yet room for the furs you wish to protect.

—Meier & Frank's: Fourth Floor.



Welcome A. I. B. Delegates

You are cordially invited to visit the Meier & Frank Store and avail freely of its many conveniences. It may interest you to view the displays of Oregon Products in our Sixth-street windows—and note the impressive figures showing the growth of various leading Oregon industries.

The Fall Silhouette As Paris Sees It

We have heard many rumors as to the lines that the fall wardrobe will follow, but not until the first complete shipment of apparel arrived could we with confidence define the new mode.

The materials—aside from the ever sought-for Tricotine and Canton—carry many such new names as Duvet de Laine, Marlene, Panvelaine, Tarquissa, Marcova and Cachemire Duvelaine. They all seem marvelously soft and velvety looking, falling into the most exquisitely draped lines.

Dresses, simple as to line, show variations in treatments of sleeves, drapings and girdles.

Hundreds of advance models in fall apparel are now on display in the Fourth Floor Apparel Salons.

Clearaway Great Outgo of Summer Goods

House Dresses

- Gingham and percale dresses—straightline and belted models in assorted checked and striped patterns. Also novelty unbleached muslin aprons attractively trimmed. Priced special at \$1.89. Overall Aprons—of black sateen effectively trimmed with applique work and crotone. Special at \$2.95.

Wash Goods, Etc.

- Gingham—regularly priced at 25c. Short lengths, 2 to 10 yards, in a wide assortment of checked and plaid patterns. 1000 yards at this special price 15c. Percale—regularly priced at 25c yard. 2000 yards of percales in small figures and striped patterns on light grounds. Special at 19c.

Clearaways

- Silk Hose \$1.29 Women's pure thread silk hose with fancy woven clocked ankles and lisle tops and feet. Colors include nude, beige, gray, polo gray, cordovan, black and white. All sizes. Children's Socks 49c Children's artificial silk and lisle mixed three-quarter socks in black and gold, brown and silver mixtures. Seconds of the 75c grade.

Children's Wear

- Organdy Dresses—dainty little frocks in pretty frilly styles—pink, sky, orchid and white. Sizes 8 to 16 years. Special at \$8.95. Khaki Breeches—regularly \$3.95. Girls' khaki breeches buttoned at knee. Well tailored. Sizes 6 to 18 years. Special at \$2.69.

Neckwear

- Collars and Collar Sets—regularly priced \$1.25 to \$4.95. Peggy, Buster Brown and Bromley styles. Linen, ratine, pique, dotted swiss and combinations. Trimmed with bias folds, edgings, 1/2 hand-embroidery. Reduced to 1/2. Vestees, Collar and Cuff Sets—regularly \$1.19 and \$1.98. Hand-embroidered linen and ratine vestees and collar and cuff sets trimmed with cluster tucks, embroidery, bindings, etc. Peggy, Bromley, Buster Brown and Tuxedo necklines. Special at 50c.

Clearaway of Summer Underthings

With plenty of warm weather ahead, patrons can buy plentifully, for they could not find better values nor lower prices.

Novelty Vests 47c, 73c, \$1.29

Were 50c to 73c, were 98c and were \$1.35 to \$2.95 respectively. The materials are nainsook, gingham, cotton crepe, cotton pongee, Venetian and soft muslin. Piped in contrasting colors, or edged with filet laces.

Step-in Drawers 47c, 73c, \$1.29

Fashioned of the same materials as the vests listed above, these are matching garments at like reductions.

Camisoles, Corset Covers 79c, \$1.22

Those at 79c were 98c to \$1.53; at \$1.22 were \$1.98. In white and delicate colors, these cotton camisoles and corset covers are trimmed with filet lace edgings and inserts or piped with gingham.

Gowns \$1.43, \$2.47

Were \$1.53 to \$2.59 and \$2.95 to \$4.95 respectively. Gowns of all colored cotton and of white with pipings in colors also machine scalloping in white.

French Underthings SAVE

Our entire stock of hand-embroidered French and Madeira imported gowns, chemises, envelope chemises, corset covers and drawers is now on sale, many half and less.

Silk Camisoles \$1.98

Were \$2.59 and \$2.95. Camisoles of trousseau crepe, flesh only, trimmed with lovely laces. Lady Fair ribbons and tiny tucks. Finished with ribbon shoulder straps.

Envelope Chemise Step-in Combinations 69c, 98c, \$1.69

Garments in lot 1 were 73c to 98c; lot 2 were \$1.23 to \$1.53; lot 3 were \$1.98 to \$2.75. Such summer fabrics as muslin, cotton crepe, gingham and batiste in white and colors. Trimmed with pipings, lace and scalloping.

Hand-Embroidered Underthings

Regular \$2.59 to \$3.59 hand-embroidered envelope chemise, made with built-up or strap shoulders, sizes 40 to 44, now \$1.98. Regular \$2.98 soft muslin envelope chemise, in flesh color, hand-embroidered, now \$1.59. Regular \$1.98 hand-embroidered corset covers in white and flesh, all sizes, now \$1.59. Regular \$1.98 hand-embroidered drawers, white only, now \$1.50.

Knit Chemise 95c

Regularly \$1.50 and \$1.75. Women's light weight cotton knit munsingwear chemise in bodice and built-up shoulder styles. Pink and white. Sizes 34 to 40.

Union Suits 59c

Children's crossbar muslin athletic union suits with hose supporter attachment. Sizes 4 to 12 years. Seconds.

Colored Pongee 75c

Regularly priced at \$1.49. About 1000 yards of colored Japanese silk pongee—copen, royal, brown, rose, green and helio. While any remains special at yard 75c.

White Skirtings \$1.35

Regularly priced at \$1.75 yard. 36-inch fiber silk sports skirtings in a variety of desirable patterns. 300 yards at yard \$1.35.

Suiting \$1.29

Regularly priced \$2.00 to \$2.50 yard. Fine all-wool homespun suitings for suits, skirts, sports clothes, etc. Colors include periwinkle, helio, rose, raspberry, gold, dandelion, delft, fawn, etc. 54 inches wide.

Book Sale

Regular \$1.75, \$2 Editions 39c

Among the titles are "Invincible Minnie," "Education of Eric Lane," "Phelena Cass," "Blinkers," "Castles of the Air," "Tall Villa," "This Marrying," "Mrs. Warden," "Reckless Puritan," "Vision House."

Boston Mints 24c

1000 pounds of old-fashioned Boston mints—thin crisp shells stuffed full of creamy mint centers. No deliveries at pound box 24c.

Pencils, Special 59c

Regularly priced \$1.00 to \$2.50. Enameled pencils in various styles and sizes.

Pencil Chains 69c

Regularly priced at \$1.25. Gold-filled and sterling pencil chains 36 inches long. 95 chains only at this special price.

Vanity Cases 59c

Regularly 75c to \$1.25. Nickel and gold-plated vanity cases fitted with coin holder, mirror and place for powder. Limited number.

Novelty Beads 98c

Regularly priced \$2.50. A wide assortment of novelty beads in attractive shapes and colorings. 200 strands at less than half regular.

Clearaway of Summer Apparel

You will find the most compelling values in the Apparel Salons now—offering you a splendid opportunity to freshen up your wardrobe. We are clearing summer stocks along the itemized lines—hence the reductions.

Coats and Capes 1-2 Price

Here are capes of all kinds that may be worn over a dress or suit for fall or slipped over your summer frock now. The coats are fashioned with wide, comfortable sleeves and along lines that will appeal to all women who admire beauty combined with style. The materials are gerona, twill, tricotine, veldyne, krepe knit, Canton. Navy, black, brown, beaver, rose, copen, tan, gray.

- Regularly \$45—now \$22.50 Regularly \$55—now \$27.50 Regularly \$65—now \$32.50 Regularly \$75—now \$37.50 Regularly \$85—now \$42.50 Regularly \$95—now \$47.50

Summer Suits 1-2 Price

There are but 100 in the entire assortment, therefore we urge early selection. The materials are fine navy, tricotine, sponge, trrelaine, imported tweeds and twills. The most distinctive tailored styles are shown in this group. Many of these suits are fashioned on the long, slender lines that mark the favored mode of the season.

- Reg. \$39.50-\$45.00—now \$19.50 Regularly \$49.50—now \$24.75 Regularly \$65.00—now \$32.50 Regularly \$87.50—now \$43.75

Sheer Frocks Of Delicate Summer Fabrics \$9.85

Organdies, tissue gingham and Swisses in all the lovely tones of rose, pink, orchid, scarlet, blue and forest brown, fashioned along lines of simplicity and smartness at this special price.

Smart Suits Limited Number at \$25

Only fifty of them—but the forty women who purchase them will be the fortunate possessors of one of the season's finest values. Of navy tricotine, many are tailored with the long revers, long pockets, one-button links and narrow belts.

Clearaway of Summer Millinery

presents a limited number of splendid models at prices that suggest early shopping.

All-White Hats \$3.99

Just thirty of them, fashioned of silk, georgette and hair braid, regularly \$5.00—now \$3.99.

Summer Sailors

These hats are divided into two groups and number 148 in all. Formerly \$5.00 to \$8.50—now \$2. Formerly \$8.75 to \$16.50, including Knox, Vogue and other fine sailors, now \$4.

Sports Felt Hats 1/2

A limited number of sports felt hats in white, orchid, sand and copen, formerly \$10 to \$20—now \$5 to \$10.

Summer Straws

A clearance of 95 attractive hats. Those that were \$6.50 and more are now \$2.99. Those that were \$15 and more are now \$4.99.

Novelty Blouses 1-4 and More Off

Selected from our regular stocks, these blouses are unusual in both design and color, featuring the bright sports shades such as Dandelion, Jade, Poppy, Canna and Citron. The embroidery and trimming are distinctive and of striking beauty.

Materials are crepe de chine, Canton crepe, georgette crepe and novelty sports silks. Regular prices were from \$10 to \$58—sale prices \$6.50 to \$42.35.

Great Values in Sporting Goods Store

These and other requisites to catch the interest of all outdoor lovers—greatly reduced.

Clearaway of Outing Goods

- Folding Steel Spring Auto Beds, very compact \$10.98 Iron Camp Stools, carpet top 85c Folding Army Cots, extra special \$2.49 Camping Tables, planned to fold up compactly \$3.69 Folding Camp Stools, with back and reinforced legs 95c Nested Buckets, riveted balls, the kind that won't melt off, three sizes \$1.69, \$1.39 and 79c

Clearaway of Women's Outing Apparel

- Women's Khaki Suits, carefully cut and finished \$5.25 Women's Wool Two-Piece Suits, large sizes only, regularly \$20—now \$12.50 Women's Khaki Breeches, lace or button knee style \$2.25 Women's Fancy Top Wool Hose, with feet, special \$1.45 Women's Khaki Coats to match, special \$3.75 Women's Khaki Hats, featured at 69c

Clearaway of Baseball Goods

- Reach Baseballs, regulation size and weight, rubber center, were \$1.50—now 98c Reach Baseball Mitts, were \$4.00, of horse hide, strongly bound \$2.98 \$2.00 Catchers' Mitts, now \$1.39 \$1.25 Catchers' Mitts, now 85c \$1.00 Catchers' Mitts, now 69c Fielders' Gloves, brown and tan leather, were \$2.00, now \$1.39 \$1.75 Fielders' Gloves, now \$1.19 \$1.50 Fielders' Gloves, now 98c

Clearaway of Women's White Shoes

All the desirable summer styles—five splendid groups.

Pumps and Oxfords

Regular \$5.50 to \$8.50 white reigncloth oxfords with low, military and cuban heels. Also some reigncloth oxfords with patent trimmings and a few styles in one-strap pumps with baby Louis or French heels. Broken sizes in some of these styles. \$4.85

Pumps and Oxfords

Regular \$4.00 to \$6.50 values. Short lines, broken and discontinued lines of summer footwear. Of white canvas, some with leather trimmings. Some soled. Sizes 2 1/2 to 8. No phone or mail orders—no approvals—no fittings. \$1.00

White Shoes

Were \$7 to \$9.50. White kid one-strap pumps, white reigncloth one-strap pumps, some patent trimmed pumps, reigncloth oxfords. A few Cousins white kid and canvas oxfords. \$6.35

White Shoes

Were \$10 to \$11. White kid one and two-strap pumps with baby Louis, French and Cuban heels. White kid oxfords with Cuban heels. White buckskin one-strap sports pumps. \$8.95

White Shoes

Were \$12 to \$15. White kid one and two-strap pumps, white kid oxfords with Cuban heels and white kid pumps with Spanish heels. \$9.85