

"The Street Called Straight," by the Author of the Inner Shrine, Now on Sale in Book Store, the Basement, at \$1.35

Every New Fashion Shown in Butterick Patterns, First Floor Cooking School and Talks on Acorn Ranges, 2:30 Tomorrow

THE MEIER & FRANK STORE, ESTABLISHED 1857

WEATHER REPORT

Fair Tomorrow

The MEIER & FRANK STORE, 5th, 6th, Morrison, Alder

# Men, Here's the Great Surprise We've Promised! A Mighty Purchase of 412 Famous Society Brand Suits \$20 to \$35 Men's Suits

See Morrison Street Window



WE believe this is the first store in America that has had the opportunity to offer celebrated Society Brand Clothes at such a price, right at the beginning of the season!

Society Brand Clothes are recognized the world over as the smartest and most finely tailored clothes made for young men and men who stay young. Every man who ever picked up a Saturday Evening Post knows "Society" brand.

The chance came to buy these famous Society Brand Suits when our clothing chief was in Chicago two weeks ago, on his way east. He secured exactly 412 suits at an average worth of \$28 and above.

- 85 are \$20 Society Brand Suits
- 113 are \$25 Society Brand Suits
- 51 are \$28 Society Brand Suits
- 117 are \$30 Society Brand Suits
- 45 are \$35 Society Brand Suits

On over half of them \$16.75—our sale price—is less than the original wholesale cost—think of it! Every smart, new style, coloring and fabric of the season. Every suit bears the famous "Society Brand" label.

With Alfred Decker & Cohn, makers of Society Brand Clothes, this is the end of the wholesale season—with us, it's just the beginning! So we secured their surplus at a price which makes this sensational sale possible. The entire purchase, without reserve, goes on sale at 8 o'clock tomorrow morning, continuing Saturday and possibly Monday, if there are enough left. You can't come too early!



See Two Big Morrison Street Windows

Sale on Third Floor

## Exclusive "Society" Models Rich Fabrics and Colorings 'XTRA! 300 of Our Own Regular \$20.00 Suits Go in This Extraordinary Sale

The Suits in this great purchase include the season's smartest Summer, 1912, models, designed exclusively by the makers of Society Brand Clothes. The two and three-button English, semi-English and Americanized models, with naturally shaped shoulders, soft rolling lapels, high-cut vests, and some with slight turn-back cuffs on coats and trousers. Also jaunty Norfolk Suits. In addition, Society Brand Clothes have 25 unique, practical features, such as special pockets, perspiration shields at armpits to protect lining, separate belt to match trousers, etc. Names of the models:

- Master Ritz-Carlton Portland
- Pall Faust Briton
- Scent Camp Bronx
- Monarch Poole Row

Every handsome pure wool fabric, new coloring and pattern of the season here to choose from in this great sale of Society Brand Suits at \$16.75!

Beautiful pure wool worsteds, finest unfinished worsteds and chevots from the west coast of England, vinunas, hand loom homespuns, tweeds, basket weaves.

Wonderful colorings never before shown in Portland. New peacock blues, plum shades, cayenne pepper, browns, coulee browns, purple tones, Cambridge and Oxford grays, elephant grays, pin stripes, pencil stripes, silk woven stripes, natty black and white checks, over plaids, mottled colorings. The Norfolk suits are in light gray homespuns and tweeds.

Every suit is hand tailored the "Society Brand" way, with hand felled, pre-shrunk collars, hand turned edges, hand worked buttonholes, and hand made unbreakable fronts of Aberdeen canvas. Linings of mohair and pure silk.

Besides the 412 specially bought Society Brand Suits, we include over 300 from our own regular \$20 line.

These bear Adler-Rochester, A. B. Kirschbaum and other well known labels. All new colorings. All wool and hand tailored.

These are being added to complete the range of sizes, so we have young men's sizes from 33 to 42, and sizes 35 to 42 for men, in regulars, stouts, short stouts, long stouts, slims and extra sizes, 44 to 50.

## The Great 1164th Friday Surprise and Our 55th Anniversary Sales--Other Stirring News!

FOR 1164TH SURPRISE AND ANNIVERSARY SALE  
**\$1.25-\$1.50 Gloves at 98c**

YOU'LL wonder that we offer such splendid quality Gloves at such a low price as this! One and two clasp Chamois Gloves in white and natural shade. Also a splendid assortment of pique sewn glaze kid Gloves in black, white and various colors. They're positively \$1.25 and \$1.50 grades—for the 1164th Surprise tomorrow at **98c**

**Women's 75c, 85c and \$1.00 Handkerchiefs, Friday, 39c**

Seldom, indeed, do you find such an offering as this—the daintiest of pure linen Kerchiefs with French embroidery corners and a good variety of initials. They're worth positively 75c, 85c and \$1. Specialized for the 1164th Friday Surprise Sale tomorrow at only, each, **39c**

FOR 1164TH SURPRISE AND ANNIVERSARY SALE  
**Real Hand-Crochet Bags, 93c**

HARDLY seems possible that real, hand-crochet Hand Bags can be purchased at such a low price as this—but examine them tomorrow and you'll be convinced that what we claim is true.

"They're a New York purchase," our buyer said. Colonies of foreign women there make their livelihood by crocheting just such articles as the Hand-bags we special tomorrow.

Just as pictured here in the new drawstring style with white poplin lining. Ideal for use with summer suits and lingerie frocks. Special for the Friday Surprise Sale tomorrow at only **93c**

MEIER & FRANK'S 1164TH SURPRISE  
**\$1.50 and \$1.75 House Frocks Tomorrow, 95c**

A HALF a dozen is none too many for any housewife to have, of these splendid House Dresses. So easy to slip into and always neat and trim. And they launder beautifully!

Of percales and lawns with round collar and tie, square necks with side and front fastening finished with plain bands and buttons. Sleeves also finished with bands or pipings. Skirts with straight backs or inverted backs.

Light and medium dark colors. Pin stripes, small checks and pretty figures. They're just as neat and becoming as can be. Special tomorrow for the Surprise at **95c**

Voting in Scholarship Contest to 3 P. M. Wednesday

THE VOTES FOR WOMEN.		THE VOTES FOR MEN.	
Miss A. G. Crossley, 1053	1219475	Joe Hallock, 40 N. 20th	1232275
Vaughn st.	1219475	Fred Fritch, 830 2d st.	812375
Eva L. Gentry, 6432 56th av.	872800	Clifford Thomas, Col. Un.	798970
Georgia Floegstra, 669 Ford	672350	Lowell Bradford, Wash. Hl.	785275
Evelyn Regal, Allen Prep.	490485	Fred J. Barber, Wash. H. S.	646575
Hattie Smuckler, 215 E. 86th	465525	Edw. Schweitzer, B-W. B. C.	644550
Edhel O'Brien, St. Mary's Ac.	428170	L. T. O'Brien, U. of O.	635900
Corra Haley, St. Mary's Ac.	420000		
Edna Metcalf, Reed College.	410500		
Edith Rogers, 646 White av.	335675		
Helen Clark, Grants Pass	276575		
Mauda Losey, Jeff. H. S.	271575		
Eva Johnson, 671 E. Ash	243150		
Florin M. Linklater, R. F. C.	227050		
Mary C. Davies, Wash. H. S.	221750		

MEIER & FRANK'S 1164TH FRIDAY SURPRISE AND ANNIVERSARY SALE

**More New \$25, \$30 and \$35.00 Suits at \$15.85**

ANOTHER splendid purchase and sale of women's Tailored Suits—hundreds of modish, new summer garments that reached us just in time for the Friday Surprise tomorrow! Not one in the entire group worth less than \$25 and many of them as high as \$35.

The ever popular mannish tailored suits in smart tweeds, serges, whipcords and mixtures. Others with jaunty Norfolk jackets and belt—also the clever semi-box styles with straight front coats and side fastenings.

Tans, greys and navy, with lines, stripes of brown, white and black. Also leather shades and light grey homespuns. Try to come early for first choice tomorrow of these **\$15.85** \$25, \$30 and \$35 Suits, each at

**Sale Lingerie Waists, \$1.18!**

ALWAYS cool and comfortable for summer wear—and so pretty and attractive as well! \$1.18 is the special on these dainty Lingerie Waists for the Surprise tomorrow. Neatly made of fine mulls and lawns. Tailored styles, with rows of small and medium tucks—fancy styles with medallion and lace trimmings. High and low necks, and short sleeves. All sizes for women and misses. Lingerie Waists specially priced for tomorrow at the low figure **\$1.18**

FOR 1164TH SURPRISE AND ANNIVERSARY SALE  
**Trimmed Hats, 1/2 Price**

MANY pretty midsummer models—shown for the first time—are included in this lot at half price tomorrow. Even at the regular prices of \$6.50 to \$20, materials and trimmings are far better than ordinarily found.

Of milans, hems and fancy straws with prettily arranged trimmings of flowers, laces, ribbons and fancy feathers. Regularly you'd pay \$6.50 to \$20 for them. Tomorrow for **1/2 Price**

**FANCY FEATHERS AND OSTRICH, 1/4 OFF**

This includes our entire stock of fancy Feathers and fancy Ostrich—so favored for the trimming of summer millinery. Regularly \$1.00 to \$1.50, tomorrow at, choice, **1/4 Off**

**\$3.50 UNTRIMMED SHAPES, 95c**

Smart, new styles, summer shapes in milans, tagals, peanuts and chips. Black, white and burnt. Some colors \$1.75 to \$3.50 un-trimmed Hats tomorrow at only, each, **95c**

Hat Braids by the bolt at **29c**.

FOR 1164TH SURPRISE AND ANNIVERSARY SALE  
**\$1.50 Bordered Pongees, 98c**

ONE of the most favored of fabrics for summer—these lovely bordered Pongees. The plain weaves finished with deep borders in pretty designs and colorings.

Popular for Summer Dresses, Waists, Neglige and Dainty House Frocks

Every imaginable new shade included in the lot. Blues, greens, tan, helio, natural with colored borders, etc. Don't fail to see the Fifth street window display tomorrow. It tells the story fully. Handsome \$1.50 Bordered Pongees for the Surprise tomorrow at the low price, per yard, only **98c**

FOR 1164TH SURPRISE AND ANNIVERSARY SALE  
**Garden Hose and Lawn Mowers**

THE lawn and garden can't be kept in perfect condition without a Lawn Mower and Garden Hose. These splendid specials in the Big Basement Store tomorrow.

**\$5.25 Lawn Mowers \$4.19**

The famous Reliance Mowers, sold here only in Portland. 12 inch size, with 4 blades, ball bearings—strong and durable. Regular \$5.25 Mowers, tomorrow, **\$4.19**

**\$4 Reliance Lawn Mowers**—14-inch size, with 3 blades. Plain bearings, though a splendid make. Surprise tomorrow at **\$3.19**

**\$5.75 Garden Hose \$4.49**

Good grade 5 ply black rubber Garden Hose, 1/2 inch size. Full 50 feet long. Complete with nozzle. Sold regularly at \$5.75. Special Friday only, at **\$4.49**

**\$7 Garden Hose**—Of black rubber, 50-foot length, 3/4-inch size. Complete, with nozzle, at **\$6.69**.

**Butter Surprise, 2 lbs. 56c**

AK for Clover Leaf Butter tomorrow—it's delicious. Always fresh, sweet and wholesome. For the Surprise, 2 pounds **56c**.

Grizzly Bluff Butter, 2 lbs. 56c.  
Butterfat Butter, 2 lbs. 56c.  
Special Coffee, pound at 25c.  
2-K Coffee, pound at 27c.  
Tea Room Blend Coffee, 25c.  
Tolly's Green Label Tea, 1 lb., 56c.  
Tolly's Sunflower Tea, 1 lb. 63c.  
Victory Japan Tea, 1 lb. 29c.  
English Breakfast Tea, 1 lb. 29c.

Mecca Brand Raisins, 4 pgs., 25c.  
Imported Sardines, 3 cans, 25c.  
Tobacco Milk, 4 cans at 25c.  
Meierfrank Coffee, 1 lb cans, 25c.  
Libby's Catsup, large bottle, 19c.  
Ripe Olives, large cans, 19c.  
Ripe Olives, 3 cans at 25c.  
Pure Food Grocery—Basement

Sole Portland Agents for  
John S. Brown Lin-  
eum, mending Underwear,  
Williamette Sewing  
Machines,  
Acorn Stoves and  
Ranges,  
Fulton & Whitney  
Go-Carts,  
Gustave Stickley  
Original Craftsman  
Furniture.



Sole Portland Agents for  
Consin's Shoes,  
Ferris's Gloves,  
Aize Guaranteed  
Kositzky,  
Gotham Shirts and  
Underwear,  
Madame Irene Cor-  
sets,  
Toppo Petticoats,  
Sampson Clothes for  
Boys.

MEIER & FRANK'S 1164TH SURPRISE SALE  
**Men's 25c Hose, 15c**

IT'S a special that should bring scores of men to The Men's Store, just inside the Morrison street entrance tomorrow. Splendid, well wearing 25c grades of plain colored mercerized Hose. All with reinforced heels and toes. Black and all colors. Men's 25c Hose tomorrow **15c**

—Just Inside Morrison St. Entrance.