

CONSTRUCTIVE AIM OF CHAMBER WILL NOW BE CONTINUED

Business Economy to Be the
Watchword, Says O. M.
Clark, New President.

PERSONAL AID IS ASKED

Policy of Centering Energies on Few
Problems, Such as Shipping, Advocated by Mr. Clark.

That the policy of the Chamber of Commerce heretofore has been to be constructive as before, but based upon the first principles of business economy of administration, is the announcement of O. M. Clark, new president of the institution, who has sent the membership a letter covering his ideas and hopes.

The president makes an appeal for more personal work by the member of the chamber, thus allowing economies in administration which is now looked after by the paid staff. He says in his letter:

Recently I was honored by your representative body, the board of directors, when elected president of this organization. While I am very grateful for the honor conferred on me, I have a keen appreciation of the responsibilities—the complex problems confronting this organization.

That the Chamber of Commerce was over built there is no doubt.

To Center Energies.

While economy and retrenchment will be the policy, we will endeavor to temper that policy with good judgment, bearing in mind the aims, objects and functions of this organization.

It seems advisable to center our energy behind a few—very few—large and important activities, such as the recently announced shipping program of the trade and commerce bureau.

It is my opinion that the future development of this city—industrial and commercial—depends upon the establishment of transportation lines to the world's markets for our grain, flour, lumber, fish, fruit and other products. The transportation need is our greatest need, and is of vital importance to our whole trade territory, not Oregon alone, but all that vast territory which can be served by this city and through this city.

Big Duties Ahead.

The Chamber of Commerce has a great responsibility, and your thought and energy, as well as mine, are needed to carry out what we are all agreed is most needed, the solution of the shipping problem. "The salvation and preservation of this city," as one of our prominent bankers recently put it.

Organization problems, financial and pertaining to sundry important activities, need your thought, and I ask for your hearty support and cooperation. Inasmuch as it is imperative that fixed operating charges be reduced, it naturally follows that if the community work is to be well done, there must be a greater civic spirit and more voluntary workers.

The business pendulum is bound to swing to the other side in general business soon, and some of our concerns are now enjoying the largest business in their history.

See Big Business Revival.

As soon as water transportation (more tonnage) is available, there is certain to be a revival of prosperity, our lumber mills, and that, of course, will tend to spread prosperity to other lines of business. Portland, I believe, will, I hope, be in a generally busy and prosperous state.

See the means by which we do not lose sight of the fact that your Chamber of Commerce is organized to promote the industrial and commercial advancement of this city, most favorably located, bound to be the leading city of the Pacific north-west.

Only by your loyalty and hearty cooperation can the desired results be obtained.

In closing, I appeal to you that you take a sincere interest and active participation in the work of this organization. I will deeply appreciate your loyalty and support, but the appeal is not made in my own behalf, but in behalf of the organization and the city's best interests.

Publicity Bringing Tourists to Denver

Porters at Union Station Have Been
Made Encyclopedias of Information
About City; Others to Be Trained.

Tourist travel to Denver has been 100 per cent greater this year than last, and complete publicity is the reason, says the Christian Science Monitor in an article from which the following paragraphs are taken:

Every porter is being turned into a walking encyclopedia of information concerning the city. When a woman is seen sitting in the station surrounded by her hand baggage and evidently timid about stirring around, the red cap has orders to find out how long she has to wait in Denver and to inform her that there are certain trips she can very readily take before her train goes.

In this way it is believed that thousands of persons, in the course of a year, will be given an idea of Denver which they would not get otherwise. They will want to come back and see more of the town. The same course in education will be given the restaurant and check room employees and fast everybody who is brought in contact with the travel that surges through the Union station.

Everybody about the station will be a personal bureau of information and will be expected to seize any opportunity of making travelers better acquainted with Denver. Talks on this sort of efficiency will be given for the benefit of the station employees from time to time and it is expected that much good will result.

Not only has actual travel increased during the first 10 days of the tourist season but thousands of inquiries are being answered every week at the headquarters of the Denver tourist bureau. These inquiries are coming in as a result of the advertising campaign carried on in the east during the early spring.

Cleanliness Wins Prize.

Bellefontaine, Ohio, Aug. 12.—Because he kept his face and hands clean, helped to milk the cows, feed the hogs; carried in the coal and wood and did numerous other things to show that he is a good boy to have around the house, Robert A. Cox, of Richland township, Logan county, was declared winner in the home credits contest of 600 pupils, staged by the county board of education.

He received a total of 9776 credit marks. His brother was off on his trail with 9667 credits.

Soda Fountain

On Mezzanine Floor
—Pure ice cream and iced drinks, fresh sandwiches, cake and pastry, daily, 9 to 6. Easy of access, conveniently located. Best service in town.
—Mezzanine Floor, Fifth Street

'Delineator'

Ready for Subscribers
—Interesting September number. Call for it. Butterick September advance patterns are in. Fall "Butterick Fashions" 25c, and any 10c or 15c pattern free. —2d Floor, 5th St.

Sports Sets

Priced \$1.75 to \$2.50
—NEW! Wool amora cap and scarf sets in shades of old rose, canary, emerald, Copen, black and white and all white. Fringed ends. Ideal for motoring.
—Neckwear Shop, Main Floor

Meier & Frank Co.
Established 1867
THE QUALITY STORE OF PORTLAND
10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th, 21st, 22nd, 23rd, 24th, 25th, 26th, 27th, 28th, 29th, 30th, 31st, 32nd, 33rd, 34th, 35th, 36th, 37th, 38th, 39th, 40th, 41st, 42nd, 43rd, 44th, 45th, 46th, 47th, 48th, 49th, 50th, 51st, 52nd, 53rd, 54th, 55th, 56th, 57th, 58th, 59th, 60th, 61st, 62nd, 63rd, 64th, 65th, 66th, 67th, 68th, 69th, 70th, 71st, 72nd, 73rd, 74th, 75th, 76th, 77th, 78th, 79th, 80th, 81st, 82nd, 83rd, 84th, 85th, 86th, 87th, 88th, 89th, 90th, 91st, 92nd, 93rd, 94th, 95th, 96th, 97th, 98th, 99th, 100th

ANNOUNCEMENT
Midsummer Automobile Exhibit
By Portland Automobile Dealers Will Be Held in
Meier & Frank's Aug. 21-26, Inc.

Beauty Shop

Hairdressing, Etc.
—Our facilities are unequalled. Large, airy, perfectly equipped beauty shop, offering every newest idea for making milady beautiful and comfortable.
—Fifth Floor, Fifth Street

It's Part of the Established Sunday Order to Read This Page of News

New Fall Hats Are Here

—and a varied gathering they make! Some are very small and simple, with just a tailored band—ideal for the trotter suit and every-day service. Others show touches of marabou or coarse stichery, or have the brims slashed and irregular to add a note of newness to their make-up. A visit to our salon tomorrow will prove of unusual interest and charm.

—Such houses as Vogue, Phipps, Gage, Burgess and Cupid are represented in this superb assortment of all that is new and good, and the prices are most moderate, ranging from

\$2.50 to \$25
—Millinery Shop, Fourth Floor

Dainty White Goods Reduced

—Choose tomorrow from our splendid new stocks at these very special price concessions. All are this summer's finest qualities in the most desirable effects.

\$1.25 Embroidered Voiles, 98c
yard for

—Loveliest of new patterns and in a very large assortment. Checks, dotted, striped and figured effects to select from. 36 inches wide. Ideal for frocks.

\$1.00 Embroidered Voiles, 75c
yard for

—All excellent patterns, especially suited for frocks, children's dresses and blouses. 36 inches wide. Our regular \$1 grade, yard 75c.

—White Goods Shop, Second Floor



White Sports Oxfords

—Your opportunity, madam, to buy white Sports Oxfords of highest quality at worth-while savings. Canvas or Nubuck, with white rubber or white ivory leather soles—in all sizes—at these reductions, for THREE DAYS ONLY:

\$4.00 grade at \$2.79 \$3.00 grade at \$1.95 \$2.00 grade at \$1.45

\$3.50 grade at \$2.45 \$2.50 grade at \$1.79 —Shoe Shop, 3d Floor

Heavy Flannelette Bathrobes \$1.59
—Bathrobes that are splendidly adapted to use at the beach or in the mountains—just warm enough for the chilly summer nights!
—Of good grade heavy flannelette; there are many pretty colors and designs to choose from. Becoming shades of Copen, lavender, brown and red. Well made, with collar and cuffs trimmed with satin ribbon. Special tomorrow at \$1.59. —Third Floor, Sixth St.

Turkish Towels 1/2

Slightly Imperfect — Regularly 50c to \$1.50

Monday Only at 25c to 75c

—A new shipment just received from one of the country's foremost manufacturers of Turkish towels. A previous big consignment from the same famous maker was snapped up eagerly by our patrons. This new lot will go as fast. They are not the ordinary run of towels, but fancy effects in Jacquard patterns, plaids, stripes, checks and plain colors in unusual shades, like gold, lavender, greens, blues, pinks and red. The sizes vary as greatly as the styles—from the largest bath towel to the popular guest room size.

—So slight are the imperfections in these towels that in most cases they are scarcely noticeable—a spot that you can launder out, a dropped stitch and such small imperfections have caused them to be marked "seconds" by the factory. Tomorrow at half price.

—Linen Shop, Second Floor

Sale Screen Doors, Windows

—All doors complete with spring, hinges, hooks and pull. Measure windows and doors before ordering.

Plain Screen Doors.
2-6x6-6, special 97c 2-10x6-10 now \$1.07
2-8x8-8, special 98c 3-0x7-0, now \$1.17

Fancy Screen Doors.
2-6x6-6, now \$1.48 2-10x6-10 now \$1.56
2-8x8-8, now \$1.49 3-0x7-0, now \$1.71

Window Screens Reduced.
25c, 12x33, now 19c 35c, 24x33, now 28c
25c, 15x33, now 20c 40c, 24x41, now 32c
30c, 18x33, now 24c 50c, 30x41, now 38c
40c, 18x45, now 31c 50c, 30x45, now 39c

—Basement, Fifth Street

A Sensationally Big Sale of Midsummer Tub Dresses

OUR entire new stocks of charmingly cool and pretty midsummer dresses are included in this sale at amazing underprices. Sizes for women and misses and styles that are the newest and smartest for midsummer wear.

—Voiles, batistes, llnens, crepes—in fact, all the desirable summer fabrics are included—with sizes ranging from misses' 16 to women's 34. And all at these reductions—by far the biggest dress values of the season. Be here early tomorrow for first choice.

\$8.50 TO \$15.00 DRESSES AT \$5.00
\$16.50 TO \$25.00 DRESSES AT \$10.00

Final Clearaway Women's New Fancy Tailored Suits

—All our fancy tailored suits included. Serges, poplins, gabardines, taffetas, Jerseys, tweeds and mixtures—on latest midsummer and early fall models. Suits that will give you months of service.

\$20.00 TO \$35.00 FANCY SUITS AT \$10.00

\$37.50 TO \$57.50 FANCY SUITS AT \$20.00

—Apparel Shop, Fourth Floor

For Busy Business Men Detective and Mystery Books 60c

The Blue Lights, Arnold Fredericks.
Through the Wall, Cleveland Moffett.
Under Cover, Roi Cooper Megrue.
The Mayor's Wife, Anna Katherine Green.
The Man in Lower Ten, Mary Roberts Rinehart.
The Third Degree, Klein & Hornblow.
The Amazing Adventures of Letitia Carberry, Mary Roberts Rinehart.
Average Jones, Samuel Hopkins Adams.
The Bishop's Emeralds, Houghton Townley.
The Black Bag, Louis Joseph Vance.
The Black Box, E. Phillips Oppenheim.
The Blue Wall, Richard Washburn Child.
The Circular Staircase, Mary Roberts Rinehart.
The Daughter of Anderson Crow, George Barr McCutcheon.
—Bookshop, Basement Balcony

Boudoir Sets
CAP 25c SACQUE 65c
—Fine silk-finished batiste cap and sacque, all made, stamped for embroidering in dainty designs to be worked in effective pastel shades. Prettily trimmed with lace and insertion. In Art Needlework Shop.
—Second Floor.

Georgianna
CREPE—Newest overdraped and blouse fabric—Just in. Black, white, flesh, pink, gold and many different shades of blue. Lends itself charmingly to draping or for blouses. Yard \$2.50.
25c-50c New Shadow Laces, Priced, yard 19c
—500 yards newest patterns in silk and cotton shadow laces—and bands, 5 to 9 inches wide.
75c-1.00 40-inch Flouncing, Yard 49c
—Very lovely floral and eyelet patterns on voile and organdie. 500 yards to be sold at this reduced price tomorrow. Five yards make a frock.
—Lace and Embroidery Shop, Main Floor

New Fall Arrivals in Wash Goods
SATIN-STRIPED POPLIN
—A silk and cotton fabric, in white and dainty shades of pink, sky blue, old rose and yellow. 36 inches wide. Launderers beautifully. Yard \$1.25.
FIGURED POPLIN
—Lovely floral and Dresden designs, cotton, tan, white and rose, on tinted grounds. Very lovely effects. Silk and cotton. 36 inches wide. Yard \$1.25.
ROMAN STRIPED POPLIN
—Very striking color combinations. In effective Roman stripes. Silk and cotton, 36-inch poplin, particularly suited for autumn wear. Yard \$1.50.
STRIPED VOILE
—White background with corded stripes in orange, lavender, blue, pink, green, black; satin stripe, white with rose and all white. 36 inches wide. Yard 39c.
IMPORTED VOILE
—A very large selection of colorings. Patterns in block checks, plaids and lovely floral designs. 36 inches wide. Will launder splendidly. Yard 75c.
—Wash Goods Shop, Second Floor

Manhattan Shirt Sale
—Our entire great new stock of "Manhattan," except full dress shirts, at these underprices. All new styles and patterns.
\$1.50 Manhattan Shirts now at \$1.15
\$2.00 Manhattan Shirts now at \$1.55
\$2.50-\$3 Manhattan Shirts now \$1.95
\$3.50-\$4 Manhattan Shirts now \$2.85
\$5 and \$6 Manhattan Shirts now \$3.85

Manhattan Union Suits
\$1.00 Suits \$1.50 Suits \$2.50 to \$3 for .85c for \$1.15 Suit \$1.95
\$1.25 Suits \$2.00 Suits \$4.00 Suits for \$1.05 for \$1.55 for \$2.85

Entire Stock (Including 'Knox') \$3-\$4 Sennet Straw Hats
—Men's Furnishings Shop, Main Floor

These Silk Sweater Coats Only \$5.95
—New—and very smart! Made of a fine quality of Italian silk. They are in the new solid tones of green, gold, Copen, rose and pink. Shown in three attractive styles, one with corded waistline, another with collar and deep band of white, and a third with band of self-color. An unusually fortunate purchase enables us to offer them tomorrow for only \$5.95.
—Sweater Shop, Third Floor

Kerchiefs
50c AND 65c VALUES HERE TOMORROW FOR 39c
—Women's pure linen handkerchiefs, all with initials. Three separate style initials to select from—long, fancy or script—all hand-embroidered. Wide or narrow hems and beautifully hemstitched. These are exceptionally dainty handkerchiefs of a sensible size and weight.
50c and 65c Qualities on Sale Tomorrow Only 39c
—Main Floor

Curtains
Sale of New Style Dutch Curtains
—Headed at the top, ready to hang. They enable you to drape the window without shutting out the light.
\$2.60 Values for \$1.95
\$3.00 Values for \$2.50
\$3.30 Values for \$2.65
\$1.25 Nottingham Lace 98c
Curtains reduced to pair \$2.50-\$3.25 Nottingham Lace Curtains, pr. \$1.85
—Seventh Floor

Need a Trunk? Why Not The Neverbreak at \$15.00?
—Guaranteed Five Years—Registered Against Loss
—Made of tough, vulcanized fiber, over three-ply veneer basswood, reinforced with steel.
—Removable garment rack, that may be lifted out "bodily" and hung in a closet, and draw-string laundry bag and six hangers.
—Fits a steamer berth perfectly and holds sufficient clothing for any trip. Not necessary to pack tightly.
—A nationally known and used trunk—the "Neverbreak" priced at only \$15.
Luggage Initialed Free Upon Request
—Luggage Shop, Basement

Our Great August Furniture Sale
continues tomorrow. Hundreds of pieces of Meier & Frank highest standard furniture go in this annual event at prices much below regular. Every section of our immense new stocks is represented in this great sale. We call your especial attention to the many splendid pieces in Fiber-Rush that go on sale tomorrow at big savings to you. Fiber-Rush remains tough and strong during many years of usage, never becoming hard or brittle. It takes a hard, smooth finish and beautiful color. Is not affected by moisture, extreme heat or cold—and, best of all, it fits in admirably with any color or furnishing plan and is suitable for use in all kinds of homes.

Brown Fiber Rucker or Chair, like illustration. Upholstered in art tapestry. Specially priced in this sale at

\$7.75 \$1.49 \$7.89

Round English Breakfast Table, wax finish, as illustrated. With top 36 inches in diameter. When closed measures only 9 1/2 inches. A new shipment just received, specially priced at

\$4.98 \$4.95

Easy Payments
Arranged If Desired.
—Furniture Shop, Eighth Floor

Need a Trunk? Why Not The Neverbreak at \$15.00?
—Guaranteed Five Years—Registered Against Loss
—Made of tough, vulcanized fiber, over three-ply veneer basswood, reinforced with steel.
—Removable garment rack, that may be lifted out "bodily" and hung in a closet, and draw-string laundry bag and six hangers.
—Fits a steamer berth perfectly and holds sufficient clothing for any trip. Not necessary to pack tightly.
—A nationally known and used trunk—the "Neverbreak" priced at only \$15.
Luggage Initialed Free Upon Request
—Luggage Shop, Basement