

FANCY WRAPPINGS ARE NOT WANTED IF THEY BOOST PRICES

Portland Housewives Willing to Return to Wartime Bread Rule if Living Cost Can Be Cut.

DELIVERY WORK DUPLICATED

Bigelow Says Prices Are What Producer Would Get if He Sold Wholesale to Retailers.

If bread prices must go up, as Portland bakers insist, are these some of the reasons:

Waste in retail establishments because supply exceeds demand? Multi-duplication of costly delivery systems?

Public's demand for fancy wrappings?

If they are, Portland housewives are willing to put a dent in rising costs by advocating the same kind of bread supply prevalent in wartime. Some of them said so Thursday afternoon at a meeting held in the public library. They asked other women to help them.

ZONE DELIVERY FAVORED

"Wartime handling of the bread problem didn't put housewives to much inconvenience," said Mrs. J. P. Chapman, chairman. "If costs can be lessened, we want to see a zone delivery system of bread established, no returning of unused and spoiled loaves, and a simpler method of wrapping. Wrap bread in a sanitary method, yes; but don't tie it up in ribbon, or emboss the paper. We'll carry our bread from the store instead of using delivery wagon—if it means bread stays at 10 cents."

Do Portland consumers help pay for the delivery system that takes bread many miles away? The housewives want to know.

Every woman who wants to take a hand in lowering prices is invited to be present at a meeting at Central library Tuesday afternoon at 2 o'clock. Further discussion of H. C. L. is sought.

PRICES ARE WATCHED

Charles A. Bigelow, acting mayor, announced that he has engaged two men—unknown to market men, the market master or anyone else except himself—who will compile a list of market prices every day, comparing them with prices offered by cash-and-carry stores. He said he would publish the list.

Joel A. Eastman, market master of the public market, concurred in Bigelow's explanation of why some market prices were as high as at groceries where much more rent is paid.

Regular grocers, Bigelow and Eastman declared, can afford to lower prices on a few staple items to compare favorably with public market quotations. Loss of profit on these items is made up on other sales. Market men sell only one or two things in most cases, they said, and their prices were enough to give them a fair return and that's all.

BASE ON WHOLESALE FIGURE

"We study the market quotations of the daily newspapers," said Bigelow, "but many times lately, not noting disagreement in newspaper reports, we have arbitrarily set maximum prices which were less than newspaper quotations."

Prices in the market, Bigelow declared, were made so that the producer would get as much as if he sold wholesale to retailers. "Complainants who object to Japanese and Chinese selling in the market forget that these same foreigners supplied us through the retailers before the markets were established. They didn't come here with the market."

Salem Airplane Will Fly for Astorians

Salem, Aug. 15.—As soon as repairs now under way are completed, the locally owned airplane, "Webfoot," will fly to Astoria, where it will engage in commercial flying for several days.

S. & H. Green Stags for cash. Holman Fuel Co., Main St., A-353. Blockwood, short slabwood, Rock Springs and Utah coal, sawdust.—Adv.

2400 Cans Fancy "Preferred Stock" Pork and Beans 15c Regularly 20c

No. 2 size cans of fancy, Preferred Stock pork and beans with tomato sauce. Put up to sell for 20c can. While any of 100 cases remain, case of 24 cans \$3.45, dozen cans \$1.75, can 15c.

—Meier & Frank's: Ninth Floor.

Meier & Frank's Lower Price Store

New Arrivals in Women's Fall Coats

Almost every day we receive new arrivals in women's coats for Fall and Winter wear. Tomorrow we particularly feature two fine groups of women's coats.

At \$16.50 - \$22.50
The coats at \$16.50 are of fine quality beaver plush in three-quarter length. Belted style, with large shawl collars and deep cuffs. Fancy figured linings. All sizes 36 to 46.

At \$22.50 fine nutria plush coats with large seal plush collars and deep cuffs of self material. Made with belt that can be worn inside or outside. Fancy jacquard linings. All sizes 36 to 46.

Dolmans \$10
In some instances this price is LESS THAN HALF the original marking. Gabardine, velours, men's wear serge, homespuns, burella cloth, poplin and tweed mixtures. Broken sizes.

Dresses \$8.85
A good selection of women's smart silk dresses at this unordinary price while any remain. Almost every style and color. Nearly all sizes to begin with.

Women's Silk Waists \$3.98

Exactly 100 of these stylish Georgette and crepe de chine waists at this low price. V neck, square, round and collarless models. Beaded, lace trimmed and embroidered waists. All the wanted shades.

Muslinwear Only 98c
Chemise, gowns, bloomers, petticoats and camisoles of fine soft finished muslin. Extra special at 98c.

Women's Union Suits 69c
Cotton lisle union suits in low neck, sleeveless style with cuff knee. Regular and extra sizes.

Women's Summer Vests 35c

3 garments for \$1. Women's fine light weight summer vests in Dutch neck, wing sleeve style. All sizes.

Women's Good Hose 49c
Women's serviceable fiber silk and lisle stockings with reinforced heels, toes. All colors.

Women's Summer Hose 49c

Some of these hats have Georgette flanges, others are in plain styles. Effectively trimmed with feathers, ribbons, flowers, ostrich plumes, chenille, etc. All the desirable colors. Special \$4.49 to \$4.98.

Ready-to-Wear Hats
Smart ready-to-wear beaver hats in sailor, droop and roll brim styles. Turquoise, pink, orchid, brown, navy, taupe and black. Priced \$5.98 to \$6.98.

Children's Tams 98c
All the wanted colors. With elastic back—adjustable.

Great Sale of Boys' Corduroy Suits \$8.50

100 of these finely serviceable wide wale corduroy suits in brown. The coats are full back style and have full khaki linings. The pants have taped seams. Suits that will give the very utmost in wear, at only \$8.50. Sizes 7 to 16.

Boys' Khaki Pants, Pair at 89c
Heavy khaki twill pants in knickerbocker style. With belt loops and pockets. Less than present wholesale at 89c. Sizes 6 to 16.

Children's Shoes \$2.39

These are the much wanted "skuffer" shoes that parents like for their children because of unusual wearing qualities.

Black and brown uppers with sewed leather soles. Lace and button styles. Sizes 5 1/2 to 8, pair \$2.39. Sizes 8 1/2 to 11, pair \$2.79. Sizes 11 1/2 to 2, pair \$3.29.

Boys' School Shoes, Pair \$1.95
Boys' "Tiger" school shoes with black gunmetal uppers and chrome leather soles. Button and lace styles. Sizes 9 to 13 1/2, pair \$1.95. Sizes 1 to 6, pair \$2.45.

Many Good Unadvertised Specials
—Meier & Frank's: Lower Price Store, Basement Balcony.



Lecture-Demonstration on Cooking
by Mrs. Bertha Haffner Ginger will be given in our Sixth Floor Auditorium tomorrow, 2 P. M. The public is invited to this interesting series of domestic science lecture-demonstrations.
—Meier & Frank's: Sixth Floor.

Meier & Frank Co.
THE QUALITY STORE OF PORTLAND
12th, 13th, 14th, 15th, 16th Sts.

Now Open!—Our New Sheet Music Shop
This new department is already strongly established at the end of its first week. It features a great selection of popular hits at 15c. Others in wide variety at 30c, 35c and 40c.
—Meier & Frank's: Basement Balcony.

Tomorrow—Throughout the Store as Suggested by Patrons—We Bring Fresh Reinforcements for the CO-OPERATIVE SALES

The keynote of these sales is: Giving the people merchandise they want at prices they wish to pay.

A Sale of Tub Silk Waists \$2.98

Until now they have been "special" at \$3.85. They are genuinely useful members of society, equally pleasant companions for household tasks, shopping trips or picnics.
Attractive combinations of white silk with black, sapphire, garnet and other colored stripes. Just about enough for one day's sale unless every customer wants two or three apiece. Sizes 36 to 44.
—Meier & Frank's: Waist Shop, Fourth Floor.

Youngsters' Dresses Specially Priced

Suitable for School
\$3.98 to \$12 for dresses that until recently were \$4.95 to \$21. Imagine, Mrs. Mother, saving \$9 on one dress!
Mostly chambray and ging-ham. Some of linen finished cotton. Plenty of charming shades of pink, rose, blue and green, also serviceable combinations.
Many are hand-stitched or hand-smocked and quite a number are braided or have leather belts.
Sizes 6 to 14 years in the lot, although not in each style.

Coats for Girls \$12 to \$45

Plush coats made like those of fur are effective at \$35. Short dolmans of furry plush are \$32. Cheviot zibeline coats are warm and substantial at \$25.
Silver-tone cheviot, gray chinchilla, corduroy and rich striped velours are all included in this cozy wintry family.
Sizes 6 to 15 years.
—Meier & Frank's: Girls' Shop, Second Floor. (Mail Orders Filled.)

In Our Toilet Goods Shop

- We have just received a new and complete line of the well known Mary Scott Rowland toilet preparations:
- Rit Dye Flakes, 3 for 25c, pkg. 10c.
 - Magic Dye Flakes, 3 for 25c, pkg. 10c.
 - Java Rice Powder, all shades, 45c.
 - La Blanche Powder, all shades, 49c.
 - Pompeian Bloom, all shades, 50c.
 - Pompeian Massage Cream, 93c, 75c, 48c.
 - Pompeian Night Cream, 75c.
 - Pebeco Tooth Paste, 45c.
 - Pepsodent Tooth Paste, 50c.
 - Laco Castile Soap, 3 for 65c, cake 25c.
 - Woodbury's Facial Soap, 3 for 65c, cake 23c.
 - Cuticura Soap, 3 for 65c, cake 23c.
 - Packers Tar Soap, 3, for 65c, cake 23c.
- EXTRA! 4 Cakes Ivory Soap 25c**
None sent C. O. D. Delivered only with other purchases in the Toilet Goods Shop. Limit 4 cakes to customer.
—Meier & Frank's: Toilet Goods Shop, Main Floor.

Cool, Comfortable and Convenient "Lady Sealpax" Underwear In Athletic Style

"Lady Sealpax" athletic underwear for women is cut on figure conforming lines—women will admire themselves in it. Finished with cool, open athletic armholes, yielding elastic back-bands, wide, cool convenient athletic drawers. Made with special patented ventilated waist-band which gives coolness where most desired. Each garment is packed in a dust-proof sanitary container. Made in different materials as follows:

- At \$1.50—fancy striped dimity top with plain muslin body. Regular and bodice top styles. Flesh and white. Sizes 34 to 44.
- At \$2—fancy striped and crossbar madras top with plain muslin body. Regular and bodice top styles. Flesh and white. Sizes 34 to 44.
- At \$2.50—plain nainsook top and body. Regular and bodice top styles. Sizes 34 to 44.
- At \$3—plain silk mull top with fine nainsook body. Regular and bodice top styles. Flesh and white. Sizes 34 to 44.
- At \$3.50—plain silk mull top and body. Bodice top style. Flesh, Sizes 34 to 44.
- At \$5—dotted silk mull top and body. Bodice top style. Flesh and white. Sizes 34 to 44.

—Meier & Frank's: Knit Underwear Shop, Main Floor. (Mail Orders Filled.)

Last Call!—Tomorrow, at 6 P. M. the Curtain Will Ring Down On the Greatest Shirt Disposal Ever Held On This Coast

Our Sale of 20,000 Shirts

To make sure that those who come tomorrow will be able to share in the values
We Have Added New Shirts to fill the gaps caused by the tremendous buying of the four days this sale has been in progress. This means that there is still a good selection in each of the six groups.
Good Shirts at \$1
This is perhaps the most talked-of group, but the others are equally wonderful values if at higher prices:
At \$1.95 there are madras and percale shirts.
At \$2.45 silk and satin striped madras shirts.
At \$2.85 woven madras and Russian cord shirts.
At \$3.95 heavy fiber silk shirts.
At \$5.95 pure silk shirts.
—Last Chance!

The Sale of Ties \$1
offers silk ties of superior quality and workmanship at a price which only this store's merchandising mastery makes possible. Half a dozen for \$5.50.

Sale Silk Sox 43c
Pure thread silk sox—sub-standards of a quality that sells for more than double our sale price. Mercerized double toes, soles and high-spliced heels. Good colors.
—Meier & Frank's: The Store for Men, Main Floor. (Mail Orders Filled.)

Ready! New "Society Brand" Suits for Fall

Men and young men who like to be at the head of the style procession will find these new Society Brand clothes just the sort to keep them there. The designers, wartime restrictions removed, have given their genius full play in creating the new models. The result is an individuality and freedom of treatment that cannot but appeal to the man who desires distinction in dress.
Materials Are All-Wool
Styles range from the most advanced waist-seam and belted models for the young fellows to smart two and three-button semi-English models for men of more conservative taste.
Beautiful imported and domestic fabrics in handsome shades of brown, green, blue, tan and gray mixtures, plaids, checks and stripes.
Tailoring is Society Brand—the last word.
Sizes to fit men of all proportions.
We have these fine new Society Brand fall suits for so moderate a price as \$40.
—Meier & Frank's: The Store for Men, Third Floor. (Mail Orders Filled.)

For Boys The New MEIER & FRANK Sampeck Suits

are also ready in fine array. The house of Sampeck has sent us, for Fall, suits that fittingly uphold the Sampeck reputation for being "Standard of America" in boys' clothes. As in the case of the men's, so in the case of the boys' suits for Fall, the creative genius of the designers is seen at its best. The care-free spirit of boyhood is caught in them. They accomplish their purpose—to give the youthful wearers a well-dressed look—in a natural, unaffected way.
Guaranteed for Service, Too
Parents find in these suits the perfect combination of style, quality and service they want for their boys.
New models. New patterns. New colors.
Sizes for boys 7 to 18 years.
Some are priced as low as \$15.
—Meier & Frank's: Boys' Clothing Shop, Third Floor. (Mail Orders Filled.)