

AUTUMN 1915 FASHIONS

To the women who like the new things of good quality we can but say that our new store is now filling up with thousands and thousands of dollars' worth of the finest of new merchandise. This page can but briefly hint at a few things here and there. Hundreds of others await your anticipated visit. See our window display.

Meier & Frank Co.
 Established 1857
THE QUALITY STORE OF PORTLAND
 Fifth, Sixth, Morrison, Alder Sts.

Last Days of Removal Sale Cleanups!

Items from here and there throughout the store which we must dispose of immediately—and these prices will do it!

LINEN WAISTS
 Were \$2.50-\$3.00, Now \$1.68
 Included are plain white, striped and a few extra fine novelties. Splendidly tailored styles. \$5.00 to \$6.50 models at \$3.58 and \$3.50 to \$4.50 Waists at \$2.28.
 —Fourth Floor, Sixth-St. Bldg.

NURSES' DRESSES
 Were \$2.25-\$3.00, Now \$1.59
 Made in regulation nurse-dress style. Striped, plain white and plain blue chambray models. Slightly stock-soiled. Mostly large sizes.
 —Third Floor, Sixth-St. Bldg.

MESH FACE VEILING
 Was 75c and \$1, Now Yd. 49c
 Black, white and colors, Hexagon, filet and honeycomb meshes, both plain and figured.
 —First Floor, New Building

OUTING FLANNEL
 Was 10c, Now Yard 6 1/2c
 1000 yards of splendid quality white Outing Flannel, 27 inches wide. Suitable for underwear and babies' use.
 —Second Floor, New Building

WOMEN'S GOWNS
 Were \$1.00, Now 79c
 Made of nainsook, prettily trimmed with embroidery and laces. Slip-over and Empire styles. \$1.25 grades reduced to 98c.
 —Third Floor, Sixth-St. Bldg.

BATHING SUITS
 Were \$3.50-\$4.00, Now \$1.50
 Made of alpaca, black, navy and red, seutache or silk braid trimmed. Square and V-shaped neck, short cap sleeves. Two-piece and detachable bloomer styles. Sizes 34 to 40.
 —Third Floor, Sixth-St. Bldg.

CRETONNES
 Special, Yard at 28c
 Good weight, in a large assortment of color effects and foliage designs. Useful for many home purposes.
 —Seventh Floor, Sixth-St. Bldg.

BATH ROBES
 Were \$2.50, Now \$1.69
 Women's Elderdown Bath Robes, a broken lot sale-marked for quick clearance. An assortment of colors to choose from at this price. Mostly small sizes in the lot.
 —Third Floor, Sixth-St. Bldg.

VALENCIENNES LACES
 Were 50c-65c, at 12 Yds. 39c
 Round Mesh Val. Laces and Insertions in 1 to 3-inch widths. Sold by dozen yards only.
 —First Floor, New Building

NET TOP FLOUNCING
 Was \$1.50-\$2—Now Yd. 98c
 Beautiful patterns in white and ecru. Flouncings for waists and tiered skirts. 18 and 27-inch widths.
 —First Floor, New Building

SCRIM CURTAINS
 Were \$2.00, Now 98c
 Good quality Scrim, in cream color only. Made with Cluny lace insertions.
 —Seventh Floor, Sixth-St. Bldg.

NOTTINGHAM CURTAINS
 Were \$3.25, Now Pair \$1.98
 Nottingham lace, very neat attractive patterns. Choice of white, cream and ecru.
 —Seventh Floor, Sixth-St. Bldg.

SCRIM CURTAINS
 Were \$2.50-\$2.75, Now \$1.65
 Splendid grade of Scrim, in white or ecru color. Finished with pretty lace edging.
 —Seventh Floor, Sixth-St. Bldg.

SHORT WASH GLOVES
 Very Special, Pair 15c
 Lisle and chamoisette in natural shade and white. 2-clasp style. Large sizes only.
 —First Floor, Sixth-St. Bldg.

SHORT SILK GLOVES
 Were 75c, Now Pair 45c
 Heavy Milanese silk, in all-white and all-black, also fancy embroidered style. All sizes from 5 1/4 to 8 1/4.
 —First Floor, Sixth-St. Bldg.

Out-of-Town MAIL ORDERS
 Filled From This and All Our Ads. If Received Within Three Days of Date.

Announcement Extraordinary! Mrs. Sarah Tyson Rorer

The Well-Known Author of Mrs. Rorer's Cook Books Will Deliver Here

A Series of Cookery Talks

Every Afternoon This Week (Except Saturday) Beginning Tomorrow 3:00 P. M., in Our Music Room on the Sixth Floor, New Building to which you are cordially invited. There will be no charge. Foods of all kinds will be carefully demonstrated and served to the audience.

Tomorrow's Talk Will Be On Quick Breads, Nut Bread, Camels, Mush Bread, Dropped Egg Scones, Egg Rolls, Pinwheels, Dutch Peach Pudding. These talks may well be called lectures, they will be so thorough and instructive. Do not miss hearing Mrs. Rorer if you are at all interested in the culinary art. A new lecture will be given each afternoon.

Baking in the New PYREX Glass Utensils

In conjunction with Mrs. Rorer's lectures, we shall introduce to the housekeepers of Portland the new PYREX GLASS BAKING DISHES which have the indorsement of Mrs. Rorer and other high authorities on cooking. We feel you will be interested to hear explained the many advantages of this new departure.

Another Glimpse of Women's New Fashions for Autumn

Portland's Style Center, Located in Our Sumptuous New Apparel Salons—Fourth Floor—New Building—Has Never Been Better Prepared to Meet Your Every Need

If you will but see these garments, try some of them on, you cannot fail to experience to some degree that glow of pride that went through the heart of the designer when these splendid models were created; also the same degree of satisfaction to us when we introduced them at such pleasing prices.



WOMEN'S SUITS, PRICE RANGE FROM \$25 TO \$100

The strong point in our stock is the unusually large showing—the variety in the styles and the representation of all the desired materials. There are wool velours, velour checks, duvetynes, peau de peche, broadcloths, velveteens, whipcords, gabardines and poplins—the standard colors, navy blue, black, African brown and greens.

In addition exclusive individual Suits in more distinctive shades, such as beetroot, black-berry, wistaria and fieldmouse gray.

A great many of the coats are fur trimmed with beaver, fox, mole, muskrat, Hudson seal, skunk and opossum. Then there are a lot of Suits without fur trimming for the woman who wishes to use her own furs.

The skirts are fairly short and of average fullness with a great variety of small new girde effects.

Some coats are quite long, some are fairly short. Embroideries of wool, silk and braid trimmings are shown. Some coats are fitted with a pronounced flare at the hips, while others show the new box effects—but all have features which stamp them indelibly as entirely new.

WOMEN'S DRESSES, PRICE RANGE FROM \$22.50 TO \$100

The Dresses which are most in demand right now are for street and afternoon wear.

For street wear the best models are serge Dresses, or serge in combination with taffeta, or satin, or Georgette crepe. Dresses of taffeta, the heavier crepe de chimes or charmeuse are also good. Blue, brown and plaids seem to be the most favored. Our stock is very complete and different from the ordinary stock in that we realize that good workmanship is most necessary in this type of garment.

For afternoon, the softer silks in the rich shades are in demand—Dresses not necessarily at the lowest prices, but carefully made and possessing individual touches not found in the ordinary dress. The comment which we are receiving on our Dresses of this sort is most satisfying.

New Gloves



"Queen Elizabeth" Silk Gloves, \$1
 Attractive silk-finished wrist finishing—for "dress up" or general wear. Heavy Milanese silk, with double finger tips. All black, all white, all ponce, all gray and black and white combinations.

New Fur-Trimmed Collars at \$1
 Absolutely new—to be worn with suits. Made of striped silk braid, with row of fur on each side, fastening with tall and head.

Georgette Crepe Neckwear, \$1 to \$3.50
 Crepe Neckwear leads this Fall. We're fully supplied with the latest styles in collars, fichus, guimpes and vestees. Some embroidered in colors, others all white, frillings, button and other trimmings.
 —First Floor.

New Laces



Novelty Satin Striped Marquisettes, Crepes, Voiles
 Come in lovely evening shades, rainbow and broche effects, for blouses.

New Georgette Crepes Indestructible Voiles
 Also Silk Breton and Brussels Nets. Black, white, evening shades and the novel ombre effects. Some with metal finesses.

Hand-Embroidered Madeira Novelties
 Exclusive showing, including children's semi-made dresses, bonnets, edges and insertions.

Many New Laces
 Net tops, Malline, Fillet, Alencon, satin Chantilly and Lammie effects. An exquisite assortment. Vals, Armenian, Maltese, etc.

New Cluny Laces
 Made in Cherco and Manila.
 —First Floor, New Building.

New Ribbons



Beautiful New Metal Ribbons in Variety
 Gold and silver effects. Ribbons will play a very prominent part in the ribbon world this Autumn. Our assortment of these novelties is complete—every beautiful variety of Fashion is represented.

Lovely New Fancy Ribbons, Yard 50c
 Twelve different and new sets of Fancy Ribbons will be on display tomorrow for the first time. Each set has a color range of six to nine colors. Every pattern is exclusive at this store.

New Silk Crepe Ribbons, Yard, \$1.25
 Crepe Ribbons are to be a big factor in Fall styles. They're beautiful, the material lending itself admirably to the beautiful soft colors. We have a complete assortment, including the new wide widths.

—First Floor, New Bldg.

New Millinery for Fall

Authentic Styles for Street and Dress Wear

Will a little hint that Hats for Autumn from **VOGUE, HYLAND, BURGESSER, KNOX & PHIPPS,**

new, exquisite, dashing, await you, induce you to visit us? It should.

Rather close-fitting turbans are much in evidence. Tailored Sailors are a close second. The majority have simple bands and tailored bows, but the variations in shape are countless. As always, our prices are extremely moderate.

—Fourth Floor, Sixth-St. Bldg.



CHARGE PURCHASES made tomorrow and balance of month will be charged on bill RENDERED OCT. 1

New Hosiery



Women's New Novelty Clocked Striped Hose
 We have many new novelties in Women's Silk Hosiery for Fall and Winter wear. Black and white combinations lead. Particularly good are white silks with clockings, new stripes and checks. Price \$1 to \$3.

Children's New Silk Boot Length Hose
 Very dainty and attractive style in pink, white and sky blue. Crocheted head effect tops, with silk runners. Come in all sizes for small folk, and very moderately priced at, pair, 50c.
 —First Floor, New Bldg.

Women's Kayser Silk Union Suits
 We've just received them and they're so pretty. Pink and white, fine quality Kayser silk garments, made with Knicker knees, V-shaped yokes trimmed in fine lace and with beaded waistline. Price \$1.50.
 —Second Floor, New Building.

New Blouses



Crepe de Chine Blouses Priced at \$2.98
 Splendid grade of Crepe de Chine in white and the favorite flesh shade. Long or short-sleeved, with high or low collar effects. Best of workmanship, several attractive styles, and all sizes.

Beautiful Crepe Blouses \$5 to \$7.50
 Crepes of all descriptions, Georgette, silk, sheer and heavy lead this year in blouse styles. Flesh and white are the leading colors. Smart, chic models too numerous to describe are here, moderately priced.

Lace and Georgette Crepe Waists \$15 to \$25
 Exclusive in styles in all the newest fall shades, many trimmed in dainty new lace effects, others hand embroidered. Exquisitely designed and workmanship of the most perfect type. Every blouse a beauty.
 —Fourth Floor, Sixth-St. Bldg.

New Corsets



New Nemo Corsets Model 525, \$5
 A self-reducing model, for average figure, made of fancy white brocade. A feature is the incurving waist and military back.

American Lady Models Style 426, \$2.50
 Pink and white brocade, satin ribbon trimmed, for average figure, priced \$2.50. Also style 714, made of polka-dotted material, for average figure, long hip and medium bust, new incurving waist, priced \$5.00.

New Warner Corsets Style 2024, \$2.50
 For stout or well-developed figures. Made of batiste, silk embroidery trimmed. Medium bust, double skirt graduated clasp. Priced \$2.50. Style H 219 is fashioned of a novelty coutil, trimmed with embroidery and ribbon. Has medium high bust and graduated clasp. This model is priced at \$2.50.
 —Third Floor, Sixth-St. Bldg.

New Fabrics



Chameleon Striped Chiffon Taffeta Silks
 A beautiful quality Silk in two styles. First wrap, with wide solid colored stripes, alternating floral stripes; also exquisite moire effects, in changeable lights, 40 inches wide.

Pekin Satin Striped Chiffon Taffeta
 Unequaled quality. Wide and medium wide satin stripes in two-tone and one-tone effects. All the popular new shades for Autumn wear and the favorite black. Averages 36 inches wide.

Wool Poplins, \$1-\$2.50
Wool Gabardines, \$1-\$3
 All the new Fall and Winter shades, wistaria, dark plum, midnight blue, African brown, dull greens and black. Full assortments. Widths range from 44 to 56 inches.
 —New Building, Second Floor.

New Shoes



Women's Novelty Shoes \$8 to \$8.50
 We've just received our new Fall shipments from J. & T. Cousins. Among them is a new pattern known as the "Empire Boot." Made of patent colt, kangaroo and French brogue, with tan, ivory and bronze kid tops.

Women's Splendid Shoes at \$5
 We're specializing in shoes at this price. Nearly every style and pattern you can ask for, button and lace models. You'll want to see the patent colt, kangaroo and French brogue, with tan, ivory and bronze kid tops.

Low-Heel Shoes for Growing Girls
 We have a wonderful assortment in button and lace styles—all new. Made of patent colt or gummeta, kid or cloth tops, broad plain toes. Black cloth tops are to be very popular. Prices, pair, \$2.50 and \$3.50.
 —New Building, Third Floor.