

ALL CHARGE PURCHASES TOMORROW WILL GO ON THE AUGUST BILLS WHICH ARE DATED SEPTEMBER 1

ESTABLISHED 1857  
**Meier & Frank Co.**  
 THE QUALITY STORE  
 OF PORTLAND

# The August Sale of Furs

## New Modes Are Most Interesting

And even while women are still donning summer frocks that delight with their fragile effectiveness, they are casting a contemplative eye upon the fashions and fancies for their fall and winter wearing.

### Designs in Autumn Dresses Charm by the Unusual

It is hard to say just what it is that distinguishes the new fall dresses as the most strikingly desirable in many seasons. At first glance they are very simple—simple until you note the unusual drapings of the skirts and the fanciful developing of the sleeves and girdles. While many new fabrics and colors have been introduced, it is the costume of tricotine for the street and of canton crepe for the afternoon that has won most approbation. Black and navy lead in popularity.

The New Autumn Frocks Range from \$25 to \$95

### Two Distinctive Types in New Autumn Suits

While in fabric and color the majority of the suits designed for this fall are similar, the likeness ends there. Suits may be tailored—and if so they are far more strictly tailored with their simplicity and their new longer lines than suits have been in the past. Others, of the opposite type, are elaborately embroidered or gorgeously banded with rich strips of Beaver, Fox, Raccoon, Squirrel or Wolf. Tricotine, Twill, Marleen, Velour and Duvet de Laine are the preferred materials.

The New Autumn Suits Range from \$52.50 to \$225

### Coats That Spell Luxury in Fabric and Line

Coats of the winter mode—soft, velvety materials—Velvetyne, Marvella, Geron, Panvelaine and Duvetyn, by name—are made even more luxurious in aspect by their wide, flowing lines and their deep collars and high cuffs. The more sumptuous wraps are banded with Wolf, Squirrel, Beaver and Raccoon. Rich encircling metal girdles are a feature of many of the new wraps. While luxurious in appearance, the new fall modes are obtainable at moderate prices.

The New Autumn Coats Range from \$69.50 to \$175

—Meier & Frank's: Fashion Salons, Fourth Floor.

### Autumn Hats Avow Sophistication

And likewise charm, beauty and a certain French air that is exceedingly chic.

Black, one sees, is the accepted mode though the woman who needs or wishes a touch of color to brighten up her personality may gratify her wish and still be modestly hatted as is evidenced by the many smart creations in shades that range from beige to Malay, henna, bright blue, soft gray and the forest browns and greens.

Metal trimmings are often combined with embroidery with much use shown of bands of gold and silver cloth. Burnt peacock is seen among the feather innovations which band many a small hat.

More than ever before, you can select your fall hat in accordance with your type—wide-brimmed hats being quite as smart as the smaller shapes.



—Meier & Frank's: Millinery Salons, Fourth Floor.

Exquisitely Styled

### Hand-Made Blouses

\$5

Were \$6.75. These blouses are of sheer voile, batiste and dimity and may be trimmed with filet and Irish crochet laces or finished in tailored fashion with tiny hand-run tucks and touches of embroidery. Many styles of neckline are shown.

—Meier & Frank's: Blouse Shop, Fourth Floor.



We announce Monday, July 31, as the date set for an event that all Oregon has been anticipating—The Annual Meier & Frank August Sale of Furs.

### Luxurious Wraps

- \$1150.00 Kolinsky wrap, 42-inch...\$920
- \$750.00 Hudson Seal wrap, 46-inch...\$600
- \$695.00 Mole wrap with squirrel collar and cuffs, 46-inch...\$556
- \$625.00 Hudson Seal cape, unusually striped, 46-inch...\$500

### Fur Coats

- \$575.00 Jap Mink coat, trimmed with tails, 40-inch...\$460
- \$545.00 Hudson Seal coat with squirrel collar and cuffs, 41-inch...\$436
- \$495.00 black Caracul coat with skunk collar and cuffs, 46-inch...\$396
- \$395.00 Hudson Seal coat with skunk collar and cuffs, 40-inch...\$316
- \$275.00 Muskrat coat with natural Raccoon collar and cuffs, 40-inch...\$220
- \$195.00 Muskrat coat, beautifully silk lined, 40-inch...\$156
- \$185.00 Marmot coat with natural Raccoon collar and cuffs, 40-inch...\$148
- \$98.50 Marmot coat with wide collar and deep cuffs, 36-inch...\$78.80

### The Newest in Fall & Winter Fur Fashions (1922-1923)

More gorgeous and with an elegance of line and finish that furs have not achieved heretofore—the new fur wraps, coats, capes and neckpieces shown in this sale are illustrative of the finest modes of the fall and winter season of 1922-23, portrayed in their most advanced expressions.

### Mink Capes

With Tails and Paws

- \$375.00 Mink cape...\$300
- \$475.00 Mink cape...\$380
- \$750.00 Mink cape...\$600

### Skunk Capes

With Tails and Paws

- \$135.00 Skunk cape...\$108
- \$150.00 Skunk cape...\$120
- \$195.00 Skunk cape...\$156
- \$250.00 Skunk cape...\$200
- \$375.00 Skunk cape...\$300

### Jap Mink Capes

With Tails and Paws

- \$ 98.50 Jap Mink cape...\$78.80
- \$195.00 Jap Mink cape...\$156
- \$285.00 Jap Mink cape...\$228
- \$350.00 Jap Mink cape...\$280

### Novel Wraps

- \$850.00 Hudson Seal wrap...\$680
- \$675.00 Hudson Seal wrap...\$540
- \$625.00 Black Caracul wrap, skunk trimmed...\$500
- \$695.00 Nutria wrap, squirrel trimmed...\$556
- \$595.00 Mole wrap...\$476
- \$750.00 Kolinsky Squirrel wrap...\$500

### Graceful Scarves

- \$425.00 Kolinsky Scarf...\$340
- \$375.00 Kolinsky Scarf...\$300
- \$325.00 Kolinsky Scarf...\$260
- \$245.00 Skunk Scarf...\$196
- \$198.00 Skunk Scarf...\$158.75
- \$195 Jap Kolinsky Scarf...\$156

### Throws

- \$145.00 Jap Mink throw...\$116
- \$125.00 Skunk throw...\$100
- \$175.00 Skunk throw...\$140

A small deposit will keep the fur of your choice in storage here until you request delivery on it.

### Chokers

- \$29.50 Beaver chokers...\$23.60
- \$35.00 Beaver chokers...\$28
- \$42.50 Beaver chokers...\$34
- \$25.00 Squirrel chokers...\$20
- \$39.50 Squirrel chokers...\$31.60
- \$49.50 Squirrel chokers...\$39.60
- \$57.50 Squirrel chokers...\$46.00
- \$35.00 Skunk chokers...\$28
- \$47.50 Skunk chokers...\$38
- \$65.00 Skunk chokers...\$52
- \$98.50 Skunk chokers...\$78.80



Furs purchased in this sale may be stored in our vaults without charge until the first of January.

—Meier & Frank's: Fur Salons, Fourth Floor.