

All Credit Purchases Made Today and Rest of September Go on October Accounts, Payable Nov. 1st—Take Advantage

This Is Last Day We Will Receive Answers in the "Musing-wear" Guessing Contest—See Our Ad of September the 17th

THE MEIER & FRANK COMPANY, ESTABLISHED 1857

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THE MEIER & FRANK CO., 5th, 6th, MORRISON & ALDER

# Meier & Frank's--The Fashion Center of the Northwest

## Our Formal Opening Continues

EXCLAMATIONS of wonder and delight were heard in every section of the store these first two days of our Formal Fall Opening. The Garment and Millinery Salons were thronged with admirers and purchasers of the Paris and New York models displayed so lavishly.

The windows are a bower of loveliness, though they can give but a bare conception of the marvelous creations here for your selection. We welcome you this last opening day.

## Charm and Grace of Line in the Gown

as pictured here. One of the favored Parisian models introducing the new Empire Peplum waist line. Perfectly fashioned of soft, clinging, lustrous messaline, but practical withal, in rich, navy blue. Narrow shirred bands down the front fastening, on sleeves and finishing the bottom of the skirt.

Silver gray buttons and yoke of fine venise all-over, complete the chic and charm of this lovely little afternoon gown. And the price is only \$30.00. Other models very similar.

## Coats, Street and Evening Gowns, Day and Evening

No matter what fashion feature you desire in your new Fall Coat or Evening Wrap, you'll find it here in our magnificent assortment of styles. Practical materials in Scotch tweeds, mixtures, imported woolsens and worsteds, as well as the handsome broadcloths, velvets, regal suedes, etc. Priced from \$10.00 to \$175.00.

Every style the feminine heart could wish for. Practical street and afternoon frocks of silks and woollens exquisite evening gowns discernibly fashioned from abroad. Decollete and high-neck models in rich, filmy silks, chiffons, cloths of gold, beaded nets and other clinging fabrics. Rare beauty to delight the most fastidious. Priced \$12.50 to \$300.

## Matchless Show'g of Suits

An unequalled line at \$25.00 that are attractive for their perfect, severe tailoring. Then the dressier models there's such clever charm in every one of them from the shoulder of the jaunty jacket to the hem of the narrow French skirt. Large revers, collars and buttons are strongly apparent. Every new Fall material and shade. Priced from \$15 to \$85.

## Garments for the Miss

that are especially adapted in cut and style to the requirements of the girl in her teens. Though many of them show the fashion features as seen in women's garments. Attractive one-piece Dresses, two and three-piece Suits and clever Coats in the most practical and attractive styles. Plenty of dressier models as well in silks, velvets, corduroy, etc. Prices \$5 to \$45.

## Exquisite Creations in Fall Millinery

A veritable bower of loveliness—the Millinery Parlors on the second floor, where the creations of inspired New York and French makers vie with one another for admiration and choice of our fair patrons.

Chic, charm, wondrous beauty in every one of them. Models from Paris-famed modistes—Talbot, Louise, Marbot, Germaine, Georgette and others, as well as the beautiful, fetching creations of Lichenstein, Francois, Kurzman, Gage, Fisk, Burgess, etc. American Hats, \$5 to \$50. Parisian Hats, \$35 to \$200.

## Opening Sale of Underwear

OUR immense stocks of new Fall and Winter Knit Underwear include every wanted style and weight! We are exclusive Portland agents for Munsing, Harvard Mills, Sterling and Swan Underwear for women and children, also principal agents for Kayser and other well-known makes.

This big Fall Opening Sale, which begins at 8 this morning, brings many extraordinary Underwear Savings. Read every item—profit by them!

### 65c and 75c Underwear 47c

A special lot of women's medium-weight Union Suits in regular and out-sizes. High neck and long or short sleeves; ankle or knee length. Also women's fine ribbed, medium-weight Vests and Pants with high neck, long sleeves, ankle length; regular sizes only. Best 65c and 75c underwear, special today for the Fall Opening Sale at, garment

Women's 25c and 35c Vests—Light weight ribbed cotton in high neck, long sleeves; white only in regular and out-sizes. Today only at 19c

Women's 50c Underwear—Splendid special purchase of fine ribbed Vests with high neck and long or short sleeves; knee pants. Ea 34c

Women's \$1 and \$1.25 Union Suits—Fine Richelieu ribbed with high or low neck and ankle length. Splendid Fall and Winter weight 87c

Women's \$1.25 and \$1.50 Union Suits—Famous Oneita knit, seamless and perfect fitting. Winter style and weight, fleeced lined, at 98c



Women's \$1 Union Suits—Fine ribbed, medium weight, in white only. High or low neck, knee or ankle length. All regular sizes, today, suit 63c  
Children's Winter Underwear—High neck, long-sleeved vests, ankle length and drop seat pants; out sizes, 30 to 34; 40c grade 29c; reg. sizes, 25c 20 to 28, 35c grade at 25c

## Men's \$1.00 Shirts and Drawers 69c

A mill purchase of Men's new medium and heavy weight Shirts and Drawers. Warm corduroy ribbed, with "snake" neck Shirts; pink, blue or ecru. Regular \$1 garments, in all sizes, on sale today for the Fall Opening Sale at the low price of 69c



## Opening Sale Wright's Health Underw'r

Men's \$1 Wright Health Shirts and Drawers, warmly fleeced-lined, in all sizes. Fall Opening Sale, the garment, for only 79c  
AT 89c—Men's \$1 Wright Health Shirts and Drawers in Balbriggan or derby ribbed. All sizes.  
AT 89c—Men's \$1 Wright Health Shirts and Drawers of gray ribbed merino. All sizes.  
AT \$1.35—Men's \$1.50 Wright Health Shirts and Drawers of fine ribbed natural wool. All sizes.

## Echoes From Notion Sale

MEIER & FRANK'S—FIRST FLOOR. PORTLAND women will remember for days to come the phenomenal sale of Notions or Dressmakers' Supplies. Here are some of the best offers in Notions:  
Hair Nets, large size, 8 for only 25c  
25c Skirt Markers, now only 10c  
Four Rolls Cotton Tape, at only 5c  
10c Serva Collar Stays, at only 5c  
5c Washington Pins, the paper, at 2c  
30c Supporters for Children, pr. 10c  
15c Ling. Tape, all colors, bolt 10c  
20c Bone Hair Pins, card of 12 at 8c  
Hair Dresser's Pins, 16 pkgs. 10c  
Our Own Spool Silk, at spool 4c  
Hasting Thread, 200-yd. spools, doz. 15c  
25c Verabest Hat Fasteners, each at 15c  
5c Lox Safety Pins on sale at, card, 2c  
5c Mending Tissue special at only 5c  
Schlor's Pockets for Collar Stays, envelope at 5c.

## The New \$15 Victrola

It Is a Wonder!

COME up to our new Talking Machine Department on the fifth floor today and hear this new hornless Victrola—the latest and most wonderful Talking Machine achievement in years!



With as perfect fidelity as the higher-priced models, this new \$15 Victrola reproduces any Victor or Columbia record. It is exactly as shown in illustration at the right, equipped with all the latest Victor improvements, including exhibition sound box, tapering arm, "goose-neck," ten-inch turntable and concealed sound amplifying features. Don't judge this new Victrola until you hear it played. Price \$15.00

We sell all Victor and Columbia Machines and Records on the Club Plan—No interest.

## 25c New Bathrobe Flannels Today 19c

MEIER & FRANK'S—FIRST FLOOR. SNUG, warm and comfortable are bathrobes and kimonos made from these pretty, new Flannels. The most attractive designs and light and dark color combinations. With and without borders; 27 inches wide. Choose 25c Flannels today at this money-saving price 19c  
Duckling Fleeced Flannels—so widely advertised in all the leading magazines. For kimonos and dressing gowns. 100 different patterns. Price, yd. 15c  
Eden Cloth—for waists, men's shirts, pajamas, gowns, etc. It's advertised extensively. 27 inches wide 15c  
Scotch Flannels—all new designs for waists, men's shirts, dresses, etc. Plaids, checks, stripes and figures in all colors. 30 ins. wide. Price, yd. 45c

## Sale of Odd Pairs of Lace Curtains at Exactly Half

MEIER & FRANK'S—THIRD FLOOR. FULLY 400 pairs of Lace Curtains in new Fall designs that have sold down to a pair or so of a pattern!  
There are Battenbergs, Clunys, Marie Antoinettes, Sorims, Soutache Braids, Cable Nets and Nottinghams in white and ecru, 2 1/2 to 3 1/2 yards long and 40 to 50 inches wide.  
Curtains for any rooms in the home, ranging from \$2 to \$35. For Wednesday and Thursday 1/2 Price  
\$3 Lace Curtains \$2.19  
A dozen new Fall designs in artistic fancy braid Curtains. White or ecru, full 2 1/2 yards long and 45 inches wide. Best \$3 curtains today and Thursday, pair, \$2.19

## Sugar Again 100 Pounds for \$6.98

In The Pure Food Grocery IF YOU haven't ordered your supply of Sugar, do it today! We offer again the 100-lb. bags of best Pure Cane Sugar at only \$6.98  
Elberta Peaches, box only 73c  
25c Sunlit Preserves only 19c  
20c Jars Sliced Bacon only 16c  
15c Imported Vermicelli 12c  
35c Boat Race Sardines 29c  
20c Pillsbury's Best Cereal 16c  
25c Huntley & Palmer Crackers and Oakes, package at 21c  
Genuine Eastern Hams 17 1/2c  
Little Picnic Hams, sp' 11 1/2c

## Stirring End-of-Month Furniture Sale

IT WILL pay every householder to come up and let us show you through the mammoth stock of new Fall and Winter designs in good Furniture, which fills the big fourth floor in both our new and main buildings. Here are extraordinary specials for Wednesday and Thursday. Ask any furniture salesman about our easy club plan of payment. All credit purchases today and the rest of the month go on October Accounts, payable November 1.



\$16 Extension Dining Table Now at \$11.98

This handsome design in solid oak Dining Tables, exactly as illustrated above. An artistic, massive design with 6-foot extension and claw feet. Finished in golden oak or early English. Regular \$16 Tables for Wednesday at \$11.98 or Thursday at \$11.98

Hastings' Kitchen Cabinets—At Meier & Frank's only, in Portland. They have 32 distinct features. Prices \$35, \$40 and \$45—on the Club Plan, \$5 down and \$1 a week.



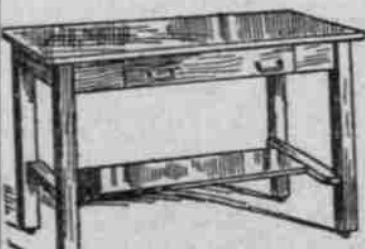
This \$1.50 Dining Chair 98c

Dining Chair exactly as illustrated above. Built of strong Eastern maple with cane or ebbler seat. Regular \$1.50 for 2 days' sale 98c at only 98c



This \$6.25 Oak Rocker, \$3.98

The illustration above can hardly do justice to this handsome, massive solid oak Rocker. Beautiful design, with high conformed back and well-braced throughout. Finished in golden oak. Regular \$6.25 Rockers, for Wednesday and Thursday, on sale at the very low price, \$3.98



This \$20 Oak Library Table at Only \$10.98

Almost half price!—We took every Library Table of this style the maker had. Exactly as illustrated above, with 26x44-inch top; splendid cabinet work; finished in beautiful fumed oak. Regular \$20 Tables in every way, for Wednesday and Thursday at the sensational price, for this sale, of \$10.98



\$7 Telephone Stand and Chair at \$4.69

We've 100 of these splendid telephone Stands and Chairs to match for Wednesday and Thursday's Sale. Exactly as illustrated above, in waxed golden, early English or fumed finish. Regularly \$7, special \$4.69



\$4.25 Oak Center Table \$2.98

This pretty solid oak Center Table, exactly as pictured above. Well made with 24x24-inch top; finished in golden or fumed oak. Regular \$4.25 Tables, for Wednesday and Thursday, at the very low price \$2.98

## Great Opening Display and Sale of Potter's Linoleum

MEIER & FRANK'S—THIRD FLOOR ORDER BY MAIL.

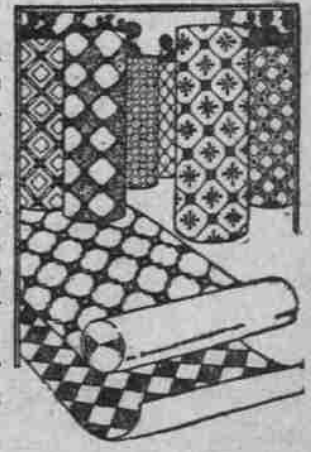
FOR years we have handled Potter's Linoleum almost exclusively, because we know they're the best and are always certain to give absolute satisfaction!

Potter's Linoleums are equally as popular from the Atlantic to the Pacific. Once you lay Potter's Linoleum, you are sure of a bright, clean and sanitary floor. This Linoleum is elastic and durable—impervious to water, dust and moisture. It lies flat and smooth—does not dent or gouge—no cracks to harbor dirt.

We carry Potter's Linoleum in designs suitable for every purpose—for stores, offices and business places of all kinds.

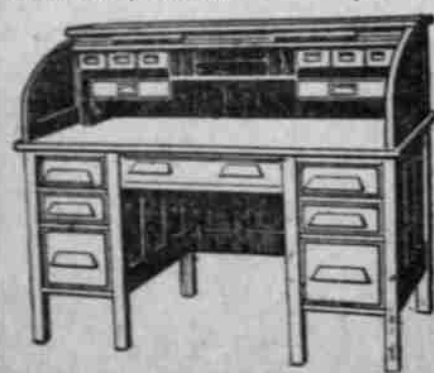
## And Special Savings Today

70c Potter's Printed Linoleum—fresh, new, full pieces in imitation tile, parquetry and many other neat designs. Opening Sale price, per square yard only 48c  
85c Potter's Printed Linoleum—extra heavy weight, in all new designs, such as imitation tiles, parquetry and wood effects. Priced at, square yard only 59c  
\$1.60 Potter's Inlaid Linoleum—heavy weight, that'll give years of service. Fresh, new pieces in all the latest designs. Today, only the sq. yd. \$1.29



## Room-Lengths \$1.60 and \$1.80 Linoleum 97c

We have a good selection of patterns in Potter's fine Inlaid Linoleums in lengths to cover kitchen or bathroom. Regular \$1.60 and \$1.80 grades, to close out, sq. yd. 97c.  
Room-lengths of Potter's 70c to 85c Linoleum, square yard, 43c  
Room-lengths of Potter's 40c heavy Floor Oilcloth, sq. yard, 29c  
Linoleum Remnants, for stove mats or closets; average size 36x36 inches, at each, 25c to 50c.



## Closing Out of Office Furnit're 15% to 30% OFF

We have a number of Roll Top, Flat Top, Typewriter and Standing Office Desks, which sold down to one or two of a style. These we are closing out before Saturday at reductions of 15 to 30 per cent.

