

Our Men's Store Is Now Showing Handsome New Fall Suits in 40 Distinctive Styles--New Coats Are Here Too

Best Results in Developing and Printing —are assured you here. All work given the personal attention of an expert formerly with the Eastman factory. Most reasonable prices. —First Floor, New Bldg.	Have You a Willamette Sewing Machine? They're so many exclusive labor-saving devices. \$2 at time of purchase, then \$1 per week till paid for. —Third Floor, Main Bldg.	Come to Our Cosy Talking Machine Parlors —and hear your favorites of the new September Records played on a Columbia or Victor. —Fifth Floor, New Building.	Indestructo Trunks Will Protect Themselves They're insured for 5 years against theft, loss, fire, damage or destruction. They give the most service for the least money. —Fourth Floor, Main Bldg.	Special Offer Delineator Subscription 2 Years, Only \$2 Subscribe at Pattern Department, First Floor Balcony, Main Building.	Elberta Freestone Peaches, the Box 49c An immense special purchase of Elberta Free Stone Peaches, Yakima grown, makes it possible to offer them to you at the lowest price of this season. They're best for canning, retaining their rich flavor better than any other variety. Order early in the day. Elberta Free Stone Peaches, the box..... 49c Order Early in the Day No Phone Orders Taken
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Wonderfully Smart Tailored Suits \$25 at Meier & Frank's

Portland's Pure Milk Show
 Will Be Held at Meier & Frank's
 Sept. 22d to 27th Inclusive
 Under Auspices of Board of Health and Leading Women's Clubs
 Admission Without Charge

TODAY'S DELIGHTFUL 50c Luncheon
 11 A. M. TO 2:30 P. M.
 Chicken Mulligatawny. Consomme Celestine.
 Stuffed Olives. Radishes.
 Filet de Sole, Tartar Sauce. Saratoga Chips.
 Curry of Veal With Rice.
 Choice of
 Braised Pork Spareribs, Rissole Potatoes.
 Mixed Lamb With Green Peppers au Gratin.
 Sauce Honeycomb Tripe Croquette.
 Potatoes Mashed or Steamed.
 Creamed Corn. Caramel Custard Pudding. Tomato Salad.
 Or Vanilla Ice Cream.
 Tea. Coffee. Milk. Buttermilk.
BREAKFAST 8:30 TO 11 A. M.
SEVENTH FLOOR—DIRECT ELEVATOR.

The new Suits are distinctively new—clever in cut and design, novel in trimming effects, rich in materials and colors. The requirements of every woman have been anticipated by experts in a way to win the approval of all.

Think of choosing one of the attractive new Fall Suits for only **\$25.00!** You'll find in this group splendid tailor-made Suits of men's wear serge, in navy, blue or black, in the newest and smartest cutaway effects with decidedly sloping lines in back; others suggesting the Empire blouse styles. New features are noted in trimmings, collars and revers.



Other Suits are Semi-Fancy Suits in plain materials or mixtures. You may select from this large assortment of attractive and practical Suits for only **\$25.00.**

At **\$35** —we've some stunning Suits that are expressions of the latest modes—in materials, trimmings, colors and styles—and they're beautifully finished. There's an assortment of fancy styles in fancy or plain weaves; Broadcloth suits fetchingly trimmed with velvet; and Suits of the popular pebble cheviot.

Don't fail to see these modish new Suits, in such a wide range of charm—**\$35.00** styles, we're offering for

So Much New Apparel Arrives Daily--Every Day Offers New Fashion Exhibit

Coats of Exceeding Smartness

For attractiveness, modish styles and durability these splendid Coats are unsurpassed. In the popular three-quarter and seven-eighths Cutaways and Long Coats, with rounded fronts, you'll recognize Fashion's favorites. The materials are soft and warm and all the leading shades are represented. At the lower edges, the Coats fit closely to the figure, causing the popular "peg Top" effect and many have a slight drape. Don't fail to see these Coats.

Cloaks and Wraps Enchanting

We've the latest word from Paris in these charming Cloaks and Wraps. The fabrics, patterns and colors are all distinctively new and the styles are most distinctive—the draped three-quarter Wrap being a favorite. Many of the Wraps have kimono sleeves or are entirely sleeveless. You'll have to see these beautiful creations to appreciate them.

Winsome New Hats

Our Millinery Salon is fairly teeming with Fashion's latest decree in smart and lovely Fall Millinery. When you see the lovely creations of such noted artists as Burgessier, Knox, Phipps and others, you'll be delighted. The colors are all soft and rich and harmony is the keynote throughout. Push, velvet and felt are greatly favored and you'll find a splendid assortment of these here; Automobile Caps, and all kinds of modish trimmings.
 See \$500 First Prize Hat in Millinery Show Window.
 —Second Floor, New Bldg.

Beautiful New Dresses

—for every occasion, and all in Dame Fashion's latest and most fetching modes—are here for your inspection. Many are of the rich, soft materials to meet the fancy of every woman, and they're draped in a variety of styles, clinging to the figure with grace and ease. We've beautiful Fancy Dresses in all the lovely new Fall shades; also the simpler Utility Dresses, in our Garment Salon.
 —Second Floor, Main Bldg.

Attractive Styles in Shoes

Men, women and children will be delighted with our excellent line of new Fall styles in Footwear. Combine the height of fashionable appearance, comfort and serviceability—and you've described these Shoes. We've a variety of selection unequaled in Portland. The famous J. & T. Cousin's Shoes, for women, are handled here exclusively in Portland.
 —Third Floor, New Bldg.

Daintiness in Waists

You've no idea how exquisitely dainty the new Waists are. There's such a variety of materials—all soft and frilly—and they're made in so many bewitching styles, that we're sure of pleasing one and all. Transparency is a feature of the newer Waists, which are made of lace and net over chiffon. Many sleeves are set in with hemstitching.
 —Second Floor, Main Bldg.

Many Women's, Misses', Juniors' Suits \$17.50

Here's an exceptional offer of serviceable Suits of plain blue serge; also cheviots and fancy mixtures in brown, mahogany, green or blue. They're modishly made with cutaway jackets and plain or stitched belts. Skirts have the popular narrow lines and are either plain or draped. Your choice, **\$17.50.**
 —Second Floor, Garment Salon.

Sale of Hair Goods

Most complete is our Hair Goods Department. Here you'll find Switches to match any color of hair, the very latest novelties in Hair Ornaments and newest styles of Hair Dressing. Also an extensive stock of French Hair Goods.

Your order for Hair Dressing, for any occasion, will receive the prompt attention of our expert Hair Dressers.

\$12.00 German Wavy Switches—36 inches long and weighing 3½ ounces. Three separate stems. Special, **\$6.49.**
\$7.50 Transformations—of fine wavy hair. Special, **\$4.49.**
\$5.00 German Wavy Switches—26 inches long. Special, **\$2.19.**
 —Balcony, First Floor, New Bldg.

Beautifully the Home Anew

Curtains and Draperies at Reduced Prices

An excellent assortment of Scrims, Madras and Cretonnes, in beautiful colorings and artistic designs, suitable for Curtains, Draperies, Upholstering, specially priced for today:

- \$2.00 Scrim Curtains, special, **\$1.39.**
- \$6.00 Scrim Curtains, special, **\$2.85.**
- \$8.50 White Irish Point Curtains, **\$4.25.**
- \$3.00 Cable Net Curtains, ecru color, **\$1.95.**
- \$5.00 White Madras Curtains, special, **\$2.85.**
- 50c and 65c Rose Maid Scrims—in yardage, offered in a varied selection. Colored borders. Special, the yard, **33¢.**
- \$1.50 Scotch Colored Madras—Special, the yd., **75¢.**
- 35c, 40c and 50c Cretonnes—Special, the yard, **19¢.**

—Third Floor, Main Bldg. —Mail Orders Filled.

Demonstration of the Famous Omo Shields

See the very interesting and instructive demonstration of the famous "Omo" Dress Shields today in our Notion Department.

"Omo" Shields are made of best quality nainsook, with waterproof linings. They're soft, odorless, sanitary, and, when soiled, can be washed in luke-warm water, giving them a perfect freshness. An extensive selection of "Omo" Dress Shields is here for you, and specially priced for today.

- 22c "Omo" Dress Shields, No. 2, special, 3 pairs for 50c—the pair, **18¢.**
- 25c "Omo" Dress Shields, No. 3, special, 3 pairs for 55c—the pair, **20¢.**
- 30c "Omo" Dress Shields, No. 4, special, 3 pairs for 65c—the pair, **23¢.**
- 35c "Omo" Dress Shields, No. 5, special, 3 pairs for 80c—the pair, **28¢.**
- 50c Zouave or Slip-On Dress Shields, Nos. 3, 4, 5, 2 pairs, 75c—the pair, **39¢.**

BLACK SILK COAT SHIELDS FOR MEN AND WOMEN
 24c Black Silk Coat Shields, for men and women, No. 2, the pair, **20¢.**
 30c Black Silk Coat Shields, for men and women, No. 3, the pair, **25¢.**

Store Opens 8:30
 Store Closes 5:30

Portland Mothers Outfit Their Children Here

The Meier & Frank Store, with its immense quantities of dependable merchandise, bought with a perfect understanding of the needs and wants of the school girls and boys of Portland, offer you the greatest economy, and the most varied selection of serviceable, good-looking Clothes, stout, comfortable Shoes, Stockings that will wear, comfortable Underwear, natty Hats, and all the other necessities of wear to make the school days pleasant and complete.

School Shoes for Boys and Girls

Our special line of School Shoes are sturdy Shoes, built for wear, and based upon the correct principles of style and comfort.

Boys' and Youths' Shoes—of box or velour calf, in blucher or button style, with good, heavy soles and broad toes. Sizes 1 to 5½. Special, **\$1.89.**

Little Boys' Shoes, sizes 9 to 13, sp'l **\$1.39**

Misses' and Children's Shoes—of velour calf, vici kid, and patent colt leather, appropriate for school or dress wear. Button style with cloth or mat tops. Sizes 1½ to 2, sp'l **\$1.79**

Children's Shoes, sizes 8½ to 11, sp'l **\$1.49**

Boys' 'Samson' Indestructible Suits

There are no better Suits made for boys than the famous "Samson" Suits. They're durably built for long service. Seams taped and Knickers full lined. They're of all-wool materials, skillfully tailored, and have a superior style, fit and finish seldom found in other clothing. "Samson" Suits **\$5.00** for.....
 Extra Knickers to Match, **\$1.50**

Fall Overcoats, Raincoats for Boys

A wonderful selection of new Fall Overcoats and Raincoats is here for your boy. All the new snappy styles, and beautiful patterns and weaves. Expertly made, of materials the best. Overcoats, Raincoats and Capes from **\$2.25 to \$15.**
 —Third Floor, New Bldg.—Mail Orders Filled.

School Coats for Girls Only \$3.85

A special assortment of splendid, stylish Coats for girls are in full length box style, beautifully patterned materials, and all lined throughout with flannel. Colors are blue, tan, brown, Copenhagen and gray. Sizes 6 to 14 years. They're specially priced at **\$3.85.**

Charming Dresses for School Girls

There are many new and simple Fall models of Dresses for girls of 6 to 14 years, made in one-piece Middy or Norfolk styles, with plain or pleated skirts, for school or dress occasions. The materials are serge, challies, velvets and corduroys. Blue, brown, black and white checks, and all colors in plaids. Prices range from **\$6.50 to \$16.50.**

Girls' Rain Capes for School Wear

Ideal for school wear and a necessity on rainy days. They're of blue and red saten, and have plaid-lined hoods. Sizes 4 to 14 years. Specially priced at **\$2.85.**
 —Second Floor, Main Bldg.—Mail Orders Filled.

Marvelous Array of Pure Silk 4-in-Hand Ties 50c Each

A wonderful collection of Pure Silk Four-in-Hand Ties, to sell for 50c each, has come to us exclusively for Portland from the largest manufacturers of Silk Neckwear in the world and imported direct to us. They're in a gorgeous array of beautiful patterns, the like not to be found elsewhere on the Pacific Coast.

In quality, these Ties equal those for which you would pay elsewhere as high as \$1.00 each. Shown in every color and style, and the materials are Barathea, Gros-Grain Peau de Soie, Poplin, Bengaline, Umbre, Crepe, Basket Weave, Repps, Foulards, Changeable, and the new popular Velvet Scarfs. Scores of beautiful patterns—the newest and most desired for the coming season—Striped Cross, Bias, Diagonal, large and small figured, Persian, self figured and plain.

Never before could you choose Ties of such quality, style and patterns for so little money, and you will do well to come today and select a goodly supply for months to come. They will make most acceptable gifts as well. These Pure Silk Four-in-Hand Ties, each, **50¢.**
 —Just Inside Morrison-st. Entrance. —Mail Orders Filled.

Warner's "Rust Proof" Corsets

Sold Here Only in Portland—New Models Ready

The first essential to the well-dressed woman is the Corset. Whether she is dressed in a plain tailored suit or fancy gown, the perfect lines must first be attained by proper corseting.

Especially is this essential with the present mode of form-fitting dress and a Corset is now in demand that will give graceful lines to the figure, at the same time giving an almost uncorseted effect.

To supply this demand and to comply with the dictates of fashion, the new Warner Corsets have been made—and they're truly Corset perfection.

They're in long hip and low bust models; pliable, and for absolute comfort are unexcelled. They insure Fashion, and quality, and are guaranteed not to rust, break or tear. They're phenomenally priced at **\$1 to \$5**

Warner's Rust-Proof Corset

—Second Floor, New Bldg.—Mail Orders Filled.

Meier & Frank Co.
 1857 1913
THE QUALITY STORE OF PORTLAND
 Fifth, Sixth, Morrison, Alder Sts.
 Marshall 4600 A-610

Webster's New Century Dictionary Only 98c

Every Boy and Girl at School or College, every home should have one of these useful Dictionaries. They're bound in full flexible leather, stamped in gold. Contain the U. S. Census for 1910, the Constitution of the United States of America, foreign words, phrases, proverbs, quotations, key to pronunciations, etc. It's a remarkable price for a Dictionary so complete. **98c** Only.....
 —Just Inside Morrison-st. Entrance. —Mail Orders Filled.