

Columbia Highway Celebration Monday—Everybody Go—Tickets at Accommodation Desk—Adults, 65c; Children, 35c



Advance Fall Butterick Fashion Book, 25c, Including Any 10c or 15c Pattern Free—Second Floor, Fifth-Street Building



The New Carpet, Rug and Drapery Sections in Permanent Location, Entire Seventh Floor, Fifth-St. and Sixth-St. Buildings

New Goods, Everywhere--And Rousing Sales for Over Labor Day!

Ready for Busy School Days?

HAVE the kiddies ready when the doors open—spic and span and smiling in their new school togs. Why not let them start the new school year with new clothes—it will give new zest to the first days of school. Everything that the kiddies need—here. Bring them in today.

The Jauntiest New School Coats

are being shown in the Juvenile Department. All the newest fabrics and colors—Coats for the little tots from 1 to 6 years and Coats for the girls just starting school. Practical mixtures, tweeds, corduroys, dressy cloths and velvets. Excellent values at all prices.

- Girls' Topcoats**—The new English cut in pretty gray mixture. Strictly tailored, convertible velvet collar. Sizes 8 to 14 years, at **\$15.00**
- New Kersey Coats**—Comfortable slip-on models, belted and buttoned, made with deep round collar. Pretty dark blue mixtures. Sizes 8 to 14 years, at **\$7.95**
- New Corduroy Coats** For the little tots from 1 to 6 years. Plain box corduroys in navy, brown and black, at **\$8.75**
- Plaid Zibeline Coats** Pretty soft colors in plain tailored styles. Velvet collar and cuffs. Wide belt. Sizes 1 to 6 years, at **\$6.75**

All Wash Frocks in 3 Lots

Every 6 to 14-Size in the House Included
Every style, every material—chambray, gingham, crepe, lawn, voile, linen—our entire stock in three lots.

LOT 1— \$1.50 Up to \$2.00	LOT 2— \$2.25 Up to \$5.50	LOT 3— \$4.00 Up to \$10.00
89c	\$1.95	\$2.95

Smart New Hats for School

BECOMING Hats for the schoolgirl. Pretty plushes, velvets and felts. Every shape and style that's good from 65c to \$14.
Tam o' Shanter—the pretty new fad for the schoolgirl. In velvets, corduroys and novelties, at **\$1.50 and \$1.95.**
New Crushers, of plush or velvet. Light, good looking and serviceable. All colors and sizes, at **\$1.25 to \$2.75.**



Mothers, the "Samson" Two-Pant Suit, \$6.50!

WILL solve the school suit problems in a minute. Every year more mothers pin their faith to our famous "Samson" Guaranteed Suits. Made with two pairs of pants, full lined, with taped seams. Snappy new Norfolk styles that'll please the boy. Herringbone diagonals, basket weaves and chevrons in new shades of brown, gray, tan, etc.
Our positive guarantee—a new suit for every one that doesn't give full service.

- Our \$5 Suits!** Full lined throughout. Also made with two pairs of knickers; Norfolk styles, in splendid quality chevrons and cassimeres.
 - Long-Pant Suits** For the boy just getting to long-pants "age." The sort of smart styles he wants. **\$10 to \$20.**
- The Boys' Hat Store, Brimful of New Fall Styles for School Wear. Every Smart Shape and Color, at 50c, \$1.00, \$1.50 and \$2.00

TWO days of shopping crowded into one—the store will be closed all day Monday, Labor Day. And then school starts Tuesday, with its problems of getting romping girls and boys back into school-time trim. Here are timely suggestions from the great, new store with its vast stocks of wonderful Fall goods at real economy prices.

Toilet Goods You Need For Monday's Outing

- A FEW items at random for your week-end bag. Every well known standard toilet article at lowest prices always!
- \$1.50 Gourard Oriental Cream on sale at **89c**
- 50c Pompeian Massage Cream for **29c**
- 15c 4711 White Rose Glycerine Soap **13c**
- 25c Sanitol Tooth Paste or Powder **15c**
- 25c Sheffield Tooth Paste **12c**
- 25c Swansdown Face Powder at only **13c**
- 25c Mum—standard deodorant, box **16c**
- 25c Babcock's Corylopsis Talcum **13c**
- 75c Pinaud's Lilas Vegetal **59c**
- 25c Seidlitz Powders, box at **19c**
- 50c Phillip's Milk of Magnesia, at **34c**
- Boric acid, powder, 1-lb. box **19c**
- Merck's Sugar Milk, lb. box **25c**

MEN!--Look Today to Your Furnishing Needs

We have selected from our vast stocks certain lines of wanted furnishings and have put on these special offerings prices that will prove irresistible. We do this simply to lessen stocks preparatory to moving the department. Today's sales will have the desired effect. Read:

- Men's \$1.50 Shirts 79c** French cuff styles. This season's patterns in variety. Materials, soisettes, woven madras and crystal cloth. Included also are some Shirts with military collar attached. They will all go quickly at this price.
- 50c New Neckwear 35c** Three Ties for \$1! This assortment will please the most exacting—a wonderful lot of brand new Fall Neckwear, showing all the latest striped and figured effects in attractive color combinations.
- 50c Silk Hose at 35c** All pure-thread Silk Hose, made with double toes, heels and soles, insuring best of wear. Black, white, gray, palm beach, green. Three pairs for **\$1.00.**
- \$2 Union Suits at 98c** "Manhattan" make. Athletic style, sleeveless and knee length. Plain and fancy striped soisette and silk-finished marquisette. Workmanship, fit and finish—all that "Manhattan" stands for.

75c "Melba" Chocolates 59c

40c After Dinner Mints, lb. **29c**
30c Assorted Chews at, lb. **20c**
20c Jap Caramels, the lb. **15c**

"Senator Junior" Thin Model Watch 65c

MADE TO SELL AT \$1.00
A before-school-opens special for the youth. The only new THIN MODEL Watch at the price, "Senator Junior."

Good Books Now at 50c

STANDARD fiction that everybody is reading and talking about!
"Amateur Gentleman" (Jeffery Farnol), "The Mischief Maker" (Oppenheim), "Otherwise Phyllis" (Nicholson), "The Woman Thou Gavest Me" (Caine), "Wallingford in His Prime" (Chesteron), "Stella Maris" (W. J. Locke), "Fine Featherers" (Eugene Walter), "A Fool and His Money" (McCutcheon), "The Battlecry" (Neville Buck), "Cabbages and Kings" (O. Henry), "The Flirt" (Booth Tarkington), "A Song of Sixpence" (Kummer), "Back Home" (Irvin S. Cobb), "Douglas" (Hiram Hayes), "The Blue Wall" (Childs).

New Veils for New Hats!

THE new small Hats are made for veils; they're not complete without one! All the newest meshes and designs at the lowest prices!

For Small Hats Dainty hexagon, honeycomb and hairline striped Veiling in black and colors. Priced **35c to \$1.25.**

Novelty Veils—in the new drop effects, to be worn short or long. At prices from **\$1.50 to \$3.00.**

New Motor Veils—of extra heavy chiffon. All the smart Fall shades—bright and dark. Instead of \$4.00 to \$6.00, they're **\$3.49.**

Men's New Fall Hats

THE most popular and up-to-date Hats for Fall, 1915, are here in all the latest shapes and blocks.

All the wanted colors—black, pearl, green, gray, tan, navy, brown and every other fashionable shade. The new favored Alpine shapes are featured. Knox, Stetson, Schoble, Trimble, Mal-lory, Beacon, "No Name" and our own very popular "M. & F." Special. Prices, **\$2.00 to \$5.00.**
Also newest shapes in Stiff Hats, with tapering crowns, roll brims, **\$2.00 to \$20.00.** We are now showing the most complete lines new Fall Hats and Caps. See them!
New M. & F. Special \$2.50 Hats \$1.98
All the latest Fall blocks. Beautifully Trimmed Hats, with silk band and binding, satin lining. Colors of gray, black, green and blue—contrasting band.



Nothing Better Than "Black Cat" School Hosiery at 25c

FAMOUS "Black Cat" Hosiery for women and children. With reinforced heels, toes and knees, seamless. Medium weight; splendid wearing hose; all sizes; 6 pairs **\$1.35**, or **25c** per pair.
Mercerized Lisle "Black Cat" Hose 35c Fine ribbed stocking made of best English yarn. All-year-round weight—seamless. 35c per pair.
Women's Extra Size "Black Cat," at 35c Medium weight, cotton ribbed hose. Seamless foot. All sizes from 8 1/2 to 11—pair at **35c.**

No "Mystery" About Our Optical Department

which maintains a graduate optometrist highly expert in the treatment of all defects of vision and with every modern facility at hand to ensure the correction of eye weakness. No "mystery" about our prices either—witness, this:
\$5.00 Eye Glasses \$2.50
Gold filled mountings. Fitted to your eyes. Today only.

35c Hair Bows, Special Saturday Only, Yard 20c

FOR one day only, thousands of yards of the best Hair and Sash Ribbons. Heavy moire Ribbon, pure silk, 6 1/2 inches wide. Every wanted color. Buy the children's school Ribbons today. 35c quality at **20c a yard!**

"Bayadere" the Newest Ribbons Handsome corded ribbon in beautiful striped combinations. All widths, at, yd., **50c to \$1.75**

Newest Novelty Ribbons Dresden and domino checks in all colors and widths. For trimming and sashes, from **25c to 89c**

"Yes, This Picture Was Taken on Labor Day!"

THAT'S what you will say at some future time when you show the pictures taken with an Autographic Kodak. The time, the place, the—well, you write it all down right on your film.
Take an Autographic Kodak with you on your Labor Day trip and double up the fun. Various sizes and styles, as low as **\$6.00.**

Save on Your Kodak Supplies!
25c 1-lb. packages Eastman Acid Fixing Powder priced at **18c**
\$3.00 Loose Leaf Leather Photo Albums, size 10x12, \$2.59
\$1.50 Developing and Printing Outfits Specially Priced \$1.18

64 Different Styles in Neckwear Nearly All Pieces Hand Embroidered Saturday at 98c

JUST think! 32 dozen pieces of the smartest, daintiest new Neckwear in every pretty conceit—Puritan and Quaker Collars, Vests, Collar and Cuff Sets, Frills, Cascades, Roll and High Collars. In a word, every style that will be worn this Winter. Today at **98c.**

New Showing of School Handkerchiefs at 7c

Splendid School Handkerchiefs. Some with colored borders and corners. Others plain. A special line at **7c**



Deer Season Is Open!

We Carry All Standard Makes Guns and Ammunition
The Duck and Pheasant season will open October the First. NOW is the time to buy your equipment. Complete lines of hunters' supplies are here at the most moderate prices. Meier & Frank quality assures the BEST—our guarantee is back of every purchase.
We are sole Oregon distributors for the famous Wright & Ditson lines—football, basketball and athletic goods. 1915-1916 stock has just been received. Catalogue on application.

"Grip Sure" Basketball Shoe
Something new. Used by the champion Illinois Athletic Club Basketball team. Test it! Visit our Sporting Goods Department today!

Eastern Sugar Cured Hams, lb. 17 1/2c

When boiled, will make delicious cold lunches for the Monday outing. Whole or half hams, pound **17 1/2c.**
Fine Lemons, thin skinned and juicy, 360 size, dozen, **19c.**
Pure Lard, No. 10 pails, **\$1.15**; No. 5 pails, priced **59c.**
Fine Bacon, streaked with lean, 7 lb. strips, 1/2 strips, per lb. **22 1/2c.**
Boiled Ham, surplus fat removed, sliced to order, lb. **35c.**
Royal Banquet Butter, fancy Oregon make, roll today **65c.**
Rich Cheese, fancy Tillamook make, pound special at **18c.**
Victor Coffee, noted for its superior quality, pound for **29c.**
Solid Tomatoes, "Griffon," red ripe, No. 2 1/2 cans, 3 cans **25c.**
Mount Vernon Milk, small size cans, convenient, 3 for **10c.**
Cottage Hams, nearly boneless, about 4 lbs. each, lb. **17 1/2c.**

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

Men, Here Are the New Fall "Twenty-Fives!"

Portland has never seen quite so much style and quality crowded into Suits at this price
You must see them—that's all! They're the kind of Clothes that keep our men's clothing business growing bigger and bigger each season.



Brimful of character—hand-tailored from such nationally-known makers as Hickey-Freeman, Adler-Rochester, Rogers-Peet and famous "Society Brand" clothing.

Fall styles, yes, sir! New Tartan checks, Glen Urquhart plaids, handsome over-plaids, pin stripes, regimental stripes. Must come in and see them. You'll feel the desire to see yourself in them before our big mirrors. It's fun to watch us hand out the right fit to men who always had been told they belonged to the "hard-to-fits."
Immense selection at the well-liked prices—\$15, \$20, \$25, \$30 and \$35—but an especially big line for Saturday at

Twenty-Five Dollars

Suitcases and Bags at \$7.50

A Timely Suggestion for Over-Labor Day "Go-Aways"—Some Are Worth 50 Per Cent More
Odd pieces in genuine cowhide Suitcases and walrus Traveling Bags. Many sold as high as \$11.50. For Saturday we've put them all at **\$7.50.**
25 Canvas and Steel-Covered Trunks—two trays, sole leather straps. Sold up to \$11.00, now \$7.50.
"Indestructo" Steamer Wardrobe Trunks, men's or women's combination. Instead of \$27.50, they're \$19.75.