

All Credit Purchases Tomorrow and the Rest of August Go on September Accounts, Payable October 1—Lunch in Our Restaurant
 15c Astoria Centennial Souvenir Edition of Sunset Magazine, Tomorrow 5c—Long or Short Kid Gloves Cleaned by Experts, 10c

THE MEIER & FRANK CO., EST. 1857

MEIER & FRANK'S

WEATHER FORECAST: FAIR AND COOLER

MEIER & FRANK'S

THE MEIER & FRANK CO.—5TH, 6TH, MORRISON AND ALDER STS.

First Review of Autumn Modes

THE receiving room has been a veritable kaleidoscope of new Fall styles and merchandise the last few weeks. With the return of most of our corps of buyers from the Eastern and European markets, have come the fruits of their labors by nearly every express and freight. Autumn styles have not been prettier in years, yet they are the most practical. More emphatic than ever will be the vogue for Tailored Suits. The Coats are picturesque, with their big revers, immense collars and all-enveloping lines. And knocking at Fashion's door are the chic, new New York and Paris models in Millinery, new

rough weaves in Dress Goods, the beautiful Autumn Silks, the hundreds of lovely new conceits in Neckwear, new Gloves, new Hosiery, New Veils, new Footwear, new Clothing and Haberdashery for men and boys, new Handbags, new Jewelry, new Corsets and Lingerie. Up-to-the-minute in fashion—AS USUAL, THE LARGEST, MOST COMPREHENSIVE, MOST AUTHORITATIVE ASSEMBLY OF NEW FALL AND WINTER MERCHANDISE BROUGHT TO THE NORTHWEST WILL BE FOUND AT THE MEIER & STORE THIS SEASON. Come and see all of these new fashions now, whether you're ready to buy or not.

Exhibit of Irish Industries Will Continue This Week

DRESSED in their quaint costumes that were worn in Ireland in the 15th Century, the three Irish Collectors have attracted throngs to the Gaelic League's Exhibit here every day last week. By request, the demonstration will be continued until next Saturday night. Come and see the making of Carrickmacross Lace by Brigit O'Quinn, of Banada, Abbey County, Sligo, who learned in the school where Queen Mary's coronation robe was made. The making of Irish Rugs is demonstrated by Bridie MacLaughlin. NO ONE SHOULD MISS SEEING THIS WONDERFUL EXHIBIT ON THE SECOND FLOOR.



The First New Fall Hats Are Ready

THERE'S dash—there's chic—there's charm in every one of the new Fall Hats we've here for your inspection! Stunning creations from such modistes as Burgess, Fiske, Gage, Highland—of the roll brim sailor, the helmet and Napoleon and the pretty bonnet types. Black and light and dark colored, soft and stiff felts, velours, silks and velvets. We've any of the models pictured above, aside from the trimmed hats to suit the every requirement of young and old. But come see them—you'll agree they're charming! UNTRIMMED FELT AND VELOUR SHAPES, NOW \$2.25 to \$5.50 THE TRIMMED HATS RANGE IN PRICE FROM \$6.50 to \$25.00

An Unequaled Line of Fine New Tailored Suits \$25.00

EXCLAMATIONS of delight are heard daily in our garment salons over the remarkable quality of these handsome new Fall Suits at \$25. They're the strictly tailored models that are so attractive. Jaunty short-length jackets with fitted, semi-fitted and Empire backs—the fronts in straight lines. Skirts narrow, though graceful, panel plaited back and front, as well as the clever loose panel back. Splendid Fall and Winter materials—zibeline chevrets, worsteds, homespun, mixtures and diagonals. Blues, black and rich Fall tones of tan, brown, grays, etc. You'll wonder at their perfect tailoring, style and finish, at \$25.00. More elaborate models are \$35.00, \$37.50, \$40.00 to \$75.00.



Afternoon and Street Gowns

Beauty and grace are prevalent in these serge and Panama Dresses for early Fall wear. The slightly raised waist line—the pretty peasant shoulder and sleeve—the simple trimmings of silks, buttons and lace—the narrow skirts following the supple lines of the figure—all help to make them the attractive, becoming models that they are! Priced from \$15, \$20 to \$75.

Lovely New Silk Waists

Simplicity is the distinctive feature of many of the early Fall Waists. Beautiful indeed are these we have of rich, lustrous crepe meters, in blues, white, grape-purple and chestnut-browns. Note the new shirt sleeves—the quaint finish in velvet buttons—the attractive tailored plainness! Priced from \$6.00 to \$10.00.

Coats That Are Distinctive

Make it a point to look at these Coats for women, misses and juniors. See the new reversible models—the fitted cape collar styles with single fastening at extreme side—shoulder and raglan sleeve cut out from the waist line. Note the hood and roll collars and deep, wide revers—the large buttons and velvet trimmings! Of rich imported materials, manish worsteds and tweeds. Every new Fall shade. Priced from \$10.00, \$15.00, \$20.00, \$25.00 to \$65.00.

Misses' and Juniors' Suits

Two and three-piece models for the miss of from 14 to 23. Their attractiveness lies in the plain, simple lines and perfect finish—with just the correct degree of style to make them girlish and becoming. Durable serges, tweeds, chevrets and manish mixtures make them practical for school and college wear. Skirt and jacket suits as well as the one-piece Dress and Coat models. Priced from \$12.50, \$15, \$17.50 to \$45.

All Entries Must Be in This Week for the Photo Contest

ONLY one more week until the opening of our First Amateur Photo Contest, for which 17 prizes, totaling \$280 are offered! Entries must be in by next Saturday night. They are being received at the executive office, 6th floor. This contest is open to all Oregon, Washington, Idaho and Montana and anything from the smallest Brownie snapshot to finest amateur work will be considered. First prize, \$75, for best collection of 6 pictures or over. Second prize, \$40 for best single picture. Third prize, \$25 for second best single picture. And 14 class prizes, \$10 each, in photographic merchandise.

The New Fall Silks and Dress Goods

OUR first floor sections are fairly teeming with a wonderful array of beautiful new Silks and Suitings. You must visit the departments tomorrow—it's worth while! Don't fail to see the new Semi-Made Marquessette Waists that have just come in! Cut in the peasant shoulder and sleeve and round neck style, they're easily and quickly completed. Choose from three beautiful new Fall styles at \$2.50, \$4 and \$4.50. Handsome Tweeds and Suitings—Perfect for tailored costumes, in the newest of Fall weaving. Rich tans, grays, blues, etc.; 56 inches wide. Priced at \$1, \$1.50 and \$2. Polo Cloths—The most popular of imported wool textures, unusually thick, though marvelously lightweight and downy. Used for fashionable topcoats, for motoring, driving, etc. 56 inches wide. A yard, \$2.50 to \$4.00. New Shaded Crepe de Meteors—54-inch, in exquisite colorings, blending off from lavender to royal purple, light pink through coral to bright flame. Yard, \$4. Silk and Wool Poplins—The famous R. & S. make. Beautifully fine, perfectly woven and with a rich sheen. In every new street and evening shade. Full 43 inches wide. Priced, a yard, only \$1.50 and \$2.

50,000 Women's and Men's Handkerchiefs, Close to Half-Price

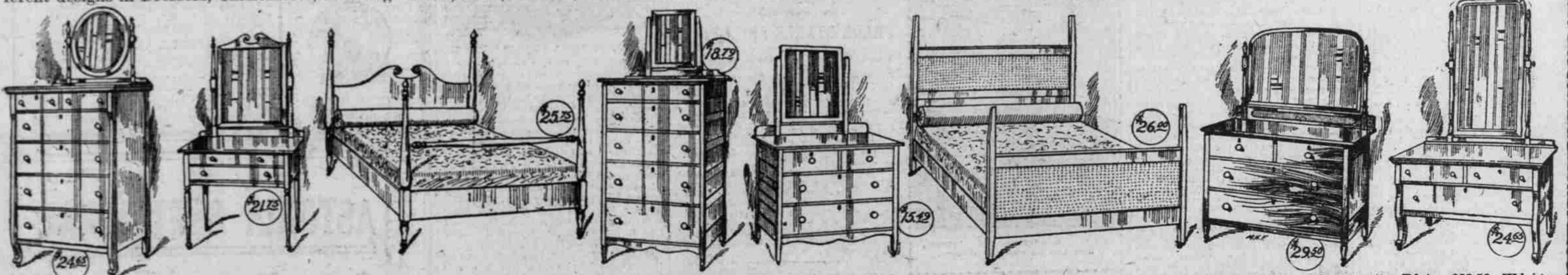
DISPLAY AND SALE ON THE MAIN AISLE **ORDER BY MAIL**

The managers of our Women's and Men's Handkerchief Departments, joined together in this tremendous purchase! Over 50,000 in all—the surplus, sample and slightly irregular lots from the biggest Handkerchief house in America. **READ EVERY ITEM BELOW. COME EARLY FOR THE FIRST CHOICE.**

For Women and Children	For the Men and Boys
Women's 20c Handkerchiefs—Sheer pure linen with hand-embroidered initials, in all letters; our sale price is only 11c	Men's 20c and 25c Kerchiefs—Pure linen, embroidered initials; also plain. A fine quality. In this extraordinary sale tomorrow at, each 11c
Women's 12c Swiss Emb. Kerchiefs, now 7c	Men's 15c Handkerchiefs—Pure linen with 1/4, 1/2 and 1-inch hems. Also fine corded cross-barred cambric, at 7c
Women's 15c Sheer Lawn Kerchiefs, 9c	Men's 25c Cambric and Jap Kerchiefs at 8c
Children's 5c School Kerchiefs at 3c	Men's 25c Merc. and Linen Kerchiefs, 12 1/2c
	Men's to 50c Linen Handkerchiefs 17c
	Men's 10c White and Fancy Kerchiefs, 5c

Amazing Purchase White Enamel Furniture--Last Four Days of August Event!

PROBABLY the biggest feature of this Great August Furniture movement has been left for the last! More than two weeks overdue, this huge purchase of beautiful white enamel, Natural ash, mahogany and French gray finish Bedroom Furniture, has just arrived. Nearly a hundred different designs in Dressers, Chiffonieres, Dressing Tables, Beds, Chevals, TO SELL AT PRACTICALLY A THIRD LESS THAN REGULAR PRICES. All the enamel furniture is done in five coats and may be thoroughly cleaned without injuring the finish. Any piece will be sold separately, or in sets. Note the designs illustrated below. All other August savings throughout our great Furniture stock in force until Thursday night. Look for the Red Tags!



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| This \$32.50 White Enamel Chiffoniere, exactly as illustrated, finished in five coats of enamel. Round French plate mirror; now on sale at only \$24.65 | This \$30 Enamel Dressing Table, finished in beautiful French gray. French bevel plate mirror; splendid cabinet work; on sale at only \$21.75 | This \$35 Four-Poster Bed, exactly as illustrated, in handsome French gray finish. May be had in full or twin size. Nothing prettier in the bedroom. Priced in this great sale at only \$25.75 | This \$25 White Enamel Chiffonier, exactly as illustrated, with square French beveled plate mirror. Large spacious drawers; now on sale at only \$18.79 | This \$22.50 White Enamel Dresser, to match Chiffonier at the left. Square French bevel plate mirror. Five coats enamel; on sale at only \$15.49 | This \$37.50 Full Size Bed, exactly as illustrated above. A handsome pattern with cane head and foot-board. A dainty and practical design in white enamel. The sale price is only \$26.00 | This \$40.00 Mahogany-Finish Dresser, exactly as illustrated, with cane back, to match the bed at left. Sale price only \$29.50 | This \$32.50 White Enamel Princess Dresser, precisely as illustrated above. Five coats of enamel, highly polished. Our sale price only \$24.65 |
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- The Other Beds**
- \$37.50 Wh. Enam. 4-Poster, \$26.80
 - \$47.50 Mah. Fin. Cane Bed, \$34.15
 - \$33.00 Mah. Fin. Post Bed, \$22.95
 - \$22.50 Nat. Ash 4-Poster, \$15.10
 - \$32.50 Wh. Enam. 4-Poster, \$21.60
 - \$65 Mah. Fin. 4-Poster Bed, \$40.60
 - \$57.50 Wal. Fin. 4-Poster, \$39.95
- The Other Dressers**
- \$17.50 white enam. Dresser, \$13.19
 - \$22.50 white enam. Dresser, \$15.65
 - \$25.00 white enam. Dresser, \$17.90

- \$23.00 white enam. Dresser, \$16.35
 - \$33.00 white enam. Dresser, \$22.95
 - \$30.00 fumed finish Dresser \$20.75
 - \$20.00 Early Eng. Dresser, \$14.95
 - \$15.00 Early Eng. Dresser, \$11.85
- Other Chiffoniers**
- \$14 white enam. Chiffonier, \$10.69
 - \$22.50 wh. enam. Chiffonier \$14.85
 - \$22.50 wh. enam. Chiffonier \$15.45
 - \$25 white enam. Chiffonier \$17.90
 - \$34.50 wh. enam. Chiffonier \$24.25
 - \$42.50 wh. enam. Chiffonier \$29.75
 - \$60 Men's Dressing Case at \$43.80

EST. 1857

MEIER & FRANK STORE

IF YOU CAN'T COME, ORDER BY MAIL OR BY TELEPHONE

\$1.80 Brussels Carpets, 95c

A SENSATIONAL feature on splendid Body Brussels Carpets for the last week of our Great August Sale! Beautiful pink, Nile green and chintz designs, in lovely colors, suitable for bedrooms. \$1.80 grade, sewed, laid and lined, at yd. **95c**

To \$22.50 Rag Rugs at \$16

Nothing prettier for bedrooms than these dainty Rag Rugs. The 9x12-foot size, ranging from **\$16.00** \$18.00 to \$22.50, only \$13.50 Rag Rugs, 6x9-foot, \$9.35 \$22.50 Rag Rugs, 7.6x10.6, \$17.85

\$22.50 Roxbury Rugs \$17.95

You'll probably never have another chance this year to buy the famous Roxbury Rugs so low! Full 9x12 size. The best \$22.50 \$17.95 grade, offered at only