

Our Opening Display and Sale of New Furniture, Carpets and Draperies, Detailed on Back Page, Section 4



Fall Announcement

Our Formal Opening of Paris and New York Fashions

MONDAY, TUESDAY and WEDNESDAY

FOR WEEKS the beautiful new things have been crowding in, until tomorrow brings forth in its full array of Autumn glory, the millions of dollars' worth of new Fall and Winter merchandise our organization has gathered for you here and abroad.

Monday, Tuesday and Wednesday are to be Formal Opening Days all through the store. Mingled with the leaves and wreaths of Autumn, the new Fall merchandise will have its full presentation in every section. And there'll be no better time this season to make your Fall purchases than tomorrow, for with the new stocks at the top-most of completeness, style and quality go hand in hand with the moderate pricing, which for over half a century has characterized the name of Meier & Frank.

Our show windows today present an unbroken series of fascinating style-settings. Don't fail to see them.

Radiant Beauty in Paris Millinery

Fresh from Paris—just lifted from their quaint wooden sea-boxes and soft paper wrappings; nearly a hundred exquisite masterpieces in Millinery Art, labeled with the names of world-famous modistes—

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| Madame Georgette. | Carlier. | Lewis. | Louison. | Marie Guy. |
| Caroline Reboux. | Marie-Louise. | Suzanne Talbot. | Camille Roger. | |
| Franc Marbot. | Julia Bancourt. | Alphonsine. | Germaine. | |

And an array of superb beauties by the famous New York houses of Litchenstein, Kurzman, Francois, besides the celebrated productions of Fisk, Gage, Castle, Phills, Burgesser, Hyland.

The influence of the period of Louis XIV is seen in modifications of the Empire Hat. The new imported Austrian velours, uncut velvets and "shot" taffetas from our grandmothers' days. The aigrette has given way and in its place is the beautiful plumage of the Gaura. The ostrich plume is at every turn—gorgeous coque feathers, bands of rich furs, the glint of metallic roses, braids and ribbons.

One beautiful Litchenstein model is a Picture Hat of deep royal purple velvet, trimmed in shaded purple and old blue ostrich plume, with ostrich-trimmed velvet bag to match, \$150. American Hats, \$5 to \$60. French Hats \$35 to \$150.

A Vivid Autumn Display of Gowns, Suits, Wraps, Waists

Every case and rack in the big Garment Salons is brimming with these beautiful new Fall and Winter styles.

Every accepted mode from New York and Paris finds place in this wonderful assemblage. The genius-inspired French models of Drecol, Paquin, Cheruit, Poiret, Callot, are shown side by side with those from the most famous New York dictators of fashion.

Three-Piece Costumes—

One elegant Paquin model is in black silk velvet with immense revers; waist of dress finished in chiffon. Another sumptuous Opera Coat and Gown by Cham-pot, of black satin, lined in rose brocade. A smart Drecol afternoon costume is of two-tone black and nasturtium red with crepe meteor blouse to match, veiled in black chiffon. Prices \$65 to \$285.

Gowns and Dresses—

One lovely Theater or Dinner Gown is in water-melon pink chiffon with beaded and fringed tunic; new fishtail train. Another of bordered maize chiffon, with beaded tunic and belt of hand-made roses. Then there are the loveliest little party and dancing frocks of "shot" silks, chiffons, grenadines. Evening and Dinner Gowns, \$50 to \$300. Party Frocks, \$12.50, \$20, \$25 up to \$155. Street Dresses, \$15 to \$100.

Suits and Wraps—

Severely Tailored Suits, faultless in fabric and tailoring. The rough weaves continue in high favor—serges, chevots and mannish mixtures. Coats 30 and 32-inch, with close-fitting skirts—\$15 to \$50.

Novelty Suits show the deep square revers with large, picturesque pointed and hood-shaped collars. Regal suedes, wool velours and velvets are predominating fabrics—\$40 to \$100.

Lovely New Waists—

Such rare beauty and variety in the Waist Store that our words are but a faint attempt at description! Smart Waists for wear with the tailored suit—charming combinations of chiffon and silk, with dainty side frills.

Dressier Waists—many from Paris—of Marquises, hand-made Laces, Chiffons, etc. \$5 to \$85.

Opening Display and Sale of Dress Accessories

FASHION'S best in Jewelry and Leather Goods. Pins, chains, beads, and an endless variety of novelties. Clever Handbags from the tiniest coin purse to the handsome imported Limousine Cases. Priced from 25c to \$50.

EXQUISITE Veils and Veilings—every beautiful new Parisian pattern in the Veilings by the yard, priced from 35c to \$2. And the loveliest of silk Chiffon Veils, plain, hemstitched and bordered. Priced from \$1 to \$8.

DISTINCTIVENESS in Gloves—every material, every style for Fall. We're Portland agents for the famous Perrin, Dent, Trefousse, Kayser and other celebrated makes. Street and evening Gloves from \$1 to \$8.

NECKWEAR and Scarfs—never more bewitching. Fichus, double side frills, deep cape collars, popular. Of fine laces, nets and Irish crochet. Priced from 35c to \$45. Alluring Scarfs of rich chiffons, Spanish and Egyptian lace. Priced from 50c to \$25.

NOBBY Fall Footwear for men, women and children. Sole Portland agents for famous Cousins' Shoes for women, Knox Shoes for men and Osborn Shoes for children. Every new, correct last. Priced from \$2 to \$8.

FASTIDIOUS women will delight in the new and dainty Hosiery for Fall. The hile and silk Hose are especially interesting in plain and beautifully embroidered designs. Every wanted shade, 25c to \$5.

ART in Corsets—that's what our unexcelled Corset service has to offer you. Grace and beauty of line possible to every woman if corseted correctly. Every noteworthy make—Madame Irene, Gossard, Redfern, Warner, La Grecque, etc., \$1.50 to \$35.

LAVISH will be the use of Laces and Trimmings for Fall. Irish, Spanish, chantilly, maline, marama, and shadow laces. Beautiful nets, venise, filet, chiffons, braids, cords. Every possible price, 25c to \$50.

VARIETY the keynote of Fall Ribbons! Never such radiant creations in wondrous color blendings. Velvets, plush, silks, satins, in stripes, plaids and brocaded designs. Priced as low as 5c to \$3 a yard.



A VERITABLE fairyland of beauty—the Silk and Dress Goods Sections. Rich, shimmering crepe de meteors, peau de egnes, double-faced satins—every new Fall weave in glistening street and evening shade. Handsome woolens, imported and domestic, genuine Scotch tweeds, polo cloths and a remarkable showing of handsome diagonals and mixtures. Priced from 50c to \$10 a yard.