

Dine in Our Tea Room—Breakfast, 8 to 11:30—Luncheon, 11:30 to 2:30—Afternoon Tea, 2:30 to 5:30—Dinner Saturday Evenings

See Back Page of Section 2 Today for Full Page Announcement of Meier & Frank's August Mid-Month Sale of Pure Food Groceries

Visit our Beauty Parlors for expert hairdressing, shampooing, manicuring, electrolysis, massage, etc.

Government Weather Forecast: Fair Today.



Again tomorrow—Free tickets to Oaks Park given on Fifth Floor. Young and old, ask for them.

Every woman should see the interesting 5th-street window display of new Royal Society Package Goods—Third Floor Art Needlework Section.

In With New Fall Merchandise--Out With Summer Goods

A Lifetime Opportunity to View Herbert De Mareau's Famous Painting "The Village Blacksmith"
THOUSANDS have seen and appreciated this superb work of art, which is on exhibition at Meier & Frank's, fifth floor.
It is one of the best and probably the most popular of the great paintings which have been seen by the people of the United States—realistic, inspiring! Herbert de Mareau painted it from life, in Lyons, France, in 1893.
Men, women—especially children, should see this painting. No charge.

Have Your Furs Remodeled or Repaired Now!
WE have opened a completely equipped Fur manufacturing and repairing department, which is now ready for the remodeling of small furs and coats into the new Fall models.
This latest innovation with us is in charge of Mr. Cecil B. Applegate, of some 20 years' experience in the best stores of the country—Abraham & Strouse, of Brooklyn; Mandel Bros., Chicago, and others.
Expert experienced furriers will take care of your orders. Don't wait until the Fall season is here.

FOR days the beautiful new Fall and Winter merchandise has been arriving—we've only held it back until the small lots and incomplete lines of Summer goods were cleared away sufficiently to make space in shelves and cases.
But tomorrow will see the initial displays of exquisite things for Fall, in many departments. Our big force of buyers has been in the New York and Eastern markets over a month now and each day the express and freight shipments are growing larger.
This week we'll continue to offer ridiculously low prices on remainders of Summer Goods. But come and see the new things. Many of our windows display new Fall merchandise today.

New Jewelry in a Big Sale

Special Lots Sent From the East by Our Buyer

OUR Jewelry chief had this sale in mind when he left for the East a month ago. And instead of holding the special purchases until later he rushed them out by first express.

Scores of the very newest and smartest Jewelry conceits, which will be worn for Fall, are included. And every piece is fully guaranteed.

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| LA VALLIERES Very latest styles, made of fine link chain, in new silver finish. \$1.50 La Vallieres, 98¢ \$3 La Vallieres, \$1.98 \$8 La Vallieres, \$4.98 \$10 La Vallieres, \$6.98 | NEW BEAUTY PINS 25c set Beauty Pins 19¢ 35c set Beauty Pins 25¢ 50c set Beauty Pins 39¢ 75c set Beauty Pins 49¢ \$1 set Beauty Pins, 69¢ | NEW HAT PINS, 49¢ Many new and beautiful designs, shown for the first time. Set with imitation pearls, sapphires, coral, etc. Also 49¢ plain. Special at 49¢ | NEW BRACELETS Guaranteed gold-filled, plain and fancy bands. Some stone-set. Women's, misses' and children's sizes: \$2 Bracelets for \$1.49 \$4 Bracelets for \$2.98 |
| MESH BAGS Guaranteed German silver, unlined Mesh Bags, with plain and hand-somely etched frames: 5-in. Mesh Bags, \$1.98 6-in. Mesh Bags, \$2.48 | NEW OPERA CHAINS Very newest finishes of gold, silver and oxidized. Plain or beautifully stone-set. \$1.50 Opera Chains 98¢ \$3 Opera Chains \$1.49 \$3 Opera Chains \$1.98 \$5 Opera Chains \$2.48 | BELT PINS AND BUCKLES \$1.00 Pins and Buckles, at 69¢ \$2.00 Pins and Buckles, at \$1.49 \$4.00 Pins and Buckles, at \$2.98 | REDUCED Amber, shell and gray finishes: 25c Barrettes only 19¢ 35c Barrettes only 25¢ 50c Barrettes only 35¢ 65c Barrettes only 49¢ |

First Lovely Fall Garments

ALREADY your thoughts are turning Fall-ward and with its usual degree of helpfulness The Big Store—the Fashion Center of the Northwest—is ready to meet your early requirements.
Handsome, authoritative styles are shown in the great garment salons on the second floor. But a mentioning here:
The New Fall Suits—
What distinction of style is here in the new suits for Fall. You'll note the 32 to 34-inch jackets—the skirts, slightly fuller, some with flat, side pleats. Jackets straight and cutaway with straight backs or slight fullness shirred in at belt.
The prevailing styles for early Fall are the plain, mannish tailored modes, of which we've a splendid showing. Priced from \$20 to \$50
Cleverest of Fall Coats—
Note the illustration—it's typical of the jaunty, swagger Fall models here for your choice now. Three-quarter and full-length styles, of heavy, rough weaves—chinchilla cloths and imported worsteds that combine comfort and dashing style. Priced at \$15 to \$50
Charming Gowns of Silk—
Every late fashion feature for Fall is displayed in scores of adorable models. Rich, soft, clinging silks—one-piece models that show the fashionable pannier skirt, one as illustrated—that show the plain seams and accordion plaits. Many noticeable ones are in new draped, though narrow silhouette lines. See the new gowns tomorrow—priced from \$25 to \$55.
Cleanup \$30 to \$55
Tailored Suits Now \$15
Every fancy tailored Summer Suit in our entire stock that sold formerly from \$30 to \$55 is included in this final cleanup at \$15! Many models among them that conform with the early Fall styles. Plain and mixed weaves to choose from. All \$30 to \$55 Suits tomorrow at \$15.



Fully a hundred handsome afternoon and evening Dresses to choose at exactly half their original prices tomorrow. Foulards, crepes, messalines, chiffons—charming becoming styles suitable for early Fall wear. \$30 to \$55 Dresses tomorrow at just Half Price.

Dazzling Beauty in Dress Trimmings
WHAT beauty in the Trimmings for Fall—what rare combinations of the exquisite and dainty—of the elegant and rich, in the Bands, Chiffons, Laces and other weaves for trimmings and for the fashioning of gowns. See the 6th-street window display.
The Tunics and Beloras—a wealth of beauty in the short and long styles. Of jet and gold, of white and gold and crystal beads and iridescent colorings. A simple gown made stunning with their use. Prices from \$25, \$50 to \$100.
Tiny Rosebuds—by the yard. They nestle in the soft folds of the evening gowns—on bodices, skirts and underlays. Tiniest Buds of pink chiffon, tiny leaves of greenish gold. Yard, \$1.75.
Fancy Chiffons—of exquisite all-over floral patterns. Others richly embroidered and brocaded in chenille. Yard, \$1.75 to \$8.
Then We've Crystal Bands, Garnitures of crystal and handmade chiffon buds, Rhinestones by the yard, dazzling Tassels and pin medallions to catch the drapes on waists and skirts.
—First Floor, New Building.—Mail Orders Filled.

A New Shipment Of Our Famous "Silk Maid" DOLLAR HOSE
WE haven't been able to keep enough of them since we introduced the "Silk Maid" Dollar Hose in Portland.
"Silk Maid" Hose are of the finest pure thread cocoon silk, knit so fine that they look and wear like a piece of cloth. They have a 7-inch lisle top, with garter-proof welt, extra high spee'd double lisle heel and sole.
Buy a 3-pair box of "Silk Maid" Hose tomorrow. With each box is a printed guarantee. "If for any reason these stockings prove unsatisfactory, we ask you to return them for new ones. We leave it to your sense of fairness."
"Silk Maid" Hose are in black, white, tan and all the wanted shades. Pair, \$1.

Ready, New Fall Models in Kabo Corsets
TO OUR already wonderfully complete Corset Service has been added the Kabo and tomorrow we make the first showing of Kabos in all the new Fall models.
Kabos is known America over as "The Live Model Corset," which means literally that they are fitted over living models—women of every build—so that each distinct model is perfect. Let our expert corsetiers study the possibilities of your figure. There is a Kabo for every woman whether slender, medium or stout.
Kabo Style No. 4050—As illustrated. The tall, well-developed woman who wishes to acquire the new straight figure cannot do better than consider this model. Made of strong corded batiste, with lace trimming. Has 12½-inch front clasp and 3 pairs of supporters. Sizes 18 to 30, priced at the pair \$2.50
Other Kabo Corsets at \$1, \$1.50, \$2, \$2.50, \$3, \$3.50 and \$5.
—Second Floor, New Building.—Mail Orders Filled.



Wash Goods
12½c Batistes, 6¼c
PRETTY printed Batistes, that are always in demand for dressing sacques, house dresses and tub frocks. Not over 500 yards of the 12½c quality, 6¼c priced tomorrow, yard
50c Silk and Cotton Mulls—Dainty colors and patterns for street and party dresses. Wash Goods Cleanup, yd.
75c Changeable Silk Mulls—36-inch, beautiful shades for street dresses and lovely little dancing frocks. The cleanup, yd. 25c
75c and \$1 Bord-ered Voiles—45 ins. wide, handsome patterns. For the Cleanup Sale, price, the yard—for these Voiles, 35c
—Mail Orders Filled.—First Floor, New Building.

Fall Hats!
CHARMING models for the young miss, the young woman and the matron are here in the second floor section. Small Hats that fit close to the coiffure—dashing models with wide, graceful brims. A noticeable cleverness about the Tailored Hats—simple trimmings under and over the brims. Note the jaunty model sketched by our artist. Every price, \$5 to \$40.



August Sale Mahogany Furniture

THE highest type of mahogany Furniture made in America, is involved in our Great August Homefurnishing Sale tomorrow at actual savings of about one-third! Most of it is from the celebrated Wm. Widdicomb Company, of Grand Rapids.

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| Chiffoniers at \$108.75 Elegant solid mahogany Chiffonier, as illustrated, with triple French mirror. Regularly \$145, for \$108.75 \$42.50 Mah. Chiffonier \$31.90 \$52.50 Mah. Chiffonier \$39.40 \$55.00 Mah. Chiffonier \$41.25 \$57.50 Mah. Chiffonier \$43.15 \$68.00 Mah. Chiffonier \$51.00 \$70.00 Mah. Chiffonier \$52.50 | \$145 Dresser \$108.75 Handsome Mahogany Colonial Dresser, pictured above. Size of top, 24x48 inches. French plate mirror, dust-proof drawers, for only \$108.75 \$60 Mahogany Dresser \$45.00 \$75 Mahogany Dresser \$56.25 \$125.00 Mah. Dresser, \$ 93.75 \$130.00 Mah. Dresser, \$ 97.50 \$135.00 Mah. Dresser, \$101.25 \$165.00 Mah. Dresser, \$123.75 | Princess Dresser \$45 Exquisite mahogany Princess Dresser, as pictured. Immense 22x44-in. French plate mirror. One large dust-proof drawer. Regularly \$90, only \$45.00 Bedroom Set at \$500 See this elegant suite in the Sixth-street window. Consisting of 4-6 Bed, Bureau, Chiffonier, Toilet Table, Center Table and Cheval Mirror. An exhibition suite at the Grand Rapids Furniture Exposition, and bought by us at a big discount. It's worth \$895, \$500.00 priced only \$90 high post 4-6 Bed, now only \$67.50 \$100 Walnut Bed, for \$75 \$150 Mahogany Louis XV Bed, \$112.50 \$135 Colonial 4-6 Bed, now at \$101.25 | \$90 Mah. Beds \$67.50 Full size solid mahogany cane panel Beds, from famous Wm. Widdicomb Factory. Regularly \$90, \$67.50 special for only \$45 Mahogany Bed, \$33.75 \$47.50 Mah'y. Bed, \$35.65 \$59 High Post Bed, \$44.25 \$80 Napoleon Bed, \$60.00 | Toilet Tables \$65.13 Dainty solid mahogany Dressing Table with triple French mirror. Regularly \$87.50 at the low price of \$65.13 \$30 Dressing Table, \$22.50 \$32.50 Dr'g Table, \$24.40 \$42.50 Dr'g Table, \$31.90 \$37.50 Dr'g Table, \$28.15 |
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First Showing of the Fall Dress Goods

EVEN now, at this early Fall-Time, splendidly diversified is our showing of the Dress Goods for the new season. Rich weaves that bespeak warmth and comfort aside from attractive modishness. A 5th-street window shows some of the new fabrics.

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| Chinchillas , destined for greater popularity than ever this season. Black and colors. Yard, \$1 to \$3. | French Prunellas , of fine, lustrous weave. For tailored dresses and suits, 45 to 56 inches wide. Yard, \$1.25. | Elegant Brocaded Silks and Chiffon Voiles —rich, soft brocaded all-over patterns and plain weaves with handsome brocade borders. Complete Dress Patterns, \$45, \$55. | Worsted Serges —favored for Fall. Also perfectly woven Whip-cords, 32 inches wide. Yard, \$1.50 to \$3. | Velvetines and Corduroys , for Fall and Winter. Velvetines at \$1 to \$5 yard. Corduroys, \$1 to \$2.50. |
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Best \$5 Low Shoes at \$3.85
Famous J. & T. Cousins' Make
IT'S our Final Cleanup on the best \$5 grades of Women's Fine Pumps and Oxfords.
All styles and leathers—tan Russia calf, gunmetal, black satin, black or brown ooze calf, patent and vic kid. Pumps, plain with bows or with smart Colonial buckles, as pictured. Oxfords in blucher, lace or button styles. All Women's \$5 Low Shoes at \$3.85
—Third Floor, New Building.—Mail Orders Filled.



\$30 Emb. Velour Portieres at \$14.85
JUST 26 pairs in this special purchase for the August Homefurnishing Sale!
Less than half price for elegant embroidered Velour Portieres, in rich shades of green, brown and blue. Lined, finished complete and hung in your home. Splendid \$30.00 grades, tomorrow—see fifth-street window, for only \$14.85
\$9 Irish Point Lace Curtains—heavy, wide borders, on plain or all-over figured centers. Full size, 50 inches wide and three yards long, in white or beige, \$4.85 priced special for \$4.85
150 Sample Couch Covers—all different patterns, in popular, Oriental and verdure designs, of rich colorings. Worth \$14.50 to \$15, special, only \$7.85



ESTD 1857

MEIER & FRANK STORE

Portland Agents
Perrin's Gloves
Ajax Guaranteed Hosiery
Gotham Shirts and Underwear
Madame Irene Corsets
Munsing Underwear

Portland Agents
Brown's Linens
Cousin's Shoes
Willamette Sewing Machines
Osterm oor Mattresses
Acorn Stoves and Ranges

PHONES—Pacific, Marshall 4600; Home, A-6101. Only Portland Store With Complete Mail Order Service and Catalogue.