

Store Will Be Closed Tomorrow, Labor Day—But Beautiful Window Display of New Fall Merchandise Should Be Seen and Enjoyed by All Authoritative in the Matter of Fall Styles Is Our Butterick Fashion Book—Every Pattern of the Butterick Co. Is Here, First Floor Section

# THE MEIER & FRANK STORE'S

## Formal Showing

### Advance Fall Modes

A WONDROUS land of beauty is within our doors—Fall is here and with its usual degree of relevance The Meier & Frank Store meets the early season and gives, beginning Tuesday, its initial Formal Showing of Fall Modes.

Flower-and-plant-laden is every section of The Big Store—the tone of Fall is everywhere! It's in the glowing freshness that's all about. It's in the gorgeous displays of beautiful Fall and Winter merchandise. And although not as complete as our future showing will be—redundant in beauty and variety is this preliminary display that's all-embracing in its scope. An exhibition full of suggestions, full of endless opportunities for the woman who must needs turn her thoughts toward Fall apparel.

Typical of the spirit of The Big Store—that has been "yours for service" for 55 long years—typical of the Store which in fashions as in all things else leads the way, we meet your early season needs in the showing which begins Tuesday.

With a predominance ne'er o'er-ruled, with a leadership unquestionably supreme—taking the initiative by right of natural consequence of its over half a century of superiority and satisfied service—The Meier & Frank Store bids you welcome—bids you enjoy this initial display as you will and in your own way. Your Store, today, as ever—and always!

### Fashionable Fall Millinery—First Showing Knox Hats

A display of lovely Fall Millinery to delight the eyes of any woman! And never has a season offered so wide and varied a choice of distinctive modes—each as fashionable as the other—a style note that provides for the question of individual fitness.

Side by side are displayed the models from famous genius-inspired Paris creators, Hats from famed New York modistes, together with Millinery from our own clever designers. Every style—from the close-fitting cloche types to the wide-flaring Empire models of picturesque, sweeping lines. Here you'll find the creations of

MME. GEORGETTE CAROLINE REBOUX LEWIS KURZMAN  
LICHENSTEIN BURGESSOR HYLAND PHIPPS ATCHINSON

### Fascinating Charm in Women's Autumn Apparel

#### Gowns -- Suits -- Wraps -- Waists

And the creative genius of Paris is apparent everywhere in the wondrous display of fashionable Fall Apparel for women! The Great Ready-to-Wear Salons are alight with the beauty of garments that comprise the summary of fashions Paris and New York creators decreed.

A style-review authoritative—that tells in its various chapters the fashion story for Fall. And the dominant note of it all is the one most interesting feature—that of fascinating effect for milady—that of grace of line and feminine charm supreme! Included in the showing are:

Original Creations of Paris Modistes--Gowns by Callot, Lucile, Benard, Jenny--Replicas of rare Paquin and Redfern models

#### Gowns and Dresses--

Exquisite creations that date back to the Directory period for their inspiration. Most noticeable are the pannier—the new, soft, graceful drape. The clever Watteau plait, a consequent of the much-used sash-panel. Rare beauties of lustrous, clinging silks, of accordion pleated chiffons, fashioned with glittering beaded tunics, lovely filmy and heavy laces. Then scores of more practical types of rich silks and woolen fabrics. Dresses for street, business, school and college wear. All that's best for every use is here and in a showing remarkable. Prices range from \$25 to \$250.

#### Coats and Wraps--

'Tis a wide expanse that leads from the jaunty Morning Coats to the indescribably beautiful Evening Wraps of truly regal distinction. But we've spanned it in this initial showing of styles—Coats that embrace every possible need. The narrow silhouette lines remain the prominent feature. Even in the pannier and draped styles for evening wear the slight lines are strongly indicated. Drapes are caught and confined with the Watteau plait—kimono styles for afternoon and theater use are wonderfully graceful. Immense variety for general utility wear. Every price from \$15 to \$200.

#### Suits and Waists--

Simplicity the prevailing note of the elegant, mannish Tailored suits. Though the semi-dress models are of the fashionable Robespierre type with pointed collars, below hip-length jackets. Skirts are scant, though some with clever inserts of plaits at side and unique tunics of short lines. Gathers at hips and back are shown, with undisturbed straight lines. The gilet or vests, another important factor. Every late fashion approved by Paris is here—though there's a noticeable stopping always from the borders of the extreme. Priced \$25 to \$75. And Waists in colors to match the new Fall Suit.

### Rare Beauty in Our Showing of Dress Accessories

**NECKWEAR**—What a variety of beautiful styles is here! Lovely real Irish Crochet, real Cluny, real Venise, hand embroidered imported Neckwear in every staple and novel mode. Wonderful choice of the new Robespierre Collars, smart tailored Neckwear, and a selection of the popular Plauen lace styles that's unequalled throughout the West. Every price—25¢ to \$45.00

**GLOVES**—Truly Portland's best Glove service is here! The famous Perrin real French Kid Gloves at Meier & Frank's exclusively. Priced from \$1.50 to \$5.50 a pair. Then, too, included are the famous Trefousse, Dent's, Baemo, Ireland Bros., Reynier Suede and Kayser fabric Gloves. Every new conception in glove fashion for Fall is here in our matchless showing. Styles for street and dress wear.

**HANDBAGS**—Beautiful to look upon, satisfying to use! Elegance supreme in the handsome leather Handbags. Among those from "Deutsch" are the modish extreme thin models and new purse-style bags. Then box shapes for morning and shopping use. And from Paris come marvelous creations of rich-toned tapestries, silks, gilt-woven fabrics. Every price as high as \$40.

**JEWELRY**—Captivating in richness and beauty! Earrings, Bracelets, Pins, Brooches—every imaginable conceit is here and in every late design. And Hair Bands and Ornaments are exquisite!

#### Our New Fall and Winter Catalogue

A beautiful, helpful book of 147 pages is ready for mailing to our thousands of mail-order patrons. Through its pages, new Fall and Winter Merchandise will reach the homes of out-of-Portland customers—patrons living out of the city may keep in touch with the prevailing fashions of the day. Prices the lowest obtainable!

New Fall and Winter Suits—wearing apparel for men, women and children, are accurately illustrated and carefully described. Household specialties, as well as Christmas specialties, are listed in splendid variety.

A card will bring The Meier & Frank Store's complete Fall and Winter Catalogue to your door! The only department store that issues a complete catalogue and maintains an efficient mail-order service. Experienced shoppers fill your orders the same day as received.

**SILKS AND DRESS GOODS**—Every favored and fashionable weave for Fall is here. Rich, warm-toned woolen fabrics, imported and domestic in every smart, exclusive pattern, Chantillys, Scotch tweeds, handsome diagonals, French prunellas, 2-toned and double-textured weaves. Elegant and destined for greater popularity are the velvets and corduroys. Exquisite in beauty are the broadened charmeuse and chiffon voiles. Prices of Dress Goods, 50¢ to \$4 yd. Silks, \$1 a yard to \$55 a pattern.

**LACES AND TRIMMINGS**—In a dazzling array of rich and dainty beauty! Exquisite chiffons in plain weaves, in allover patterns, brocaded and accordion pleated. What superb gowns they fashion! Laces in endless variety of filmy, fine and heavy weaves. Real Cluny, real Venise, real Irish Laces. Then, sparkling beaded Tunics, Bands, Appliques, Festoons, tiny chiffon rosebuds and glistening rhinestones by the yard. Beautiful Laces and Trimmings, that add exquisite charm to gowns, waists, coats. Prices low.

**RIBBONS**—A showing that embraces every lovely new creation of the Autumn-time. Radiant beauty in the rare blendings of color-tones. In wonderful variety are the new Faille, Loop and Plush Edge weaves, as well as the rich Brocades, Jacquards, Dresdens, Warp Prints. Then, too, elegant combinations of velvets and silks, and a matchless line of taffeta-back Velvets, uncut Velvets and staple Velvets. Ribbons for every simple or the most elaborate use. Every price as high as \$5.00.

**HOSIERY**—Never such attractive creations as for the new Fall season! At \$5.00—a beautiful pure thread Silk Hose of the high-grade McCallum make. Its distinctive feature the smart two-toned ribbed boot. Then, too, the new "Shuttle" Silk Hose at \$2.50. From Paris come new cloeking stitched Hosiery of silk, in black, tan and lavender. And the "Silk-Maid." Every woman will be interested in the best silk hose ever produced to sell at \$1.00

**CORSETS**—First the choosing of the correct model—then the fitting of milady's apparel! The result—it's the lithe, supple and youthful figure that fashion demands. Expert corsetiers who can appreciate the individual lines of every patron. Fashionable lines combined with comfort assured. Comprehensive is the unexcelled Corset Service we have to offer you. Every noteworthy make included—Mme. Irene, La Camille front-lace, Warner, Redfern, Kabo, etc. The prices range from \$1 to \$35.00.

#### Orchestra Music in the Tea Room

Visitors to the store Tuesday will find social enjoyment in our delightful 7th floor Tea Room, which even more than ever will be a veritable bower of refreshing elegance.

The Hungarian Orchestra of Jonas Jancsi from Budapest will play in the tea room during luncheon hours—12 to 2 P. M. daily and on Tuesday 3 to 5 P. M.—during the service of afternoon tea.

Our special Afternoon Tea service will be your delight! Delicious, refreshing teas, tea cakes, French pastry and other delicacies may be enjoyed at our regular popular prices.

Plan for your Afternoon Tea in our beautiful seventh floor restaurant. Meet your friends in the spacious lobby, which is for your use.