

MEIER &amp; FRANK'S

See  
Our Window  
Display**Conditions  
As They Exist  
Today in the  
Glove Market  
of France**

—to our knowledge are of necessity in a somewhat uncertain state, and we deem it due our patrons to advise them what to expect—or rather what not to expect.

At the very beginning of the great conflagration in Europe, which in its earliest stages engulfed the nation of France, part of the Perrin factory, where the world-known gloves of that name are made, was commandeered as a barracks.

However, up to that time, we are informed, most of the gloves on orders for Fall delivery were finished, and those not completed were sufficiently well along in the process of manufacture to be easily finished by the women workers.

But as to deliveries of the gloves now ready at the factory, and the possibilities of more in the future we can only conjecture.

The men have all been called to the colors, and in the Perrin family the two sons of the senior Perrin are "at the front."

Another glove factory of France has called its New York representative: "Send no more orders or money. Partner and I both joining our colors at front."

Therefore, facing this uncertainty, yet hoping that our future orders will be filled and delivered to us, we can only suggest, while our stocks are complete, especially in "Perrin" make of French Kid Gloves, that men, women and children be well supplied now! Our prices will remain as heretofore until we are compelled to pay more.

SIXTH-STREET BUILDING

**Shimmering Evening  
Gowns**

The array of Evening Gowns that we've assembled for this, our opening display, is a bewildering one. As we looked at them collectively the word that seemed to best describe them was "shimmering." The sheen of soft satin and silk—and gold-thread effects in materials—the gleam of the lovely sequins, jet, crystal and gold and silver laces in trimmings convey life and brightness to the beholder.

One lovely model is sleeveless—from one side of the shoulder depends a sash that may be wrapped about one arm, leaving the other arm uncovered—a most charming arrangement. Bodice is of opal sequins, with deep tunic and under drape of lace and sequins. Made of soft satin d'Amour. Priced at **\$137.50**.

Another attractive model is of black net over flesh-colored foundation lace skirt, wide band of sequin trimming. Bodice of silver cloth over pink draped in black tulle. Rope girdle of jet and corsage bouquet. Priced at **\$198.50**.

A third model is quaint and elegant—long flame-colored bengaline silk tunic over foundation of silver lace. Silver lace bands forming bodice and girdle about the hips, in modified basque effect. Priced at **\$137.50**.

Dozens of other exquisite models await your inspection. Leading styles include the new empire, the very low and the natural waist line. Metallic brocades and tulle with garnitures of silver, gold, crystal and pearls are shown—and many of the newest models show the empire corsage.

—Garment Salons—Fourth Floor, Sixth-St. Bldg.

**Luxurious Evening Wraps**

The new models in Evening Wraps are not only beautiful, but they radiate the purpose for which wraps are designed—warmth and comfort. And this is achieved without loss of attractiveness. Cape effects are unsurpassed in popularity, though the loose coat style is a close rival. Fur is used most extensively—chinchilla, ermine and marten being the recognized favorites. The materials most in vogue are velvets, velour, Pomona brocades and velour de laine, in black and dark shades with gorgeously-colored silk linings. The collars are widely varied in shape—the Medici, the straight military band, and flat collars in sailor shape appearing on many lovely models.

Both full length and three-quarter lengths are popular. Perhaps the words that best describe the new Wraps and Coats for the season are "quaint," "unusual" and "distinctive." We take particular delight in calling your attention to the display of Evening Wraps that has been arranged for your inspection and selection.

—Garment Salons—Fourth Floor, Sixth-St. Bldg.

**We Want You to See These  
Novelties at the Lace Counter**

—where a perfectly bewildering assortment of exquisite laces, embroideries, chiffons and crepes for waists and tunics awaits you. Every fashion indication is toward quantities of lace, dainty hand-embroidered laces, gold-threaded laces, colored laces. The Crepes and Chiffons were never more beautiful. Oriental colors with gold-threaded motifs—white or black backgrounds showing metal and iridescent designs are a few of the offerings.

**Novelty Chiffons**—for waists, tunics, and wraps—trimmings for gowns and girdles. Broche, velvet brocades and lovely color combinations, many outlined in gold and silver. Priced, yard **\$5.00 to \$12.00**.

**Georgette Crepe**—a great showing of beautifully colored material, in dainty figured designs. The ideal waist material this season. Price, yard, **\$5.00**.

**Gold, Silver and Bronze Cloth**—for millinery purposes and gowns. Beyond question one of the most fashionable effects of the season. Priced, the yard **\$2.50 to \$4.50**.

**SEE THE WINDOW DISPLAY OF BEAUTIFUL LACES AND YARD GOODS FOR WAISTS AND TUNICS.**

—First Floor, Sixth-St. Bldg.

**Printed Chiffons**—Beautifully colored and designed, white background with colored patterns. Waist and tunic material. Priced—the yard, **\$1.50 to \$3.50**

**Ecrú Maline Lace Flouncing**—18 to 27 inches wide, with designs in black, Dresden and pastel shades is a novelty. This flouncing will blend beautifully with every shade of silk or chiffon for gowns.

**Novelties**—Maline Lace Flouncing, white and two-toned effects. Silver and Gold Laces, on white and beige nets. Net top edges for vestees and waists. Lace flouncing on colored nets.



MEIER &amp; FRANK'S

See  
Our Window  
Display**Unsurpassed  
The New  
Jewelry and  
Novelties  
We Are Offering**

**New Metal Party Cases**—Fitted with numberless necessities for evening use. Of German silver, in different designs. Prices **\$3.50 to \$7.50**.

**Jet in Profusion**—Lovely bracelets, chain La Vallieres, buckles, pins and brooches. Fashion's most popular fancy.

**Pearls**—Great assortment of imitation Pearls, necklaces and chains in profusion.

**Sea Garden Pearls**—Finest imitation Pearls made. We're sole Portland agents. Strings priced **\$30 to \$50**.

**Combs**—The very latest novelties, Sans Gene, casque, Farrar, and all the other novelties of the present style.

**Imported Hand Bags**—We've a most satisfying collection—all shapes and leathers, as well as silks and velvets, moderately priced.

**New Basque Sashes**—The most fashionable dress accessory of the day. Two-toned effects, solid colors, also quaint bead-faced Sashes with black ribbon ties.

—First Floor, Sixth-St. Bldg.

SIXTH-STREET BUILDING

**Charming New Suits**

The styles in Tailored Suits have undergone such a radical change that their presentation is truly an event. Not only is there a revolution in the general lines and character of the Suits, but materials and colors as well share in the change, a fact that is not always true. There is a revival of broadcloth, gabardine, fine serges, velour de laine and chevots—these materials taking the place of the novelty weaves of past seasons. And the colors, without exception, tend toward soberness of tint—dark or leafy browns—the new nigger brown—Russian green, Hague blue, navy and black being the predominating notes in color. Tailored effects are emphasized. The Redingote—greatly enhanced in grace since the days of our mothers—is in high favor. Cutaway coats with long postillion backs—Russian effect coats with sashes and cowl collars, long tunics over close-fitting skirts, and many other novelties. Silk braid, velvet collars and buttons of self-material are extremely popular. In this vast assemblage of Tailored Suits you'll find models priced from **\$15.00 to \$85.00**.

**TOMORROW AT MEIER & FRANK'S**

**A**LL is in readiness. And tomorrow we shall welcome the women of Portland to our Opening Display of Fall Fashions. In our Garment Salons will have been arranged the fruit of the labors of our buyers, who have searched the markets for the best and most authentic Fashions to present to our thousands of patrons.

Our collection of Evening Gowns is wonderful and the height of artistic effect has assuredly been reached in their designing. Gorgeously of color, beautiful black models, are assembled here.

The Evening Wraps are another remarkable collection. Our purchases in this line have been extensive, consequently our assortment is varied as to style and price.

Tailored Suits and Coats for cool weather wear—Dresses that exemplify Dame Fashion's latest edict—have been secured, and will be displayed in the most lavish assortment tomorrow.

Blouses for all occasions—never more exquisitely developed—have arrived, and we're sure of the approval of our patrons. For they're the "cream" of the offerings of the best designers.

We extend a hearty welcome to you, the women of Portland, to come tomorrow and view the result of our efforts to offer you fashionable and correct apparel for the season of 1914-1915.

SIXTH-STREET BUILDING

**Our Showing of  
Imported Millinery  
and Copies of Imported Models  
Portray the Genius of  
Reboux, Georgette, Maison  
Lewis, Kurzman  
Waters and Vogue**

The Millinery Parlors will welcome the women of Portland tomorrow, when we will exhibit our new Fall and early Winter Imported Hats and copies of Imported Hats, the latter the handiwork of our expert trimmers, faithfully portraying the clever models that have come to us from the noted creators of women's Millinery. Every phase of fashion in Millinery will be represented—Hats for all occasions, dress and general wear. There's a wide diversity in design this year, and a smart, chic air pervades the Millinery world. Come in tomorrow and let us show you our collection of lovely models from such noted creators as Reboux, Georgette, Maison Lewis, Kurzman, Waters and Vogue—you'll be sure to find YOUR particular fancy in the assemblage.

Children's and Misses' Millinery, too, will be shown in immense variety, very moderately priced.

Full lines of Trimmings—fancy stick-ups, feather novelties, plumes, silk flowers and other favored Trimming effects.

—Millinery Parlors—Second Floor, Sixth-St. Bldg.

SIXTH STREET BUILDING.

**Novelties in New Silk Stockings**

When we uncovered the six prosaic appearing boxes that our buyer brought to us our wonder was as great as yours will be when you see the newest Silk Stockings. One pair in white has exquisitely fine hand-woven lace insets over the instep—another in white with heavily embroidered instep; a third in white in dainty drawn-work design, with hand-embroidered dots; another novelty is a cunning animal done in iridescent beads on white silk. A pair of black silk Hosiery has handsome embroidered leaf design, while a second black pair shows iridescent and crystal beads in an intricate pattern. These are but a fraction of the display that awaits your inspection.

—First Floor, Sixth-St. Bldg.

*Meier & Frank Co.*  
1897 1914

**New Dresses Are Beautiful**

When you come to our Garment Salons tomorrow, don't neglect to ask the saleswomen to show you our Dresses. Whatever occasion you have in mind—whether for afternoon functions, street wear or business wear, we're in complete readiness to meet your demand. Soft silks, satins, crepe de chine and silk crepes, with long tunics, basque, modified basque and Moyen Age styles for afternoon wear, in all the season's best colors. Dresses of fine serge, combinations of serge and satin, and other fashionable materials, suitable for street and business wear. The charm of this season's models rests to a large degree in the simplicity of the lines—an adjunct of women's apparel that signifies good taste—cleverness of design, and perfect workmanship. In the assortment that we have selected for display during our Opening will be found Dresses for every size figure—and at a vast range of prices—very moderate, medium and more expensive Dresses being included.

—Garment Salons—Fourth Floor, Sixth-St. Bldg.

**New Waists--Exquisite!**

If you have seen many of the new Waists or Blouses you will gladly bear us out in the assertion that never before in the history of Waistdom have such lovely models been evolved. The materials are exquisite—and the designing the acme of cleverness. Shadow laces, fancy nets, Georgette crepes, all made over delicate linings. Vestees of satin of colors to match the suit are a feature of these new models. Embroidered chiffon Waists, with satin suspenders, uniquely designed collars that may be worn high or low, open or closed, long close-fitting sleeves, and short sleeved effects are a few of the features you'll find on display. These beautiful models for "dressy" wear are priced from **\$25 to \$50**.

—Fifth Floor, Sixth-St. Bldg.

**Elegant Fur Coats and Sets**

Furs bid fair to be more popular than ever—and we're prepared with an immense assortment of the newest effects—secured, fortunately, early enough in the season to avoid the stringency that now exists in the fur market. Fur Coats in the latest models, in Hudson seal, near seal, mole, caracul and pony, priced **\$58 to \$450**.

Fur pieces include the new small neck pieces, plain straight throws, shawl and stole effects, animal shapes; large cape and pelerine styles. Muffs round, oval, plain flat square styles, or draped effects. Mink, ermine, mole, beaver, skunk, Hudson seal, black fox, red fox, raccoon, lynx, opossum, coney, etc., prices ranging from **\$5 to \$250**.

—Fourth Floor, Sixth-St. Bldg.

**New Trimmings Are Dazzling**

To adequately describe the new Trimmings is an impossible feat. They're a scintillating, gleaming, glittering, exclusively beautiful assortment, cleverly designed and delicately colored. Gold and silver, jet and crystal, pearls and iridescent effects on fine net backgrounds will serve to enhance the attractiveness of women's apparel for this season. We have assembled for display tomorrow the most authentic fashions in Trimmings and Garnitures—to which we invite your attention.

—First Floor, Sixth-St. Bldg.