

All the Demanded Autumn Shades in "Silk-Maid" Dollar Hose! A Meier & Frank Creation

Meier & Frank Co.
THE QUALITY STORE OF PORTLAND

October Delineators Now Ready in the New Butterick Pattern Store—Second Floor, Fifth Street

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Victrolas, Columbia Grafonolas and Edison "Diamond Disc" Phonographs—Easy Terms—5th Fl., Annex

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THE QUALITY STORE OF PORTLAND

Have You "Caught the Spirit"? A New Store---A New S

Store Chats

—La, la, it's a busy world, this! I had been out of town and away from things for a while and had almost forgotten how alive Portland was.

—And to return and find the great, big, new Meier & Frank Store almost complete—12 tall shining new stories—all alive and humming with people—why, I had to rub my eyes to believe that it was actually Portland.

—And it is so big and new and beautiful—everybody was busy and they seemed happy, too.

—And by the time I'd figured that out, I found myself in front of some of the loveliest stuffs for evening wear—ombre nets and the flimsiest, gauziest chiffons and laces in delicate tones, embroidered in pastel shades and gold and silver thread. I wanted at least half a dozen new evening dresses right away.

—And I walked on right around the corner—behold the moving stair way! Busy shoppers who were in a hurry to reach the floor above and youngsters who were "joy-riding" alike seemed pleased with the escalator.

—And I said to myself, "Truly, truly Portland is growing and Meier & Frank's is keeping pace with it." Then I "took the stairway up" and on the second floor there was the most adorable—but my space is all used up, so I'll tell you all about it soon!

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Curtains Reduced!

Scrim Curtains 98c
—These Curtains come in white, cream and ecru colors; have lace insertion and edging. They will wear uncommonly well and are suited to almost any room in the house.
—Pair 98c
Lace Curtains \$1.45
—Nottingham Lace Curtains in white and ecru colors. Several patterns to choose from—that have sold as high as \$2.25. This extremely low price will send them out quickly.
—Pair \$1.45
—Seventh Floor, Sixth-St. Bldg.

—"Isn't Meier & Frank's really wonderful?" "Have you ridden on the Moving Stairway yet?" "Have you seen—?"
—The New Merchandise never seemed so beautiful, so captivating as in the setting of this magnificent new store! —Come tomorrow—see it all with your own eyes!

—Turn to the Back Page for Details of Our Big Fall Goods and Drug Event—
—"The Sale of a Thousand Bargains!"

Nemo "Wonderlift"

—an important invention in the corset world, the outcome of much experiment and study. It is a known fact that flesh accumulates where there is least motion. Therefore, the abdominal walls usually accumulate fatty tissue.



—Nemo Corsets Nos. 554 and 555 are designed with this in view. The front steel does away entirely with the bearing-down sensation experienced by most wearers of corsets—especially women inclined toward plumpness. There are numerous other points, too.

—The Nemo "Wonderlift" is not designed for sick women. It is designed to assist Nature in keeping the healthy woman healthy and making the sick woman well. Investigate and you'll become a Nemo enthusiast, too!

Fitted by "Nemo" Experts

—you will be sure to find the Nemo best adapted to your own individual requirement. Come in and let us show you the new "Wonderlift."
—Third Floor, Sixth-St. Bldg.

New Lady Betty

—has just arrived! The new Fall dress shoe that is sure to win a host of friends, because it is just a little different!

Imitation Blucher Patent Colt or Kid Vamps

—make it dressy and smart. The toe is narrow but not extreme and the new "Louie" heel is not too high. The cravenetted cloth top is braid trimmed. For \$5 it will be impossible to find a smarter, snappier, better shoe.
—Third Floor, Fifth-St. Bldg.



This Is to Be a Season of Velvet Suits and Coats

—and such velvets! The kind you have dreamed of or imagined—rich and deep and lustrous. In the suits dark, conservative colors predominate, deep blues, African browns, dull greens—and the blacks. Some of them seem blacker because of the soft, dark fur they're trimmed in. The trimmings are distinctive touches of

Fur and Braid and Velvet

—Collars and cuffs of rich stuffs or fur or velvets in contrasting shade. The linings are exquisite and in every case the color needed to complete the effect. A deep, dull brownish wrap has black satin lining—anything else would have been inharmonious. A jaunty black velvet suit is skunk trimmed and has gay Dresden lining. The styles are

Both Novel and Conservative

—but all stamped with elegance and good taste. And there is a price range that is really extraordinary. In the Apparel Shop, on our Fourth Floor, you'll find Velveteen and Velvet Suits from \$29.50 to \$198.00 and Velvet Coats from \$45 to \$225.

Two Models Are Illustrated

—At the left, the wrap is of deep, soft damson velours, with just a touch of "fluffiness" introduced in the chin collar of velvet and grayish white fur. The deep cuffs are of fur and the lining of rich, white satin. This exquisite afternoon or evening wrap is priced at \$65.

—At the right, the suit is of rich, black velvet. A charmingly novel note is added in the Mandarin-like trimming of gold thread. The Oriental effect is heightened by the band over shoulder and sleeve and deep band of broadtail around the coat. The skirt has pleated front. Priced at \$85.
—Fourth Floor, Fifth-St. Bldg.



Annual Fall Embroidered Sale

—our great difficulty is to impart of the enthusiasm our Embroiderers has for this sale
—and the astonishing offerings she has
—The big St. Gall embroidery houses expect extraordinary goods for this year. This year they saved for us the odd most exquisite patterns. They're ready now—

8000 Yards of Exquisite New Embroideries Up to 45 Inches

—You know the extraordinary embroidery Meier & Frank's has held—
—We'll leave it to you, whether the most remarkable embroideries you have—
—All the freshest, newest, spotless varieties in widths and qualities for women infants.
—Flouncings, 18, 27 and 45 inches wide
—18-inch corset cover embroidery
—and 20-inch allovers. Scores of the patterns in English eyelet, filet, floral effects, French blindwork. Swiss and cambric.
—You'll find many embroideries that we had to sell at 50c, 65c, 75c and \$1.00 regularly.
—Tomorrow, the Annual Fall Embroidery yard.

And Wonderful Flouncing for 49

—the choicest patterns you've seen in plain scalloped, hemmed, and ruffled chine work in hand effects, for under baby wear.
—also 20-inch allovers, in eyelet and stitches.
—Flouncings are 27-inch on sheer Swiss Venise edge and small embroidery designs—every bit of 75c to \$1.25 qualities, 49c.
—First Floor, Fifth-St. Bldg.

Here It Is--A Sale to Introduce Our New Daylight Section on the Second Floor Every Yard of New Fall Dress Goods Reduced

—Doesn't it make you fairly gasp to read this headline? Think—September twelfth—Autumn right on the threshold, yet we offer you an unrestricted choice of our immense new Winter Dress Goods Stock, all at worth-while reduced prices!

New Serges Reduced New Poplins Reduced New Gabardines Reduced New Broadcloths Reduced New Suitings Reduced New Coatings Reduced
New Silk and Wool Poplins Reduced New Silk and Wool Bengalines Reduced New Black Dress Goods Reduced

—almost needless to say, plan your Fall suit, coat, dress or skirt NOW! Never has this big Dress Goods Stock been so complete.
—Most of it was bought before war "discovered" how little wool really is raised in the world—and now we would have to pay 15% to 25% more for the same goods!
—Don't put it off—the reductions are for a few days only, to show Portland women what a wonderful new Dress Goods Store we have here now!

The Rule of Three

seems to have been followed in the Millinery World this season, as never before. There is no hard and fast size or shape or style. You may wear

Large Hats--Toques--Sailors

but your hat must have "chic." Have you seen the new "models" we've just received? One is a small Knox Hat—a toque of blue with uptilted back and trimmed with band of cut steel and blue beads. Another is a medium-sized tricorn—a Phipps hat with large bronze toque at the side—quite clever!—and a third is a large, graceful Vogue with drooping brim, slashed here and there. The only ornament is a white bird with black velvet wings—unusual! Scores of other exclusive models you ought to see.



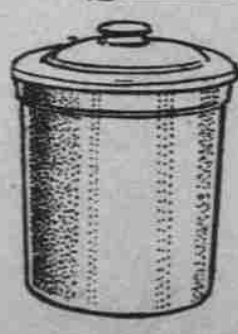
—Fourth Floor, Sixth-St. Bldg.

New Umbrellas

—We are fully prepared with several thousand desirable pieces—all NEW goods—bought for the new store.
Men's and Women's Rain-proof Umbrellas
An immense assortment at \$1, \$1.50, \$2.
Men's and Women's Fine Silk Umbrellas
The Most Desirable Qualities, \$3.00, \$4.00 and \$5.00
—First Floor, Fifth-St. Bldg.

Sale of Stone Jars

Stone Jars with cover, 3-gallon size, special **34c**
Stone Jars with cover, 3-gallon size, special **44c**
Stone Jars with cover, 4-gallon size, special **54c**
Stone Jars with cover, 5-gallon size, special **64c**
Stone Jars with cover, 6-gallon size, special **77c**
—Temporary Annex, Fourth Floor



The Gray French Room

—is the center of admiring groups every day. Happy girls planning trousseaux, young women going away on visits—and stay-at-homes who delight in dainty silk and hand-made lingerie.

Gowns, Chemise, Corset Covers Drawers, Petticoats, Negligees

and the hundred and one dainties that appeal to feminine minds. Some are quite simple, with just a hand-made scallop, coating as little as 75c, while other pieces are exquisite, made more elaborate with real laces and cost \$15 or \$20. See these before planning your Fall lingerie.—Third Floor, Sixth-St. Bldg.

Blankets Price Reduced!

—\$4.50 White Wool Blankets, full bed size, with colored border. —\$3.45
—\$5.50 White Wool Blankets, full bed size, with colored border. —\$4.45
—\$7 White Wool Blankets, full bed size, with colored border. —\$5.45
—Third Floor, Fifth-St. Bldg.

New Georgette Waists \$6.50

—Waists of unusual cleverness—waists of charm and individuality—at a price unusually low for the very first of the season. Several different materials and styles. Plain tafetas, striped and plaid Georgettes to match the new Fall suits and charmingly dainty white Georgettes, becomingly pretty. Specially priced \$6.50.
—Fourth Floor, Sixth-St. Bldg.

Real Furs New



So Real
as now! We are able to buy much fur that is made into the coats—We have just large shipments Cross Fox, Silver White, Dyed Blue, and White, Dyed Blue, there are Skunk, Hudson Seal and coon, Sable and of guaranteed style at prices moderate.
—Fourth Floor

Meier & Frank Co.
Established The Quality Store