

### Autumn Silks and Dress Goods

—Our Silk Shop resembles the Autumn dress of nature. The browns and reds of the leaves and berries, the purple of the grape and the green of the boughs have been faithfully reproduced in soft silks, satins and exquisitely woven wool materials. Lovely new costume satins, messalines, crepe de chine, Georgette, chiffon taffeta, grosgrains for frocks and blouses, new costume velvets, silk plushes, corduroys, waterfall coatings and Bolivia cloth for suits, coats and wraps, and gabardines, serges, poplins, broadcloths and the like for suits and dresses. Be sure to see them on display tomorrow. —Silk and Dress Goods Shop, Second Floor.

**Meier & Frank Co.**  
Established 1867  
THE QUALITY STORE OF PORTLAND  
7th, South, Morrison, Alder Sts.

### New Fur Trimmings

—Just in, Bands and Edges, one-fourth to eight-inch widths, Black Coney, Kit Fox, Genet, Skunk-Opossum, Blue Fox Opossum, Sable Opossum, Fitch, Adelaide Chinchilla, Red and Gray Fox, Natural Wolf, Polar Bear, Real and Imitation Ermine, French and Hudson Seal, Dark Beaver, Muskrat, etc. Be sure to see this unexcelled showing. —Trimming Shop, Main Floor.

### Our Fashion Windows

are a riot of gorgeous Autumnal colorings—truly the most beautiful we have ever shown. They are: (1) Green and Black, (2) "Midnight Frolics," (3) "Frolics," (4) Japanese, (5) Blue and Gray (6) Red and Yellow, (7) Red and Black, (8) Lavender and Purple, (9) Red and Black, (10) Gold and White, (11) Green and Black, (12) Burnt Orange and Black.

# TOMORROW--An Opening Display of FALL Fashions--1916

## MRS. A. L. CRAIG CORSET EXPERT

OF THE NEMO HYGIENIC FASHION INSTITUTE, NEW YORK  
—Commences tomorrow a two weeks' demonstration and instruction on the merits of  
**Nemo and Smart Set Corsets**  
—You are cordially invited to attend and reap the benefit of Mrs. Craig's wide experience.  
—Corset Shop, Third Floor

## New Veils

play an important part in Fall fashions—the most becoming new effects are on display now—delicate new designs in various meshes, many combined with lace and chiffon.  
—New face veiling is here in charming variety, too. —Veil Shop, Main Floor

## Lovely New Blouses

in endless array will be displayed in our Blouse Shop tomorrow. Blouses conceived and made by America's foremost artist-designer! Touches of  
**Bohemian Lace  
Real Valenciennes  
Duchesse and Fine  
Thread Laces**  
make them even more dainty and exquisite. Deep sailor collars reaching almost to the waist, gold and silver threads and bits of colorful beading make them unusual and individual.  
—Blouse Shop, Fourth Floor.



## A Display Extraordinary in Our Apparel Salons

AN INNOVATION in the display of charming, new apparel that will prove of the utmost assistance in choosing your Autumn wardrobe! Our Apparel Salons truly rival the most famous showrooms of Paris and New York for exquisitely lovely apparel, for in the large glass cases of our Salons we have assembled the apparel and accessories that will make your Autumn costume a thing of beauty and harmony. Color, material, appropriateness—these have been considered. Blouses, hats, shoes, stockings, gloves, bags and all the little details which make or mar a costume have been chosen for wear with incomparably smart new suits and gowns—and an artistic, harmonious whole is assured. Tomorrow you are invited to inspect this interesting exhibit of all that is newest and smartest for Autumn.

### Autumn Suits

show the richest of new colors and materials. Soft, lustrous furs in the shape of deep sailor collars that fasten high and snug about throat and chin are shown in great profusion. Semi-fitted models are trim, tailored and smart—some of these show pockets and others touches of brilliant contrasting color. New shades are Prunell, Java, Afrique, Burgundy and Ruby.

### Autumn Frocks

are more varied and lovely than they have been for many a season. Party frocks—sheer to transparency—are embellished with fur, silver and gold laces and threads; satins and velvets. Street and afternoon frocks are shown in infinite variety, with styles especially adapted to various types and figures. Exquisite new models in the most favored fabrics and colors have been chosen for this display.

### Autumn Coats

are voluminous and elegant. High, rich collars of soft fur, deep pockets and novel buttons add notes of distinctive charm to their loveliness. Bolivia cloth, with its deep, soft surface is in high favor and lends itself particularly well to the new Prunell tones. Checks and plaids have the swing and dash of a cavalier's coat, while evening wraps are truly elegant in line and color.  
—Apparel Shop, Fourth Floor.

## NEW!--Two-Toned FIBER SWEATERS

—Just in, the loveliest new fiber sweaters, which we've priced very specially at \$7.50.  
—Two-toned effects—black on emerald, black on rose, black on white, black on gold, with deep sailor collars of black. Smart sash finished with tassel.  
—See them tomorrow—they're beauties, and only \$7.50. —Sweater Shop, Third Floor

## Fall Furs

in the most fetching, new models are now being shown in our Fur Shop. High and roll collars, nutmeg and barrel muffs in brand new designs are here in Hudson seal, mole, skunk, fox, sable, beaver, nutria and other fashionable skins. Let us show them to you. —Fur Shop, Fourth Floor

## Chic Millinery

has arrived by fast express for this great display tomorrow! There are all styles, materials and many sizes represented—all are beautiful.  
**Knox, Burgess, Vogue, Phipps, Madame Lenore, Hyland and Waters**  
are among the designers who have contributed to make this a most entrancing display of chic Autumn chapeaux. One keynote—that of elegant simplicity—is sounded throughout the entire showing. Scores of new and "different" models for your pleasure.  
—Millinery Shop, Fourth Floor.

## The Autumn Laces

are irresistible bits of cobwebby loveliness. Foreign and domestic faces are here now for party frocks, evening gowns, blouses and little bits of trimming.  
—Some are full thirty-six inches—wide enough to be fashioned into a frock, others are narrow, with bandings and galoons to match.  
—Exquisite designs in silver and gold threads, as well as pastel and rich, deep colors abound. Soft nets and metal cloths are shown to match these exquisite laces and frocks of wondrous beauty and individuality are suggested in their combination. Scores of patterns for your inspection tomorrow. See these before you plan for new party frocks.—Lace Shop, Main Floor

## Munsingwear for Men, Women and Children

**Specially Priced for Munsing Week** Fall and Winter Weights

Men's fleeced cotton union suits, medium weight, 34 to 50, special, suit, \$1.15.  
Men's fine combed Egyptian union suits, medium, heavy or fleeced, suit, \$1.50.  
Men's worsted yarn union suits, steam shrunk, light and medium weights, \$1.98.  
Men's soft worsted yarn union suits, medium weight, natural gray, suit, \$3.00.  
Men's medium weight fine white cotton union suits, all styles, sizes, suit, \$2.50.

Men's fine Australian wool union suits, steam shrunk, Winter weight, suit, \$4.00.  
Men's fine Australian wool, extra heavy weight union suits, all sizes, \$5.00.  
Boys' cotton-fleeced, medium weight union suits, silver gray, 6 to 14 years, 65c.  
Boys' heavy cotton-fleeced union suits, cream, white, 6 to 14, suit, \$1.00.  
Boys' wool union suits priced, suit, \$2, \$1.75, \$1.50 and \$1.25.  
—Men's Furnishings Shop, Main Floor.

**Women's and Children's Munsingwear**

Women's pants and vests, medium worsted faced fabric, extra sizes \$1.10, regular sizes 90c.  
Women's pants and vests, medium weight wool fabric, extra sizes \$1.75, regular sizes \$1.59.  
Women's pants and vests, white light-weight worsted fabric, extra sizes \$1.25, regular \$1.00.  
Women's pants and vests, ribbed mixed wool and cotton, white, natural, extra sizes \$1.50, regular \$1.25.  
Women's pants and vests, heavy-weight fleeced cotton, white, extra sizes 75c, regular 65c.  
Women's union suits, medium light-weight cotton, extra sizes \$1.19, regular sizes 98c.

Children's pants and vests, heavy white fleeced cotton, sizes to 14 years, special 45c.  
Children's pants and vests, medium-weight worsted, 3 to 14, \$1; 1 to 3 years, 85c.  
Children's fleeced cotton union suits, white, natural, 1 to 10, 75c; 10 to 14, 85c.  
\$1.25 children's union suits, heavy-weight worsted, all sizes, special 98c.  
—Kid Underwear Shop, Main Floor.

FREE—WITH EVERY PURCHASE "MISS DOLLY MUNSING" SHEET COLORED DOLLS

EVERY SHOP IN THE STORE IS RADIANT WITH NEW AUTUMN MERCHANDISE—YOU ARE INVITED TO VISIT THEM ALL.

## Broadcloth Collars

—Have you heard that broadcloth fetchingly shaped collars and cuffs are quite the mode? An innovation—to be sure—and exceedingly smart! We're showing them tomorrow for the first time. You'll be charmed with their appropriateness for wear with your street suit. Some are plain, others prettily trimmed; large cape and medium cape styles.  
—Neckwear Shop, Main Floor.

## The Parisian Boot

—illustrated—is the smartest conception in smart footwear that we have shown. Made with full Louis heel, in parti-colored effects—black vamp and heel with pearl gray top, fieldmouse or blue vamp and heel with white top. In solid tones of ivory and gray. Also gold and silver cloth.  
—Boot Shop, Third Floor

## The Shelburne Boot

is also new and smart—made of the finest Grieson kid in delicate new shades. Exquisite novelties!  
—Boot Shop, Third Floor

## New Artistic Needlework

—Our buyer has just returned from the Eastern markets, and such exquisite novelties as she succeeded in purchasing are bound to be the sensation of the day!  
—We simply cannot do them justice—we ask you to come in and see them. And we wish to announce that materials for making these novelties, and free instruction how to make them, are added features in our Art Needlework Shop.  
—Be sure to see the beautiful window display!  
—Art Needlework Shop, 2d Floor.

## The Loveliest of New Philippine Undermuslins

—The handwork is wonderfully dainty and exact and the patterns unusual and artistic. We've a very splendid assortment of garments and our prices are marvelously low for such exquisite undergarments. On display tomorrow are pretty Philippine  
—GOWNS—Trimmed with real Val. and Cluny laces. Many lovely patterns and all sizes. Priced at \$2.29 to \$9.95.  
—STRAIGHT CHEMISE—Both French and Philippine garments, trimmed with real Val. and Cluny. All sizes. \$1.98 to \$6.95.  
—ENVELOPE CHEMISE—Attractive patterns, round or V-neck styles. Sizes 36 to 44. Priced only \$2.50 to \$6.95.

**New and Dainty Crepe de Chine**  
—GOWNS—Plain, empire fashion, or lace trimmed. \$3.95, \$4.95, \$6.95.  
—ENVELOPE CHEMISE—Flesh and white, empire style, plain or lace trimmed. 36 to 44. \$1.98, \$3.59.  
—SKIRTS—Lace flounces or self-ruffles, pink or white. Priced at \$3.95 to \$5.95.  
—SILK CAMISOLES—A lovely new line. Priced only \$1.25.  
—Undermuslin Shop, Third Floor.

## A Few Examples of Our Eighth Floor Offerings in Fine Furniture Underpriced

**SHOWN IN OUR FURNITURE SHOP BARGAIN SECTION**

**Lifetime Chair or Rocker**, as illustrated. Well constructed of solid quartered oak. With automobile spring seat, covered in genuine brown Spanish leather. An exceptional offering at \$6.95.

**Dining Chair** of solid quartered oak, with box seat, upholstered with best quality genuine brown Spanish leather. First-class in every particular. In wax or fumed finish. \$2.59.

**Gate Leg Table** of solid mahogany—a product of the Imperial Furniture Co., of Grand Rapids. Perfect in material, construction and design. Priced at \$13.33.

**Tea Wagon** from the famous Stickley Bros.' shops. In William and Mary design with glass bottom separate tray. In mahogany \$12.60. In oak \$11.10.

**TWO ITEMS FROM NINTH FLOOR GIFT SHOW**  
**Golden Ash Dressers**, as illustrated. Well constructed on simple lines. With fine beveled French plate mirror. A good piece of inexpensive furniture specially priced \$7.95.  
**Overstuffed Easy Chair**, or Rocker, made in our own shops in the fine old-fashioned "hand-made" way. The very best material and workmanship for \$19.75.

Easy Terms of Payment if Desired  
—Furniture Shop, Eighth Floor.

## New Autumn Party Frocks

FOR MISSES AND GIRLS  
—Just in, the loveliest new party and dancing frocks for girls, large and small. Lovely soft nets, chiffons, taffetas, some combined with radium. Dainty pinks, blues, maize and white.  
—New coats in wool plush, matiam and zibeline new college Princess and American frat dresses in serge and pretty silk frocks.  
**Fall Hats for Children and Bonnets for Infants in Dozens of Styles**  
—Girls' Shop, Second Floor.

## A Week's Demonstration of 'Wearever' Aluminumware

**Begins Tomorrow With Talks by a Domestic Science Expert**  
—Every year we hold this successful demonstration, and that Portland women appreciate the privilege of listening to these scientific talks is shown by the large attendance. And this year will be no exception. Be sure to come!  
**\$4.40 "WEAREVER" ALUMINUM TEA KETTLES, \$2.68**  
—The first time we have ever been able to offer a "Wearever" aluminum tea kettle at so low a price. 5-quart size, sheet aluminum. Only 500 in the lot.—Basement, Fifth Street  
**EACH DAY ADDITIONAL "WEAREVER" BARGAIN!**